FLORIDA INTERNATIONAL UNIVERSITY

Miami, Florida

THE SHIFTING ETHNIC IDENTITY OF U.S. HISPANICS AND ITS IMPACT ON INTENTIONS AND BEHAVIORS TOWARDS HISPANIC ETHNIC FOOD CONSUMPTION

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To: Dean William G. Hardin
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This dissertation, written by Lucia De Paz Nicol, and entitled The Shifting Ethnic Identity of U.S. Hispanics and Its Impact on Intentions and Behaviors Towards Hispanic Ethnic Food Consumption, having been approved in respect to style and intellectual content, is referred to you for judgment.

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Florida International University, 2025

DEDICATION

I want to dedicate this dissertation first to my co-pilot in life, my husband Carlos Espinosa, who encourages me in my dreams, and reminds me constantly of the best version of myself to keep on reinventing myself every day. His support has been critical to achieve this milestone in my life. I also thank my sons Nicolas and Mateo who have encouraged me and shared how proud they are of me, giving me strength through the process. I thank each one of my classmates who have also supported me with my numerous questions and moments of confusion. I am so grateful for my professors, who have kept ambitious standards and provided high-quality throughout, with patience and providing a safe environment. I am so grateful to the countless friends that supported me keeping my personal life and motherly tasks afloat showing me that it takes a village, and that family is found in the least expected places. A thank you to my parents for always allowing me to dream and not cut myself short, giving me all the messages from a young age that I could achieve whatever I wanted to put my heart to, without this, I probably would never have gotten here. Finally, but not least, much gratitude to GOD for giving me the courage, grit, and constant angel messages that accompany me every step and every path I take.

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ABSTRACT OF THE DISSERTATION

THE SHIFTING ETHNIC IDENTITY OF U.S. HISPANICS AND ITS IMPACT ON INTENTIONS AND BEHAVIORS TOWARDS HISPANIC ETHNIC FOOD CONSUMPTION

by

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The study explored the drivers leading to US Hispanic's intention and behavior to purchase Hispanic food for at-home and reveals the role ethnic identity plays in the drivers and behavior. The research was a cross-sectional study with N=375 subjects. Data was collected using a validated standardized questionnaire to gather three drivers: Attitudes of Hispanic Food (ATT), Subjective Norm (SN) and Perceived Behavioral Control (PBC), alongside the Intention (INT) and Behavior (BEH). It also included two subscales to measure Ethnic Identity: Pride and Belonging (PB) and Differentiation (DIFF).

The research analyzes four models. Model 1 explores the initial research model with PB and DIFF as moderators of ATT, SN and PBC, while claiming a direct relationship with BEH. The model showed a lack of validity and reliability with inconclusive results in AVE, Cronbach Alpha, and composite reliability in all constructs except for PB. Moderating effects of ethnic identity were inconclusive. Model 2 extracted items of Model 1 improving statistical significance. AVE results were closer to threshold, with DIFF at 0.454, PBC at 0.403 and SN at 0.456. DIFF results were significantly lower: Cronbach

Alpha of 0.494 and composite reliability of 0.506. The moderating effect of PB and DIFF was inconclusive.

Two alternate models were proposed; 3 and 4. Given the lack of significance and validity of DIFF, the subscale was divested. The PB subscale was maintained with its moderation effects. Solid validity and reliability results were present, while PB continued to show insignificant moderation effect with p-values above 0.001. Finally, Model 4 claims that PB directly affects ATT, SN, and PBC, rather than moderating it. Model 4 proved significant in all its relationships with p-values above 0.001.

The research captures a shift in ethnic identity concluding that "in-group" vs "out-group" relationship evidenced in previous ethnic research may no longer be relevant to US Hispanics, losing the relevance of differentiation to measure Ethnic Identity as a construct and as a moderator. Inversely, the study reveals that Pride & Belonging is strong and does not moderate (ATT, SN, and PBC), but instead it has a direct positive relationship with the drivers.

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CHAPTER I: INTRODUCTION

It is no surprise that the US Latino market grows at striding numbers, what is surprising is the latent opportunities still available to cater to this fast-paced growing group. This reflects in evident research opportunities to further define the consumer behavior patterns for US Hispanics, with opportunities to understand deep underlying insights within diverse categories of consumption. Furthermore, this can relate directly to specific categories that could greatly benefit from further research, such as the Hispanic ethnic food market in the US particularly for at-home food consumption, which will be addressed in this research.

There are numerous studies available on US Hispanics regarding health (Schneiderman, 2014), political party affiliation (Abrajano, 2011) vaccination hesitancy (Khubchandani, 2021), and social media usage (Li, 2015). A study published on consumer behavior of Hispanic populations in the US, (Parker, 2000) notes that "research on Hispanics is still at its infancy" claiming "a lack of consensus about Hispanic shopping behaviors and cultural values" (p. 61). The article goes on to argue that previous publications, although scarce, have shown many inconsistencies. As we fast forward from this publication in 2000 to more recent publications, we see much more intentionality in recent literature to further explore behavior of US Hispanics from a consumer behavior context. Studies narrowing down to retail store environments (Yoo-Kyoung, 2009), and retail personality (Wesley, 2006) delve deeper into a category to explore US Hispanic behavior.

Also, in 2019, Garcia-Collart, Serin and Sinha delved into the "Healthy (In)congruence" of US Hispanics understanding the impact of identity and messaging in their health choices (Garcia-Collart, 2019). These are some but still few areas that have been researched from the lens of Hispanics. From a food perspective, Smith (2018), researched on at-home food preparation, understanding trends by gender, education, and race/ethnicity, and although broad in its ethnic lens, it mentions the role of US Hispanics in this study (Smith, 2018). Azar (2013) in turn, researched festive foods in relation to immigrants. The research focused on several ethnicities and included data for US Hispanics (Azar, 2013).

From a narrower US Hispanic lens, Aguirre-Rodriguez et all., proposes opportunities for research in her paper "Ethnic identity-based motivation: A model emergent from US-Hispanic consumers", capturing the opportunity of matching ethnic identity to further explore consumer behavior (Aguirre-Rodriguez, 2023). The article posits that there are still many opportunities to further explore Hispanic consumer behavior through the lens of ethnic identity and behavior, with an opportunity to extend an Ethnic Identity Based Model (EIBM), proposed by the authors (Aguirre-Rodriguez, 2023).

The growth of the Hispanic population in the United States merits an increase of research in this demographic group. When comparing the 2010 Census to the latest 2020 Census, the US Hispanic population grew close to a 20%, from 50.5 million in 2010 to 62.1 million in 2020 (Pena J. L.-V., 2023). Considering the significant growth of the US Hispanic population in this ten-year period, along with the relevancy that this

demographic group now holds, there is much opportunity for new and fresh research that could better match demographic trends of growth.

Research on identity and ethnic identity on the other hand has been more extensive, as will be later addressed in the literature review. Much of this research has focused mainly on acculturation, enculturation, retroculturation and marginalization, among others. The approach has been more from a social perspective rather than a purchasing behavior perspective. When understanding the research related to ethnicity, an acculturation typology was developed by Berry (1980, 1997) and later debated and extended by Rudmin into a fourfold typology of acculturation, providing a dimensional approach to the phenomenon (Rudmin, 2003). Furthermore, in 1992 Phinney developed the Ethnic Identity Scale to assess the role of how ethnic identity affects individuals (Phinney J. , The Multigroup Ethnic Identity Measure: A new measure for use with diverse groups, 1992). The scale has been widely used and modified since, with applied research up to the present (Umana-Taylor A. Y.-G., 2004).

Although this study will address acculturation as a control variable, the ethnic focus of the paper will delve more on the ethnic identity of individuals in the purchase decision making process. Our proposed study identifies an opportunity to address consumer behavior from the eyes of US Hispanics and the consumption of Hispanic ethnic food at-home; while understanding the role that ethnic identity can have in their intentions and behaviors particularly through the lens of two subscales of Pride and Belonging and Differentiation, which will be discussed more in the following sections. This study will aim to expose latent opportunities from a behavioral perspective. Thus,

the paper will reveal opportunities in how we understand ethnic identity and its connection to the drivers of consumer behavior in a key demographic of the US population.

Furthermore, the paper makes a distinction between the needs of the Mexican, Puerto Rican and Cuban ethnic food market, which is more catered to at a national level, vs other Hispanic nationalities. This can be traced to the historical presence that these three nationalities have on the US market. Furthermore, there is more extant research on these nationalities, to the level that the data collection platform used for this study (Cloud Research) conveniently has a function to separate research of US Hispanics, excluding these three nationalities. Thus, this research will focus on all Hispanics, except for Mexico, Puerto Rico and Cuba, to identify the latent needs of this group that has been less researched and less catered to. To summarize, the research will apply the Theory of Planned Behavior to understand attitudes, behaviors, and intentions of purchase of Hispanic ethnic food for at-home consumption, while applying two ethnic identity subscales to measure the moderating role and the direct effect that ethnic identity plays in the behavior to purchase.

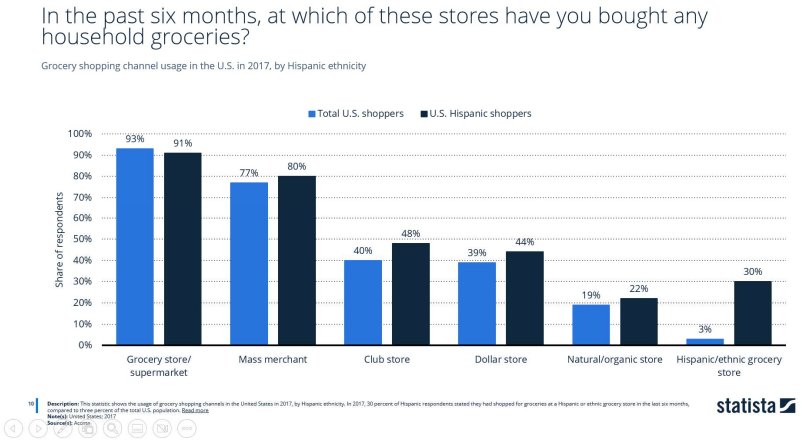
The US Hispanic Market

The 2020 US Census provides vital evidence to understand the relevance of the US Hispanic market, currently representing 18.7% of the US population (US Census Bureau, 2018). While the Latino GDP report places the US Latino Market as the 5th GDP globally (LDC Donor Collaborative, 2025). When it comes to US Hispanics, demographics is not the only factor of growth, the buying power of the US Hispanic

market has also grown exponentially, representing an interesting and important market with many needs that are yet to be identified from a business opportunity perspective. According to the Selig Center for Economic Growth "Hispanic buying power in the US has skyrocketed since 2010, rising from $1 trillion to a projected $2.8 trillion by 2026", while buying power could grow 32% from 2021 to 2026 (Obolenskaya, 2023).

Understanding the ethnic food market also provides revealing information for this study. Ibis World, claimed that the size of the ethnic food market in the US was valued in 2024 at 55.8 billion dollars with an market size CAGR growth of 3% in the period from 2020- 2024 (Le, 2024). Furthermore, Figure 1 shows an interesting consumption of ethnic food from the US Hispanic group, evidenced when analyzing the shopper behavior. Data from 2017 shows that 30% of US Hispanics purchase food in Hispanic/ethnic grocery stores, strikingly higher than the 3% of the total US shoppers, a tenfold difference (Acosta, 2017).

FIGURE 1, GROCERY CHANNEL USE BY ETHNICITY



(Acosta, 2017).

While the rise of the ethnic global food market is often attributed to the growing immigration numbers in the US, it is important to note that the 49.5 billion size of the market include all ethnic food, not just Hispanic food. The 2024 IBIS World report claimed that the Ethnic Supermarkets industry in the US is growing at a fast rate, attributing to the fast growth of immigration, with expectations to further increase, thus representing an opportunity within the supermarket industry (Le, 2024). Thus, when analyzing Figure 1 above, shows the weight that the US Hispanic market holds over the total ethnic food consumption helping us understand the relevance of Hispanics in this category.

As mentioned previously, this study will focus on the US Hispanic ethnic food market for at-home consumption, thus their behavior in home cooking is relevant to this research. The American Time Use Survey (ATUS), disclosed important trends regarding our demographic group narrowing on home cooking including food and drink preparation. The study claimed that 58% of Hispanics cooked at home, spending an average of 42 minutes a day cooking, the highest for all ethnic groups. The study reveals trends that will be further discussed in the literature review. Nevertheless, understanding the higher rate of at-home food consumption of US Hispanics gives relevance to the latent opportunities that this study aims to address (Smith, 2018).

Problem Statement

The problem identified in this paper relates to the lack of current market research that provides adequate visibility and insights of US Hispanics; the drivers and opportunities that could aid business professionals to boost economic growth and satisfy

unmet needs in a market that has previously been seen under researched and underserved. As mentioned in the previous section, in general, the lack of research focused on the US Latino market is surprising considering their demographic relevance. A Forbes article by Sean Salas describes the US Latino Market as: "the largest and fastest blind spot of the American economy" and quotes Sol Trujillo Co-Founder of L 'Attitude who claims that the "US Latino Market GDP is growing at 8.6%, faster than China, faster than India, and nobody talks about it" (Salas, 2020).

There are several factors that drive consumption. Ajzen identifies three important ones: your attitude towards a category or issue of study, the influence others have of your perceptions on the category and your locus of control. Not understanding which factors or to what degree these elements play a role in US Hispanic decision-making leaves us with an important blind spot, failing to understand what can be leveraged to increase behaviors. Furthermore, since we are studying a distinct ethnicity, failure to understand the role that ethnic identity can play within these factors can also affect our understanding of what are the underlying factors, insights and the "why" people perform a behavior. Deeper understanding of insights provides clearer and more assertive marketing decisions and more impactful messaging.

Why should we focus on Hispanic ethnic food? Understanding of the ethnic food market could generate opportunities for companies such as multilatinas to further enhance the behavior of consumption among US Hispanics. Multilatinas are multinationals that have developed within the Latin American region and expanded boards within this geographic group. This is a relevant market when we take into account

that Latin America represents a market of over 600 million people. Multilatinas are present in many areas of the economy including telecommunications, infrastructure and consumer goods, which is of special interest to this research (Aguiar, 2018). According to the Boston Consulting Group, they have served as a motor of growth to the Latin American region with an annual 5.2% growth from 2008 to 2016, "three times higher than the average Latin American companies" (Aguiar, 2018). Multilatinas have managed to grow in spite of the fact that Latin America has not grown at the same rate as other emerging markets, making it less interesting to invest than other regions (Aguiar, 2018). The consumer goods focus of this research could provide this group with an interesting lens for additional avenues of growth.

Another area that could benefit from this research is the well-established supermarket chains and ethnic food markets in the US. Deeper knowledge of the drivers of consumption of this group could aid them to leverage the key factors that drive consumption with messaging that captures the pain points and heart strings of consumers by delving deeper into the insights that truly move them.

As mentioned previously, this study focuses particularly on US Hispanics often less catered to (excluding Mexico, Cuba and Puerto Rico), considering that this demographic has a lack of representation in the grocery shelves nationwide, in comparison to other nationalities. This may allow us to recognize strategic marketing gaps and identify communication opportunities from a business perspective, particularly when considering accessibility in the factor of locus on control through Perceived Behavioral Control, which will be discussed in more depth in the following chapters.

Consequently, the purpose of this study is to examine the attitudinal factors and behaviors in relation to Hispanic ethnic food for at-home use and how ethnicity plays a role in these factors. To achieve this, we first aim to detect the drivers that define attitudes towards Hispanic food for at-home use and how these attitudes influence the intention and ultimately the behavior to purchase this category. Second, we explore the influence that others, such as family, extended family or friends (subjective norm) have on the intention or behavior to purchase this category. Finally, we explore the role of the individual's locus of control (perceived behavioral control) in relation to its intentions and behavior to purchase Hispanic ethnic food for at-home use, including their perceptions regarding price, accessibility or ease of use. Finally, we will aim to identify the moderating effect that ethnic identity plays on these independent variables in their relationship to intention and behavior.

The study will not narrow down on a specific social economic level, however I recognize that the US Hispanics have a strong presence at the mid-to-high social economic level, as this group is the core of the US Hispanic market population, with 49% in the mid income bracket (Kochhar, 2022). Furthermore, understanding the growth of US Hispanic men in at-home food preparation with 41.6% of US Hispanic men claiming that they cook at home, added to the 75.1% of US Hispanic females that cook at home, there will not be a gender focus for this study (Smith, 2018).

The main research question for this study is summarized in the following sentence:

"What are the drivers of the intention and purchase of at-home ethnic food in the Hispanic US market (non-Mexican, Puerto Rican and Cuban)?"

A secondary question of interest would be: "What is the role (moderating effect) that ethnic identity (Pride & Belonging and Differentiation) plays in US Hispanic consumer's decision-making that leverage the intention and/or behavior to purchase Hispanic ethnic food?"

Research Contributions

From a theoretical perspective, as briefly mentioned before, the study will provide a fresh lens of the well-used Theory of Planned Behavior, with an application of the Ethnic-Identity Scales (Pride & Belonging and Differentiation) as moderators for the intention and as a direct effect for the behavior to purchase Hispanic ethnic food for at-home use. Nenci et all., conducted a similar a similar study in 2008 with Jamaican immigrants in the UK, using the TPB model with an ethnic lens as a moderator. This research will be different proving the lens of US Hispanics in the US market. Furthermore, it will provide updated research, given that the study (Nenci, 2008) was conducted 17 years ago. Finally, our ethnic measurement draws from another research by (Valk, 2001), using two ethnic subscales that have not been paired previously with the Theory of Planned Behavior.

Furthermore, from a practical perspective, I will focus on US Hispanics, while excluding those of Mexican, Puerto Rican or Cuban descent. Although there are other nationalities that are similar in size to the Cuban population, there long-standing presence

and historic presence of Cubans places it in a different situation in terms of accessibility and generational standing vs other nationalities.

Thus, our focus on "other nationalities" other than these three provides us with a narrow focus on a group that is "less catered to" from a product accessibility and business perspective and important to mention from a research perspective. By narrowing to the other nationalities, we will focus on US Hispanics that although smaller than the three nationalities mentioned above, still hold a significant growth and size. Furthermore, this group has a different situation regarding accessibility to this market. Given the size of the demographics of Mexican, Puerto Rican and Cubans descendants in the US and their historic presence in the US, product accessibility of ethnic food products is more readily accessible to them. Thus, this is not always the case for other Hispanic nationalities with a more dispersed and less catered ethnic food distribution. The narrow market focus presents opportunities to gather insights on how to exploit this market and really evaluate the tangible opportunities.

CHAPTER 2: LITERATURE REVIEW

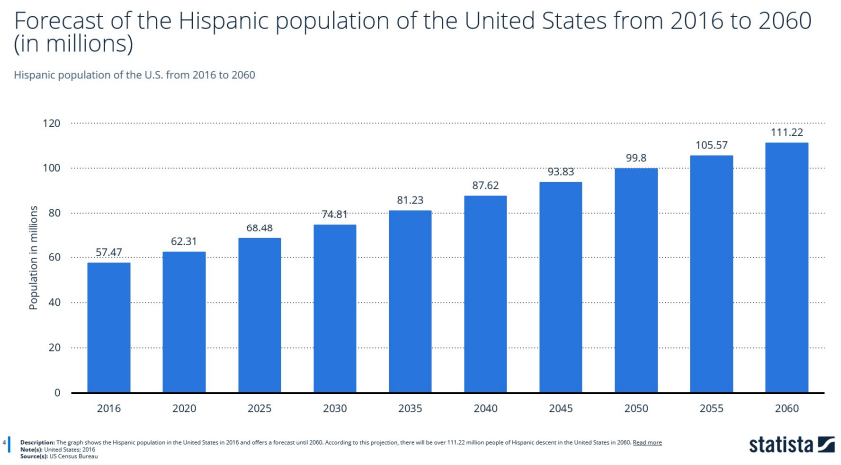
The following literature review is composed of three sections. The first section will share key data of the Hispanic demographic group in the United States providing the context for this study and will conclude with extant academic literature on this demographic. The second section will analyze Ajzen's Theory of Planned Behavior both as a theoretical framework, as well as its application in the food segment. The last section addresses Ethnic Identity which will be key to the research focus on the role of ethnicity using the Ethnic Identity Scale.

The Hispanic Market Demographic and Theoretical Lens

Population Demographics

As mentioned in the introduction, the 2020 US Census places the US Hispanics at an 18.7% of the US population with 23% growth from 2010, while the non-Hispanic or Latino population grew at a slower rate of 4.3% (Jones, 2021). When analyzing the growth over the decades, the US Hispanic population grew from 6.3 million in the 1960's to 63 million by 2020, equivalent to a tenfold growth (Hughes, M., Stovall, T., 2019) (Pena J. L.-V., 2023). By 2022, the US Census reported 65.2 million US Hispanics (US Census Bureau, 2024). Forecasts continue to project growth, per estimates in Figure 2, expecting to reach 111.2 million US Hispanics by 2060 (US Census Bureau, 2018).

FIGURE 2, FORECAST US HISPANIC POPULATION 2016-2060

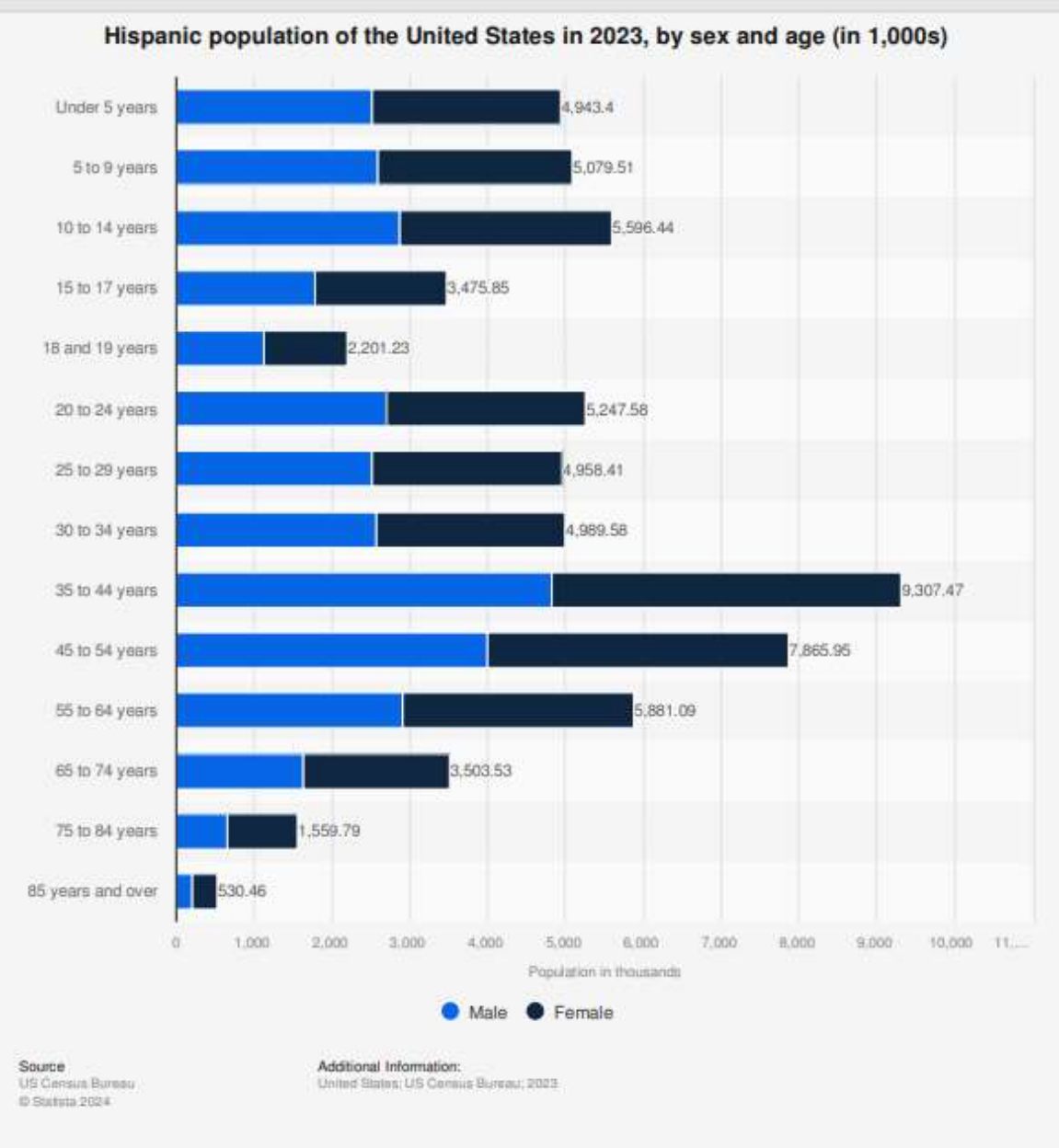


(US Census Bureau, 2018)

WHEN UNDERSTANDING THE AGE DEMOGRAPHIC COMPOSITION IN THE US, FIGURE 3, LATINOS ARE EXPECTED TO GROW AT A FASTER WITH THEIR YOUNG UPCOMING COHORT, WHERE US HISPANICS REPRESENT 25% OF THE YOUNG POPULATION VS THE TOTAL 20% OF THE US DEMOGRAPHIC. TODAY ONE OUT OF EVERY FOUR YOUNGER PEOPLE ARE HISPANIC, WITH MORE RELEVANCY THAN THE TOTAL NATIONAL HISPANIC ETHNIC REPRESENTATION (LDC COLLABORATIVE, 2021). THIS IS THE SAME GENERATION THAT IS STARTING TO GRADUATE FROM COLLEGE, AS SEEN IN

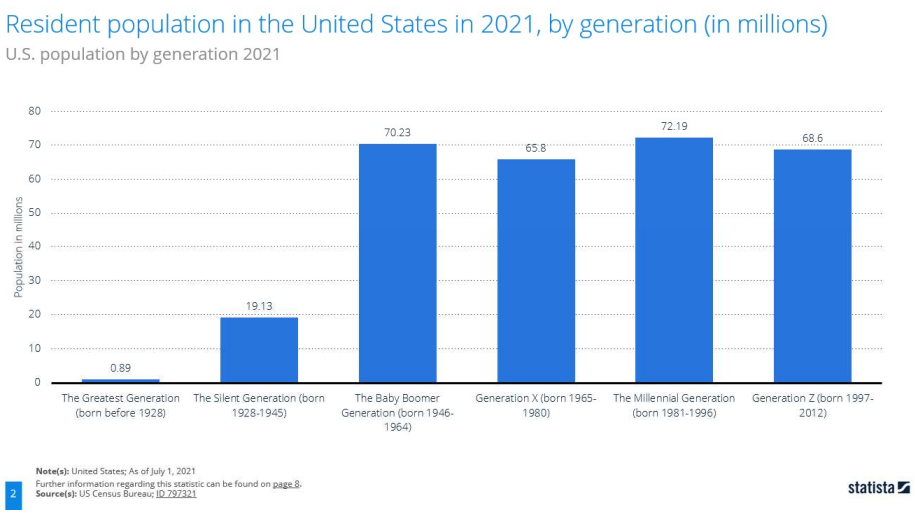
Figure 4, of the 67.06 million total Gen Zr's only 5.2 million shies from matching Millennials, the largest population in the US (US Census Bureau, 2021). However, it is important to note that the median age of US Hispanics in the last 2020 US Census was 30 years old (Pena J. e., 2023). Furthermore, when understanding the split by age bracket in Figure 3 shows that although total US population among total younger generations are gaining a stronghold, the largest age representation among US Hispanics are those in the range of 35 to 44 and 45 to 54 year old (US Census Bureau, 2024).

FIGURE 3, HISPANIC POPULATION OF US IN 2023 BY SEX AND AGE



(US Census Bureau, 2024)

FIGURE 4, US POPULATION BY GENERATION

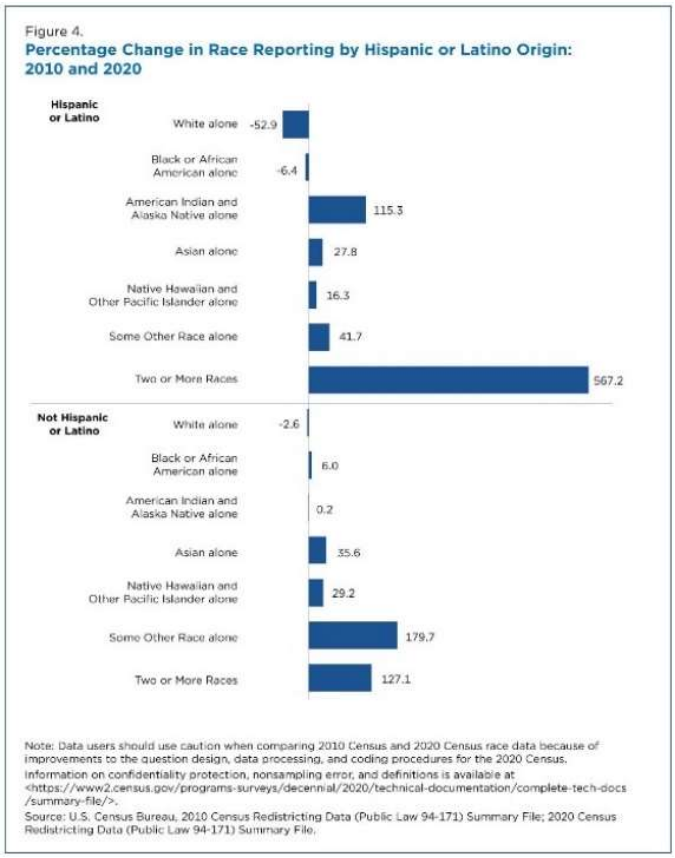


(US Census Bureau, 2021)

THE 2020 US CENSUS STRESSED THE MULTI-ETHNIC POPULATIONS THAT ARE SHAPING OUR DEMOGRAPHIC. THE DATA ALSO EMPHASIZED THE PREDOMINANCE OF HISPANICS AS A WHOLE. WHEN COMPARING GROWTH BY ETHNICITY, DATA FROM THE US CENSUS BUREAU,

Figure 4 clearly places the US Hispanic population on a rise versus other ethnicities, even considering the multi-ethnic trend, making evident the importance and potential to further meet the needs of this high-paced growth group. It is important to this research to note that there was an increase of 567.2% of Hispanics that now identify with two or more races. This growth evidenced in Figure 5 is significantly higher than their White counterparts with a growth of 127% (Jones, 2021). This poses important questions in this research regarding what role does assimilation plays on the US Hispanic's sense of ethnic identity in comparison to previous generations which were less multi-cultural.

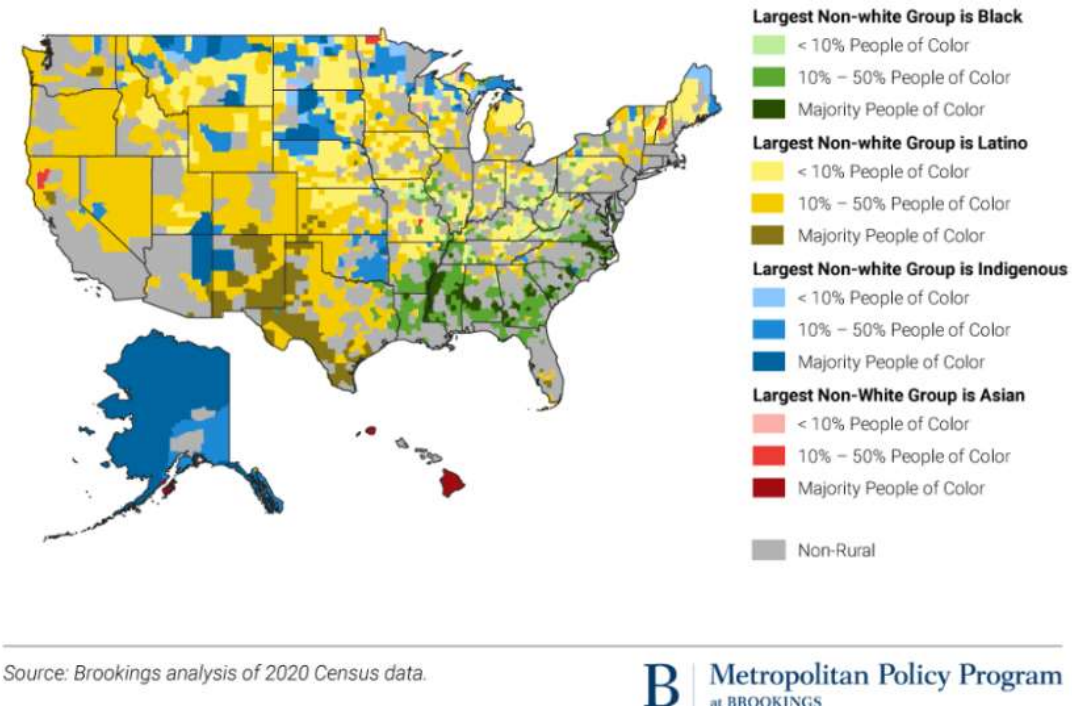
FIGURE 5, HISPANIC/LATINO ORIGIN REPORTING 2010 AND 2020



(Jones N. M.-V., 2021)

Understanding the geographic spread of Hispanics across the United States is also relevant when considering factors such as distribution and accessibility of products. US Hispanics have higher concentrations in metropolitan areas "according to the 2020 Census, 47.4% of U.S. Latinos resided in 12 metropolitan areas", including Los Angeles, New York, Miami, Houston, Dallas, San Antonio, Washington D.C., and San Francisco among others (Kayitsinga, 2020). Another study "Mapping rural America diversity and demographic change" also using data from the 2020 US Census, identifies a wide spread of Hispanics in the US as seen in Figure 6 (Rowlands, 2021).

FIGURE 6, RURAL AMERICANS OF COLOR 2020

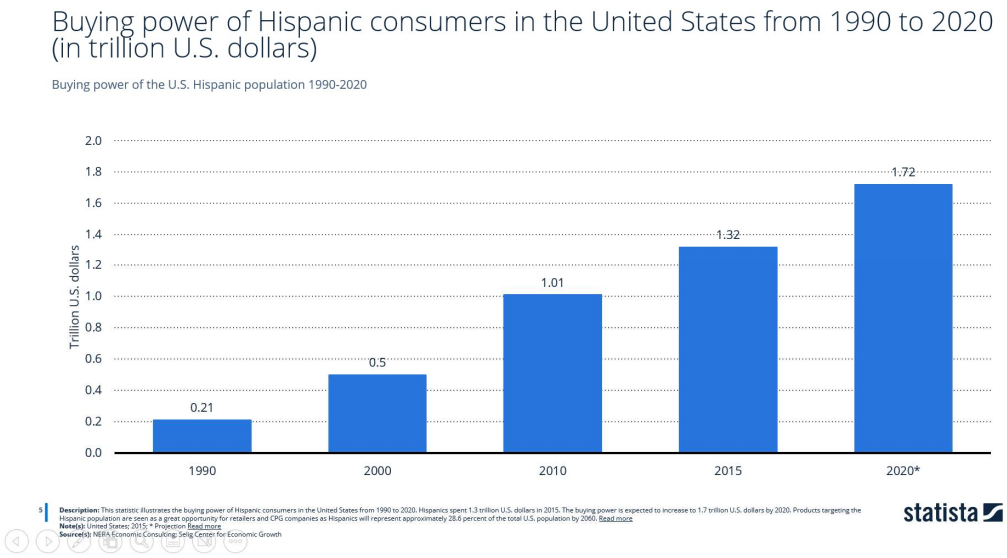


(Rowlands, 2021)

Matching Growth with Purchasing Power

As mentioned previously the Latino GDP report places the US Latino Market as the 5th GDP globally, with an interesting buying purchasing power, with US Latino GDP reaching $3.6 trillion in 2022 (LDC Donor Collaborative, 2025). This has been marked by a solid trajectory of growth in buying power, as shown in data from in Selig Center in Figure 7 (Selig Center for Economic Growth, 2016). This 2.8 trillion market (US Hispanic market), is expected to grow 32% from 2021 to 2026 (Obolenskaya, 2023). Furthermore, US Latino economy is expected to surpass Germany's GDP by 2027 (LDC Donor Collaborative, 2025).

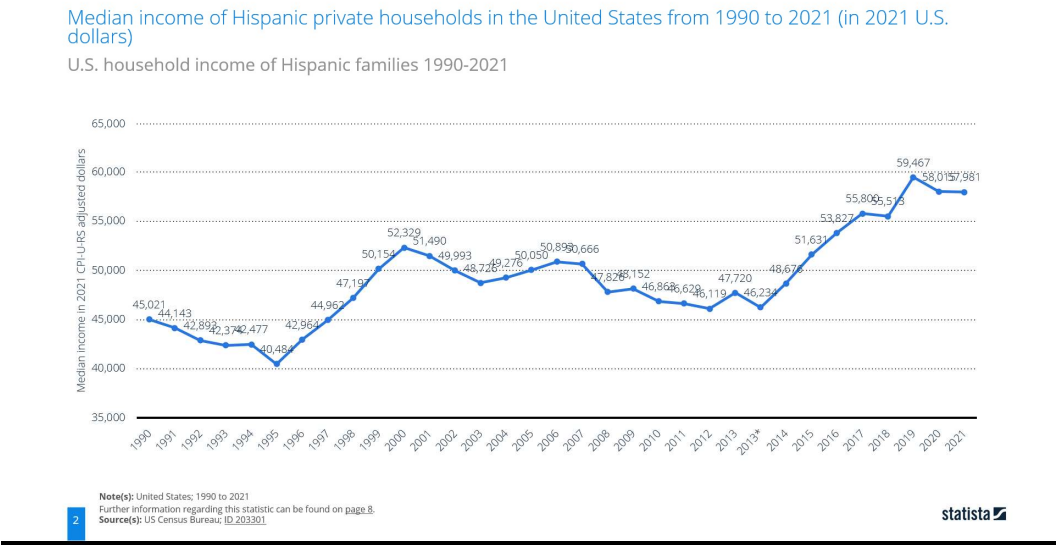
FIGURE 7, HISPANIC BUYING POWER



(Selig Center for Economic Growth, 2016).

According to Statista, Hispanic household income has been increasing at a rapid rate in the last decades, with a median income of $57,981 by 2021, as seen in Figure 8. PEW research defines middle class as "those earning between two-thirds and twice the median American household income, which in 2021 was $70,784, according to the US Census", placing the range of mid income bracket from $49,189 to $141, 568 with a 49% of the US Hispanic population at mid income level (Kochhar, 2022).

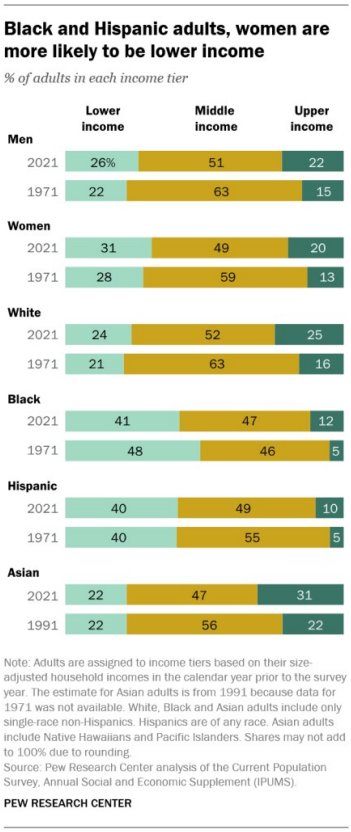
FIGURE 8, MEDIAN INCOME OF HISPANIC HOUSEHOLDS IN THE US FROM 1990-2021



(US Census Bureau, 2022)

Figure 8 shows an evident evolution in US Hispanic median income while Figure 9 understands the income level split in brackets from 1971 to 2021. This information supports the strength of the US Hispanic middle class in comparison to the other brackets, while showing the increased purchasing power of this group (PEW Research Center, 2022).

FIGURE 9, INCOME LEVEL PERCENTAGES OF BLACKS AND HISPANIC



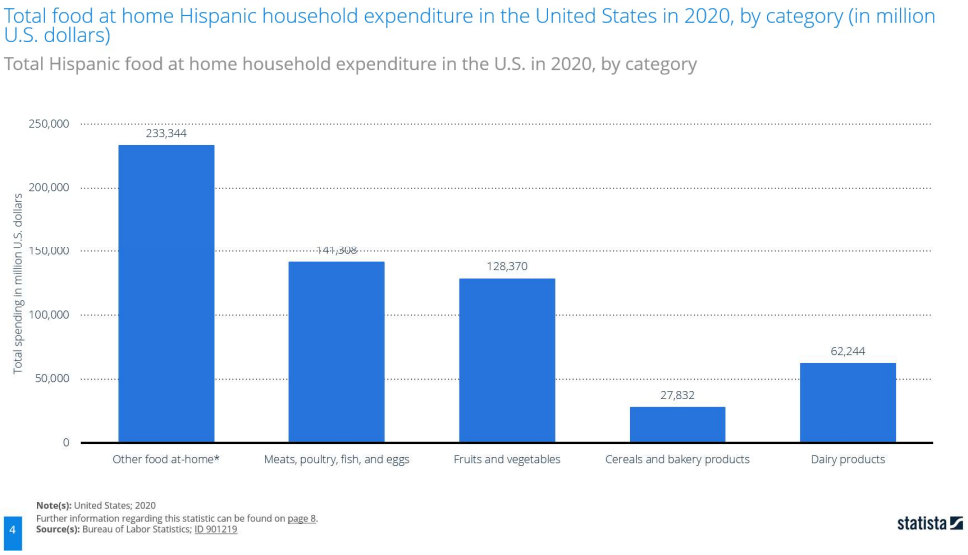
(PEW Research Center, 2022)

Ethnic Food and Hispanics

As previously mentioned, this study will focus in understanding the drivers of US Hispanic's to purchase Hispanic ethnic food for at-home use. Large supermarket chains, such as Walmart, now have its own Latino section, giving more relevance to the eating habits of this group. Nonetheless, when seeing this trend, the focus at a national level is still narrowed selected countries such as Mexico or Puerto Rico, given their demographic size. For example, Latinos of Mexican origin by far, surpass the rest of the US Hispanic Market. Nevertheless, as mentioned, the size of the prize is so big that Hispanics of nationalities other than Mexican, Puerto Rican and Cuban, are also worth exploring.

Ethnic food for at-home food consumption tends to compete as a substitute with the rest of the at-home food market, often represented with well-known FMCG brands of the food and beverage market. Thus, it is important to understand US at-home food consumption and how US Hispanics hold in this market. According to the Bureau of Labor Statistics, US Hispanic households had a yearly expenditure of at-home food of $593 billion (Bureau of Labor Statistics, 2021). Giving us an interesting market to explore, as evidenced in Figure 10, breaking apart the expenditure in diverse categories.

FIGURE 10, US HISPANIC AT-HOME FOOD HOUSEHOLD EXPENDITURE



(Bureau of Labor Statistics, 2021)

Furthermore, as mentioned in the introduction there is an interesting consumption of ethnic food from this group, when analyzing the shopper's behavior. Previous studies estimate that 30% of US Hispanics purchase food in Hispanic/ethnic grocery stores, strikingly higher than the 3% of the total US shoppers as seen in Figure 1 (Acosta, 2017).

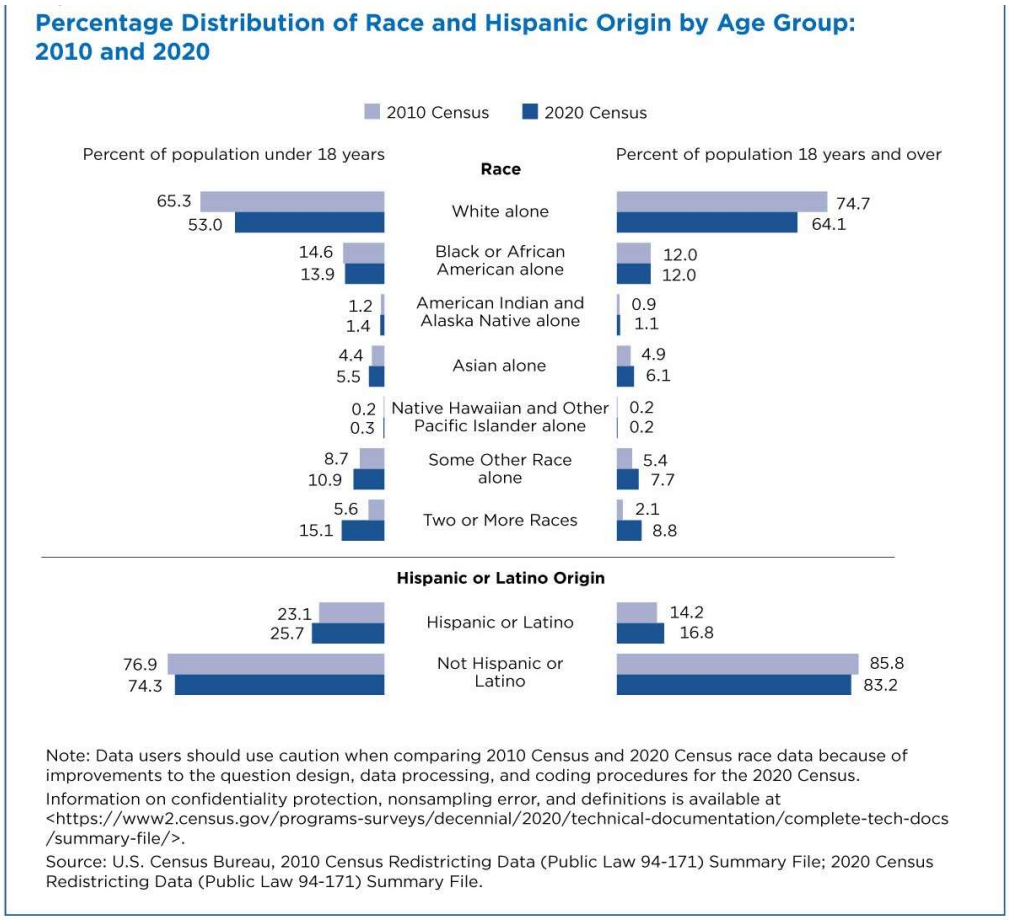
Also mentioned in the introduction, Ibis World, estimated the size of the ethnic food market at $55.8 billion dollars in 2024 a compound annual growth rate of 3% from 2020-24. "Driven by the rising Hispanic and Asian populations in the US and an increase in at-home cooking during the pandemic, ethnic supermarkets have seen a significant surge in their consumer base. Besides, the sizeable spike in the immigrant population in the US also reinforces the growth of small ethnic grocers despite fierce competition from traditional supermarket chains" (Le, 2024). The report clearly links growth in ethnic supermarkets following a trend in immigration growth with potential of continued growth (Le, 2024).

Understanding the growth of ethnic food in general is even more relevant when thinking of US Hispanics, not only is it relevant due to the weight that the US Hispanic market holds over the total ethnic/racial US population, but also the purchasing trends and preference that this ethnic group gives to the ethnic food market Figure 1.

Hispanic Shopper and Hispanic Distribution by Country of Origin

It is important to understand our shopper of ethnic food when addressing Hispanic ethnic food for at-home consumption. The following comparison of the 2010 vs 2020 US Census Figure 11 provides us with the percentage distribution of the US population by race and Hispanic origin, clearly showing that it is the second largest group after whites and the largest ethnic group in the United States. Furthermore, the age distinction applied in this graph, focusing on a demographic of 18 and older will be important as we analyze this market, as the "shopper" age of ethnic food should be in this same age range.

FIGURE 11, DISTRIBUTION OF RACE BY HISPANIC ORIGIN AND AGE 2010 AND 2020



(Jones, 2021)

Given that our study will focus on a US Hispanics of nationalities other than Mexican, Puerto Rican and Cuban, it is important to understand the composition of this group as far as ethnicity. As mentioned, the Latino/Hispanic immigrant population that originates from Mexico is by far the largest, representing 59.5% of this demographic. When paring it with Puerto Ricans (9.28%) and Cubans (3.8%), just these three nationalities represent a 72.6% of the US Hispanic population. Nonetheless, there is an interesting 26.7% or 16.7 million US Hispanic/Latinos that come from other countries of

origin, who are currently being overlooked. In the case of the largest demographic group (Mexicans), an article by PEW Research in 2023 claims that "notably, the number (percentage) of Mexican immigrants living in the US has fallen" and identifies the increase of other Hispanic nationalities as the main reason for the fall (Moslimani, 2023). The most important nationalities of this reduced group (in terms of population) are Salvadoreans, Dominicans, Guatemalans and Colombians. Figure 12 provides us with population by country of origin or affiliation to further understand the composition of this demographic in population numbers (Moslimani, 2023).

In the case of Cubans and Puerto Ricans, their presence in the US can be traced for decades, concentrating their settlement in specific areas. It is important to note that the latest US Census shows there are more Salvadoreans than Cubans, and Dominicans have also matched this group. However, this research excludes Cubans from this narrow focus given the historical presence of Cubans in the US resulting in a different trajectory in assimilation that this group has compared to the others, as well as the availability of platforms such as Cloud Research to generate this distinction in data collection.

FIGURE 12, US HISPANIC COUNTRY OF ORIGIN

Rankings | Characteristics

U.S. Hispanic population: 62,500,000

Population
Foreign born
Median age
College
Language
Citizenship
Income
Poverty
Insurance
Homeowners

Rounding varies based on size of unrounded estimate

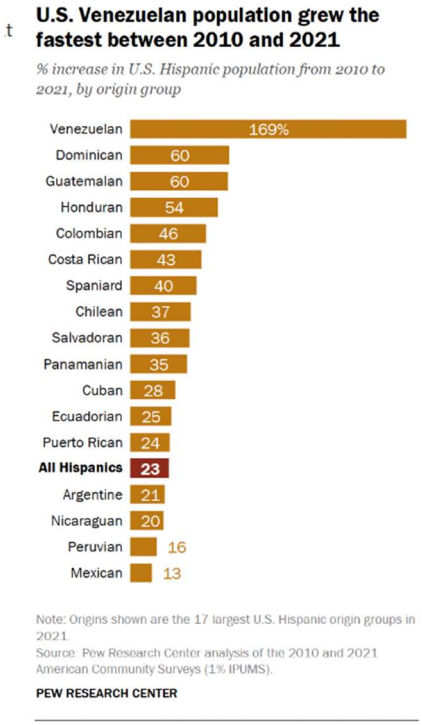
Mexicans	37,200,000
Puerto Ricans	5,800,000
Salvadorans	2,500,000
Dominicans	2,400,000
Cubans	2,400,000
Guatemalans	1,800,000
Colombians	1,400,000
Hondurans	1,100,000
Spaniards	990,000
Ecuadorians	830,000
Peruvians	710,000
Venezuelans	640,000
Nicaraguans	450,000
Argentines	290,000
Panamanians	240,000
Chileans	190,000
Costa Ricans	180,000

Source: Pew Research Center analysis of the 2021 American Community Survey (1% IPUMS).

(Moslimani, 2023)

Understanding growth patterns by nationality, among the groups with most growth are Venezuelans with 169% growth from 2010 to 2021, added to Dominicans and Guatemalans with 60% growth each for the same period (Moslimani, 2023). This is significant in comparison to Mexicans, who had the slowest growth rate of all the nationalities at 13% as seen in Figure 13.

FIGURE 13, POPULATION GROWTH OF US HISPANICS BY NATIONALITY



(Moslimani, 2023)

The Latino population of focus for this research, might have similar aspirations and roots, however, it is important to note that they may have different habits, celebrations, and traditions that shape their upbringing. These traditions can be engrained in their identity and roots, even when they have needed to acculturate to their new environment and a new US culture. "Most Hispanic immigrants have lived in the U.S. for at least a decade. Nearly four-in-five Hispanic immigrants (78%) have lived in the U.S. for more than 10 years, up from 64% in 2010" (Moslimani, 2023). According to Moslimani, it is hard to compare them with the habits and drives of the Hispanics of their country of origin. It is very common to hear that they "are not from here and are not from there" when referring to the US and their country of origin (Moslimani, 2023).

At-home- food consumption of US Hispanics

When understanding the relevance of US Hispanics as a shopper in the grocery industry, it is of interest to consider the relevance that this group has in the trends of at-home food preparation within the US. A study conducted from 2003 to 2016, using the American Time Use Survey ATUS, provided revealing results regarding the importance of this group regarding at-home food consumption and preparation. The study evaluated "home cooking" including food and drink preparation and claims that 58% or Hispanics cooked at home, spending an average of 42 minutes a day cooking, the highest for all ethnic groups. It is important to note that although the percentage of men who cook at home has increased significantly over the years, it is still lower than their female counterparts with 70% of women claiming they cook at home vs 46% of men regardless of ethnicity. In the case of Hispanic men, it is just slightly lower than the total average with 41.6% saying that they cook at home. Nevertheless, there is an important two-digit growth in US Hispanic men at home cooking of 10% from 2003 to 2016. In the case of women, the trend to cook at home is superior to all the other ethnic groups, reporting to be the highest ethnicity by gender to cook at home with a 75.1%, surpassing the 70% national average (Smith, 2018).

Furthermore, a review paper published by the Immigrant Minority Health delves into the type of foods that immigrants tend to prepare at home. The study claims that most immigrants come from modest and humble backgrounds when arriving to the United States. Their arrival in the US tends to bring change and prosperity, compared to their lifestyle in their country of origin with an increased purchasing power. The paper claims that the acculturation process tends to integrate the food of the host country with

the well-known dishes of their country of origin, giving predominance to their ethnic food as a form of nostalgia. It goes further by claiming that the foods prepared by immigrants on a day-to-day basis differ from their traditional day-to-day foods of their country of origin, and in turn the daily preparation of food has been replaced by "festival" or "special" food from the country (Azar, 2013). (Azar, 2013) states that "the consumption of particular and specific festival foods may be a way for immigrants to express their ethnic identity, promote family togetherness, and even deal with the stressors of adapting to a new culture" (p. 954). Furthermore, this can also be a result of the supply and/or availability of these special ingredients and dishes.

There is scarce research today on this subject, but much space to learn more about possible latent needs that may be unexploited on the subject. In his paper, Azar claims that "overconsumption of festival foods is arguably more deleterious than Western acculturation" (p. 956). The article goes on to state that "Festival foods become in a sense comfort food after immigration due to a variety of emotional associations, whether tied to childhood memories, a sense of identity, nationalistic expression, or a means of expressing a sense of improved socioeconomic status and wealth" (Azar, 2013, p. 956).

Cultural Theoretical Lens

Understanding that the research aims to identify the attitudinal and behavioral factors that drive US Hispanics in their intention to purchase Hispanic ethnic food, a cultural lens has been placed at the forefront. From a theoretical lens it is important to capture the extant work on the Hispanic market. Several studies on the U.S. Latino market have been conducted and several factors stand out that give leeway for

improvement. First, a lack of recent research studies in a fast-changing market. Second, research that lacks quantitative validation to provide robust data. The following literary review provides secondary research of several studies available regarding US Hispanics.

Cortez and Vasquez explored the beliefs of the US Hispanic Market, finding that it was culturally homogenous as a group, and delving deeper into the acculturation and bi-cultural effects of this group. The research was conducted through a partnership of AARP and Hispanic Advertising Agencies (AHAA) (Cortes-Vasquez, 2014). It is important to note that there have been significant changes in immigration in the last ten years since its publication.

More recent studies have focused on the use of the Spanish language for marketing purposes (Rincon, 2020). Hughes and Stovall also explored the importance to further understand this market from a marketing perspective in their article "Strategic Target Marketing Considerations and Implications for the US Hispanic Market" (Hughes, M., Stovall, T., 2019). Hughes and Stovall are wise when advising that, "'Standardizing marketing strategy across cultures does not contribute to a company's bottom line. Consumers of same or similar products and services do not necessarily share same or similar cultural values, beliefs, and brand affiliations'" (p. 153). Nonetheless, the research methodology included secondary and primary data, where the primary data was focused on four in-depth interviews with marketing executives located in Los Angeles through a qualitative approach, giving little space to build the ground for a solid quantitative segmentation study (Hughes, M., Stovall, T., 2019).

Nevertheless, the study provides an intriguing graph shown in Figure 14, stating the "determinants of cultural segmentation for the Hispanic market", gathered from the four interviews conducted, and proving a good starting point for analysis of my research (Hughes, M., Stovall, T., 2019, p. 158).

FIGURE 14, DETERMINANTS OF CULTURAL SEGMENTATION IN US HISPANIC MARKET

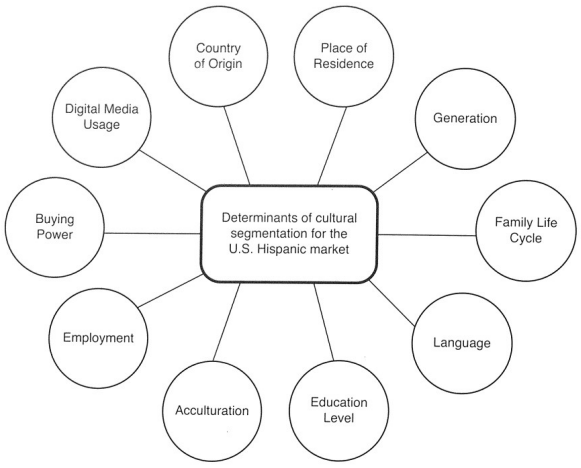


Figure 1: Determinants of cultural segmentation for the US Hispanic market

(Hughes, M., Stovall, T., 2019)

Smith (2018) released a study that closely relates to the research question at hand. The study delves in understanding at-home food preparation, understanding trends by gender, education, and race/ethnicity. Although the study is not focused on Hispanics exclusively, the study provides revealing data regarding the habits of food preparation and the diverse drivers among different demographic groups regarding food consumption. Furthermore, it shows relevant participation of the US Hispanics in relation to food preparation (Smith, 2018). This is interesting when we understand the secondary data provided above regarding Hispanic at home food expenditure, representing a 592-billion-dollar market (Bureau of Labor Statistics, 2021). Furthermore,

Smith claims that although Hispanic males at home food preparation has grown significantly over the years, females continue to have higher incidence of meal preparation inside the home (Smith, 2018).

From a theoretical lens, once again it is important to mention that Festive Foods have also been researched by Azar in relation to immigrants, including data for US Hispanics. The study is particularly interesting as it mentions cultural traditions and the immigrant diet amongst Hispanics, providing a specific lens on health perspective, as mentioned in the section above (Azar, 2013).

Theory of Planned Behavior Research

The Theory of Planned Behavior was first coined by Icek Ajzen. The theory traces its origins and evolution from the Theory of Reasoned Action, also proposed by Ajzen, and modified into the TPB (Azjen, 1991). Taylor conducted a study in 1995, which has been used as a referent of testing the TPB model in a consumer setting and compares it with the Ajzen's original model of Theory of Reasoned Action (Taylor, 1995). The study also compared it with two other models and used data from a survey conducted with 800 consumers, exploring their adoption and use of technological innovation. This study provides valuable information for survey construction (Taylor, 1995). Francis et al. also published a valuable manual on how to construct a questionnaire based on the TPB model using examples in health services. The manual clearly delineates each construct providing examples and variations for each variable (Fracis, 2004).

When exploring the application of TPB to the food market, Lodorfos and Dennis published a study on the organic food market and its application of the TPB model. The

study surveyed 144 consumers to understand their intent to purchase organic food with an interesting guideline of the relevant points to be considered when defining the attitudes towards the behavior (Lodorfos, 2008).

On the same year (2008), Canniere, M., Pelsmacker, P., and Geuens, M., delved deeper into the TPB model in relation to intentions and purchase behavior and goes further by comparing the results with the relationship quality model (RQ). The objective was to use the concepts of trust, commitment, and satisfaction from the RQ model as antecedents of behavioral intention. Furthermore, through this study the model includes a variable of past behavior in its analysis. The study includes the survey items, making it valuable when adapting the survey instrument, and is thus used as a reference for this paper (Canniere, 2009).

Bhuyan applied the TPB model analyzing "food away from home" FAFH to determine health related behaviors providing excellent guidelines on how to predict human intentions and self-reported behavior related to food at home (Bhuyan, 2011). Bhuyan also explains the importance of demographic variables and their application to the model as exogenous variables and applies them as control variables. The demographic variables can represent "proxies of a household's ability to convert raw ingredients into complete meals at home" (p. 208). Even though the study presents the flip version from the objective of this paper (FAFH vs food prepared at home), it provides important information to understand how to best structure a comprehensive model related to food. The study is a great source for demographic characteristics for a survey instrument (Bhuyan, 2011).

A study conducted in Malaysia applied Ajzen's Theory of Planned Behavior to analyze the purchase intention of halal food among the Malaysian consumers. The model was used in its simplest form, measuring attitude towards halal food, subjective norm and perceived behavioral control as the independent variables and halal food purchase intention as the dependent variable (Shah Alam, 2011).

TPB applied to fast food consumption behaviors was researched through a cross-sectional study amongst 500 high-school students in Iran. The study aimed to study food-consumption behaviors particularly around junk food and snacks. The study applied TPB with a six-section questionnaire including: general characteristics, fast food use, behavioral intention to consume fast food, attitude about fast food use, subjective norm and perceived behavioral control. General characteristics included control-like questions. The dependent variable was behavioral intention to consume fast food, with the remaining variables serving as the independent variables (Mirkarimi, 2016). This study was also used as referent to structure several questions in my survey.

Another application of the TPB relating to food was applied by Kumar in 2018. The study used both the TBP as well as the FRL model (Food Related Lifestyle Theory), originally applied by Brunso et all. in 1995 (Brunso K. G., 1995). Kumar explores consumers' attitudes toward food to segment consumers focusing on concerns for the environment and concerns for local economies. Four segments were identified from the data analysis: Novelty explorers, Uninvolved Connoisseurs, Involved Information Seeker, and Apathetic Local Food Consumers (Kumar, 2018).

Nenci et all. published an interesting article for this research in 2008, applying the TPB model for ethnic food products paired with an ethnic identity. The study examines the subject with Jamaican immigrants in London, addressing ethnicity through three lenses and matches them to the TPB model. The three lenses used were identification with Jamaican group, perceived norms of Jamaican group and past behavior (Nenci, 2008). Although the nature of this research is very matching to our topic, the ethnic identity scale used in our research will be different from the one used in this study, this will be explained in the following sections.

Research on Ethnic Identity

Identity research has a long history marked by the identity-based motivation (IBM) model developed by (Oyserman, 2009). Prior to this model, there is approximately six decades of research in the subject of self-concept, identity, and attitude. Turner et all, explored self-identification in relation to identity in the book "Rediscovering the social group: A self-categorization theory". It relates identity through the self-categorization theory understanding collective self-stereotyping, understanding that certain individuals/ groups place greater importance in stereotypical categorizations than others (Turner, 1987)Oyserman pioneered in a first step to unify the diverse streams of research of past decades regarding identity (Reed, 2012). In 2012, Reed et all., proposes the following definition of identity as "any category label to which a consumer self-associates that is amenable to a clear picture of what the person in the category looks like, thinks, feels and does" (Reed, 2012, p. 310)

From an ethnic perspective, research has identified cognitive and attitudinal associations to ethnic affiliation (Phinney J. , 1989) (Phinney J. , Ethnic Identity and Acculturation, 2003), as well as the evolution of ethnic associations through time (Yi, 1999) particularly when considering an immigration context. Our research posits that a clear understanding of the ethnic identity of an individual can be telling when trying to identify its intentions and behaviors regarding their ethnic food consumption with our focus on Hispanic ethnic food for at-home consumption. Ethnic identity has been researched under diverse angles, often under the framework of the social identity theory or under collective identity (Negy, 2003).

In 1990, Berry researched the effect of acculturation with a two-dimension acculturation model in the book, "Psychology of acculturation: Understanding individuals moving between cultures". The book aims to understand how the role of acculturation to a second culture may generate a simultaneous sense of belonging among the two cultures (Berry, 1990). . In 1991, Brewer proposed the Optimal Distinctiveness theory, originally proposed as a social psychology theory, however, much of this and previous research adapts it to cultural and ethnic identity ingroup/ out-group behavior. Brewer proposes that "social identity is viewed as a reconciliation of opposing needs for assimilation and differentiation from others….group loyalty are hypothesized to be strongest for those self-categorizations that simultaneously provide a sense of belonging and a sense of distinctiveness" (Brewer, 1991, p. 475). A year later later, Phinney introduced a Multigroup Ethnic Identity Scale (MEIM) to understand the meaningfulness and feeling of belonging of an individual towards its ethnic group (Phinney J. , The Multigroup Ethnic Identity Measure: A new measure for use with diverse groups, 1992).

The Ethnic Racial Identity Theory (ERI) along with the ethnic identity scale, were significantly marked by Umana-Taylor (2004), when she restructured and redefined the existing scale to reflect the process of ethnic racial identity. Umana-Taylor developed her own scale using the Eriksonian and Social Identity perspectives and defined the process in three stages: Exploration, Affirmation, and Resolution (Umana-Taylor A. Y.-G., 2004). The scale developed by Umana-Taylor has been used extensively since, predominantly in studies pertaining to education (Gaither, 2014), mental health (Rivas-Drake, 2014), and self-esteem (Umana-Taylor A. G.-B., 2009). The use of the ethnic identity scale for consumer behavior has been limited. There is some published literature exploring ethnic identity with consumer behavior in the cultural apparel market (Chattaraman, 2008). In the study, Chattaraman uses Phinney's MEIM scale adapting the questions to cultural apparel. Nevertheless, there is much potential to gain deeper understanding of consumer behavior from a cultural perspective, particularly when we take into account that ethnicity has been referred as a stimuli and can help understand saliency (Meca, 2021) (Gaither, 2014).

In relation to the scale, in 2014, Douglass and Umana-Taylor proposed an abbreviated version of the Ethnic Identity Scale (Douglass), which was reviewed by Meca et all., in 2021, proposing a stronger approach to the affirmation subscale (Meca, 2021).

Nevertheless, perhaps the most interesting application of the Ethnic Identity Scale was generated by Valak and Karu in 2001. The article extended its research from the multi-dimensions of ethnic identity, comparisons of language use, religion, and

intergroup comparisons. The article titled “Ethnic Attitudes in Relation to Ethnic Pride and Ethnic Differentiation” used the Ethnic Identity Scale dividing it into two subscales of “Ethnic Pride and Belonging” and “Ethnic Differentiation” (Valk, 2001). This research has found Valak and Karu’s approach is most useful to understand the relation of the TPB to determine how intentions and behaviors can be marked by a sense of pride and belonging and differentiation when addressing ethnic pride in the context of Hispanic ethnic food for at-home use. The research proposed will use these two subscales to identify the stimulus role that ethnic identity can play in the saliency of the Hispanic ethnic food amongst US Hispanics.

CHAPTER III: RESEARCH MODEL AND HYPOTHESES

Conceptual Framework

Theoretical Development

As mentioned before, this research proposes to use Ajzen's TPB along with the ERI theory using the Ethnic Identity Scales used by Valak and Karu to understand the effect of intention and behavior to purchase Hispanic ethnic food among US Hispanics in the United States paired with the moderating effect of ethnicity. Through this research, we will map out the attitudes and behaviors on Hispanic ethnic food along with the subjective norm (SN) and perceived behavioral control (PBC) in this demographic, while taking into consideration Hispanic consumers. "According to TPB, an individual's behavior is preceded by their intentions to perform such behavior. Intentions in turn, are related to a set of variables including attitudes (ATT), subjective norm (SN), and perceived behavioral control (PBC)" (Kumar, 2018, p. 199).

Furthermore, we understand that ethnic identity plays a role in the decisions of consumers reflecting in the saliency of their actions. As described by (Rivas-Drake, 2014) and Meca, "ethnic-racial identity (ERI) is a salient identity domain" (Meca, 2021, p. 494), thus, helping us understand the psychological effect the consumer's cultural

background plays in the importance and recognition through memory activation that ethic identity plays on the subjects surveyed.

When thinking of ethnic identity, rather than focusing on the process that an individual has to measure ethnic identity (Umana-Taylor A. Y.-G., 2004), the study will aim to measure the individual's sense of pride and belonging and the desire to differentiate ethnically (Valk, 2001). Valak & Karu's approach to ethnic identity will give us a glimpse into the saliency and in- group/ out-group effect relating to ethnic identity. Furthermore, we foresee that the approach to measure the in-group / out-group effect may match well both with the subjective norms of the TPB model. Ethnic Identity will be applied as a moderator, using previous research of (Nenci, 2008), where ethnicity was identified as a moderator within the TPB model.

Model Criterion and Construct Definitions

Per the literary review above, both the TBP model developed by Ajzen and the ERI theory are widely used and recognized in journal peer-reviewed research. The theory of planned behavior sets itself amongst three constructs to determine intention. "First is the attitude toward the behavior and refers to the degree to which a person has favorable or unfavorable evaluation or appraisal of the behavior in question" (Azjen, 1991, p. 188). Thus, it identifies that there are diverse angles that need to be evaluated related to the behavior in question. This leads me to identify independent variables that are clearly related to the behavior towards the purchase intention of Hispanic ethnic food. Thus, attitudes towards (I.V) Hispanic at-home food consumption to identify the intention to purchase Hispanic food.

After understanding the behavior in focus, we continue on with the traditional structure of the TPB model and aim to understand the social factors that influence the behavior, the second antecedent of intention is termed (I.V.) subjective norm "it refers to the perceived social pressure to perform or not to perform the behavior", which can be influenced by family, extended family or friends (Azjen, 1991, p. 188).

Finally, the last predictor measures "the degree of perceived behavioral control which refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles" (Azjen, 1991, p. 188). At home food consumption has a customer journey that maps the decision process leading to the behavior to purchase. It includes the shopping process, the preparation of dishes independently of whether they are traditional or fusion (in case of at home prepared meals), as well as the consumption, regardless of whether it is a meal or a snack. The TPB model claims that (I.V.) PBC can affect both the intention to purchase food as well as the behavior itself. Our research identifies price, accessibility (distribution) and ease of use as key elements related to PBC.

Furthermore, this study takes an additional step by paring the TPB model with the ERI theory applying Ethnic Identity Scales, applying it both as an independent variable of the behavior to purchase Hispanic food as well as a moderator of the three independent variables of the TPB model. As mentioned previously, ethnic identity will be researched with two subscales that explore Pride & Belonging (PB) as well as Ethnic Differentiation (DIFF) (Valk, 2001). Thus, Table 1 below explains the definition provided for each construct, as well as the sources used to define our research direction for each construct.

TABLE 1, CONSTRUCT DEFINITIONS

Construct	Abbr.	Type	Definition	Source
Behavior to purchase Hispanic food	BEH	D.V.	"Human behavior is guided by three kinds of considerations: beliefs about the likely consequences and experiences associated with the behavior (behavioral beliefs), beliefs about the normative expectations and behaviors of significant others (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior (control beliefs)" (Ajzen, 2019), he views "a person's intention to perform (or not to perform) a behavior is the immediate determinant of that action (Ajzen, 1985) in the case of this study, we are evaluating the intentional action or non-action to purchase Hispanic	(Ajzen, Constructing a Theory of Planned Behavior Questionnaire , 2019, p. 1) (Ajzen, From Intentions to Actions: A theory of planned behavior, 1985, p. 12)

			ethnic food, by Hispanic consumers in the U.S.	
Attitudes towards Hispanic food consumption	ATT	I.V.	"The personal factor is the individual's positive or negative evaluation of performing the behavior; this factor is termed attitude toward the behavior" (Ajzen, From Intentions to Actions: A theory of planned behavior, 1985). This study focuses on the behavior to consumer Hispanic food.	(Ajzen, From Intentions to Actions: A theory of planned behavior, 1985, p. 12)
Subjective Norms	SN	I.V.	"It refers to the perceived social pressure to perform or not to perform the behavior", this study pays special attention to the role of household members, extended family, and friends among others.	(Ajzen, 1991, p. 188)
Perceived Behavioral Control	PBC	I.V.	"It refers to perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as	(Ajzen, 1991, p. 188)

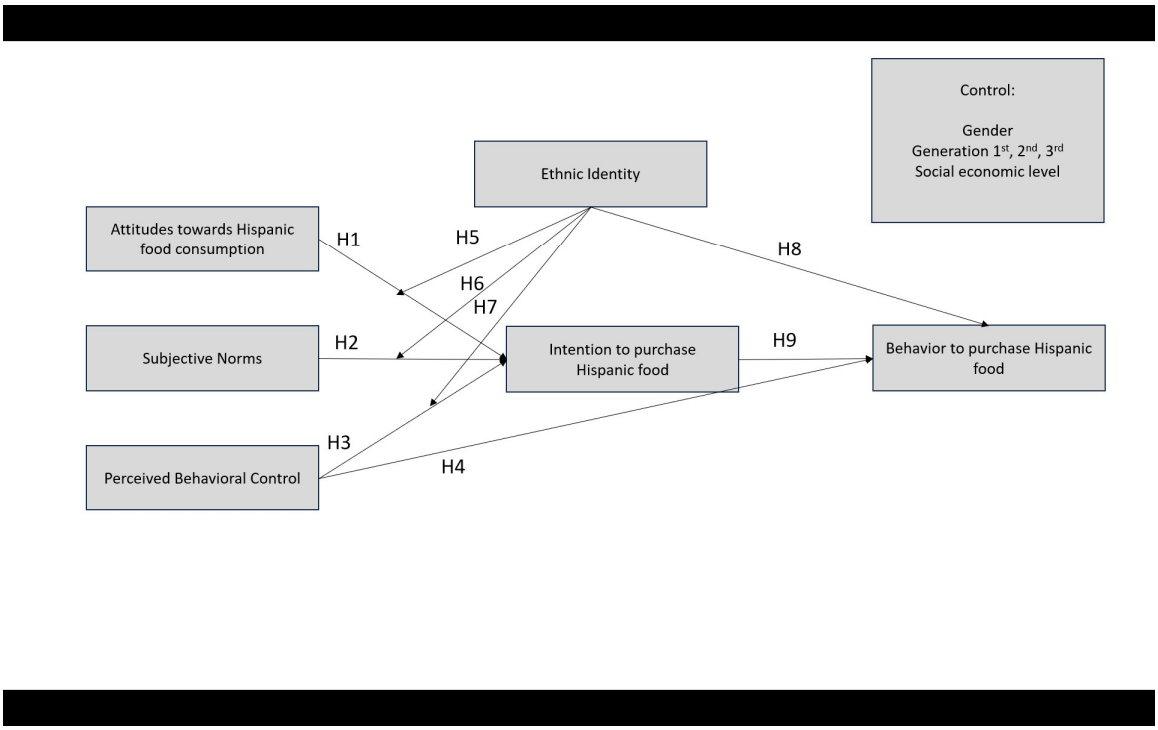
			anticipated impediments and obstacles". The study places attention of price and location accessibility and ease or complexity to prepare Hispanic dishes.	
Ethnic Identity	EI	I.V.	"Grounding in a belief of common descent, which gives it a past-oriented historical nature", seeking to understand the Hispanic ethnic identity of the participants.	(Valk, 2001, p. 596)
Ethnic Pride and Belonging (subscale)	PB		"Describes one's feeling of attachment to his or her ethnic group; and one's interest in the culture, history, and customs of the group" in relation to the Hispanic culture.	(Valk, 2001, p. 596)
Ethnic Differentiation (subscale)	DIFF		"Describes one's desire to distinguish among ethnic groups on both abstract and concrete levels…(making it) important to know another's ethnic origin", in relation to the Hispanic culture.	(Valk, 2001, p. 596)

Intention to purchase Hispanic Food	INT	I.V.	Aims to predict and understand people's intentions to engage in purchasing Hispanic food. "Assumes to capture the motivational factors that influence a behavior…indicators of how hard people are willing to try and how much effort they are planning to exert, in order to perform a behavior", to understand the intention to purchase Hispanic food.	(Ajzen, 1991, p. 181)

Conceptual Research Model

Below you will find Figure 15 presenting the conceptual research model that centers the research of this study, including direct relationships and the moderations explained previously.

FIGURE 15, CONCEPTUAL RESEARCH MODEL



Hypotheses

Once again, this research uses the Theory of Planned Behavior as the backbone to understand the relationship between the intention and the behavior to purchase Hispanic ethnic food by US Hispanics.

Per the TPB model, there is a direct association of intention (INT) and behavior (BEH) to purchase Hispanic Ethnic food, where we will evaluate the degree of influence of the intention that cause the behavior (Azjen, 1991). As mentioned in the literature review, there are several studies that have addressed the relationship of intention and behavior through TPB. Lodorfos and Dennis delve into the intentions and behaviors to

purchase organic food (Lodorfos, 2008), while Cannier et all. also explored the relationship of intention and behavior related to purchase behavior (Canniere, 2009).

The relationship of intentions and behaviors related to food are also explored through the TPB model when analyzing the consumption of Food Away From Home FAFH (Bhuyan, 2011), fast-food (Mirkarimi, 2016), and ethnic food with ethnic identity relating to Jamaicans in the UK (Nenci, 2008). These studies provide repeated examples where positive intentions have been an indicator of the positive behavior under study. This leads us to the following hypotheses regarding the relationship of intentions and behaviors for Hispanic ethnic food. Thus, the hypotheses leading to our dependent variable focusing on the results we are seeking in this research are the following:

H9: There is a positive relationship of US Hispanics' intention to purchase Hispanic ethnic food and the behavior to purchase Hispanic food for at-home use, such that respondents who more strongly perceive the intention to purchase Hispanic ethnic food are more likely to have a higher behavior to purchase Hispanic ethnic food for at-home use than respondents with weaker perceptions of their intention to purchase this food.

When understanding our model, it is important to understand the relationship of our independent variables and how they connect within the model. The TPB model starts by seeking to understand the focal area of focus, in this case, the attitudes towards Hispanic food for at-home use. The perceptions of the area of focus, may affect positively or negatively the intentions and behaviors towards the subject of research. Ajzen

generates a direct relationship between the positive attitude towards behavior and the intention to purchase it. Thus, the following hypothesis is defined:

H1: There is a positive relationship between the attitude towards Hispanic food for at-home use and intention to purchase it, such that respondents who more strongly perceive the consumption of Hispanic food are more likely to have a stronger intention towards their purchase, than respondents with weaker perceptions towards Hispanic ethnic food for at-home use.

According to Ajzen, "as a general rule, the more favorable the attitude and subjective norm with respect to the behavior, and the greater the perceived behavioral control, the stronger should be an individual's intention to perform the behavior under consideration" (Ajzen, The Thoery of Planned Behavior, 1991, p. 188). For example, in the case of subjective norms, if society, family and friends among others are supportive of the behavior, the intention will be high. On the other hand, if the consumer considers they do not have control over the PBC components, access to supermarkets, lack of price accessibility or availability of products, the intention will also present a negative behavior.

As mentioned previously, the perception of third parties has an important role in the intention and behavior to purchase Hispanic ethnic food. Among the main players that influence this process are family, including family that reside in the home as well as extended family. We would expect a greater influence from the family members who live at home than the extended ones, as the family members who live in the home will be primary consumers of the meals prepared in the home. Other third parties may also

influence the respondent, as is friends, co-workers, classmates, or society as a whole (Azjen, 1991).

H2: There is a positive relationship between the favorable perception of the subjective norm and the intention to purchase Hispanic food for at-home use, such that respondents who more strongly perceive their subjective norm's positive perception of consumptions of those foods are more likely to have a stronger intention towards their purchase than respondents with weaker subjective norm.

Perceived Behavioral Control has various angles that can be explored, including accessibility as shopper, accessibility in price, and knowledge on food preparation, among others. As mentioned in the literary review, a recent study on at-home food preparation "Who's cooking? Trends in US home food consumption by gender, education, and race/ethnicity from 2003 to 2016" provides revealing data regarding the habits of food preparation and the diverse drivers among different demographic groups regarding food consumption. This gives us a good indicator of the relationship between food preparation and attitudes towards food consumption and the intention to purchase Hispanic food for at-home use (Smith, 2018).

Also, according to the secondary data provided in the introduction regarding the geographic spread of US Hispanics, the high concentration of this demographic in 12 US Urban areas, versus the spread in rural areas gives indication of possible gap areas when it comes to distribution and accessibility of ethnic products (Kayitsinga, 2020) (Rowlands, 2021). Thus, the availability of ethnic food markets can be affected by accessibility, highly dependent on geographic and demographic factors such as

concentration of US Hispanics by region. There are certain cities in the US that are more equipped with options to satisfy the needs of their immigrants. Nonetheless, the reality for most of the US is that ethnic food markets tend to be out of the way and lack variety of products for the diverse ethnicities, posing a problem of product placement.

Furthermore, per the FRL studies shared unveiled two shopper groups of "rational shoppers" vs "modern consumers "rational shoppers were planners and sensitive to price and food quality, whereas modern consumers consumed more convenient foods and enjoyed grocery shopping and meal preparation" (Kumar, 2018, p. 202).

Consumers will feel less or more enabled to purchase food based on their capacity to purchase regarding shopping availability to access the goods, the price accessibility, or the ease to prepare Hispanic food at home, based on knowledge and cooking savviness.

Furthermore, we will also evaluate the relationship of the perceived behavioral control (PBC) directly to the behavior (BEH). Per literature of the TPB model, an individual may have the intention, but their locus of control may impede the behavior itself, thus our model creates a direct relationship of the perceived behavioral control to both the intention as well as the behavior. This is reflected in the two hypotheses stated below:

H3: There is a positive relationship between perceived behavioral control and intention to purchase Hispanic ethnic food for at-home use, such that those respondents who more strongly perceive the consumption of those foods is under their control are more likely to have a stronger intention towards their purchase than respondents with weaker perceptions of control over the behavior.

H4: There is a positive relationship between perceived behavioral control and behavior to purchase Hispanic ethnic food for at-home use, such that those respondents who more strongly perceive the consumption of those foods is under their control are more likely to have a stronger behavior towards their purchase than respondents with weaker perceptions of control over the behavior.

As mentioned previously, the theoretical relationship between the theory of planned behavior and the ethnic identity scale has not been researched using the two subscales proposed, providing an interesting research opportunity for this paper. However, ethnicity has been studied in the past with the TPB model. Research by Nenci et all., used its own ethnic considerations to identify intentions of ethnic food consumption for Jamaican immigrants in London. According to Nenci et all., "adding measures of ethnical identification and perceived group norms should increase the proportion of variance in intentions explained by attitudes, subjective norms, and perceived behavioral control. We expected that ethnical identification and perceived group norms positively predict behavioral intentions, independently of the other variables included in the model" (Nenci, 2008, p. 506). This research supports the moderation expected as well as a possible direct relationship to the behavior itself.

Nenci et all., stresses on a past behavior and its relationship with ethnic identification and goes further by explaining that "we expected that past behavior will positively predict behavioral intentions, independently of the other variables", thus affecting the behavior itself (Nenci, 2008). This leads us to understand that there may be

a variance in the intensity between the behavior itself and the intention moderated by past behaviors that have shaped a respondent's ethnic identification.

H5: Respondents with strong ethnic (Hispanic) identity will have a stronger and intensified relationship between Hispanic food consumption and the intention to purchase Hispanic food for at-home use, such that respondents who more strongly identify with their ethnic (Hispanic) identity will have stronger and more favorable attitudes towards Hispanic food and the positive intention to purchase will be intensified, more than respondents with weaker ethnic (Hispanic) identity.

Nenci et all., addresses the relationship of self-identity in relation to ethnic background and the relationship with the intention to purchase ethnic food, when studying Jamaicans in the UK. She quotes earlier studies by Terry, Hogg, and White (1999) by addressing that "self-identity, social identity and perceived group norms measures increases the predictive power of the TPB model" (Nenci, 2008, p. 506), to support her predictions of the effect that ethnic identity may have on the intensity of the model. When understanding the Social Identity Theory (SIT) and previous work by Phinney, Nenci speaks on the role of ethnic identity claiming that "these behavioral evidences are often performed through the mediating role of in-group norms, so that people are more likely to engage in a particular behavior when this is in accord with the shared norms of a relevant ingroup" (Nenci, 2008, p. 506).

H6: Respondents with strong ethnic (Hispanic) identity will have a stronger and intensified relationship between subjective norms and the intention to purchase Hispanic food for at-home use, such that respondents who more strongly identify with their ethnic

(Hispanic) identity will have stronger perceptions of their subjective norms and the positive intention to purchase will be intensified more, than respondents with weaker ethnic (Hispanic) identity.

Understanding the ethnic theory and subscales and referencing the study by Nenci et all, addressing how past behaviors and traditions associated with ethnic identity shape the individual in a way that influences decision making of the TPB model. I want to address how past behaviors or traditions related to the purchasing process and purchase decision-making of Hispanic ethnic food, can intensify or weaken the respondent's perceived behavioral control (price, accessibility, capacity to cook). For example, if an individual grew up driving forty-five minutes to a specialized grocery store, the perception of travelling further away than their local grocery store may be different than the norm. Furthermore, a strong sense of ethnic identity may make the forty-five minutes irrelevant, due to the strong desire to purchase unique products that match their ethnic identity. Thus, this may affect the perception of the level of control. In the same manner, an individual with strong ethnic identity and past behaviors of ethnic cooking may feel competent to cook an ethnic meal, intensifying their perceived behavioral control.

H7: Respondents with strong ethnic (Hispanic) identity will have a stronger and intensified relationship between perceived behavioral control and the intention to purchase Hispanic food for at-home use, such that respondents who more strongly identify with their ethnic (Hispanic) identity will have stronger perceptions of the behavioral control and the positive intention to purchase will be intensified, more than respondents with weaker ethnic (Hispanic) identity.

Ethnic identity is embedded in an individual; thus, we explore if this means that it has an indirect effect in the individual's decision. As mentioned previously, Nenci et all., research on Jamaicans was quite revealing, where "Results of hierarchical multiple regressions showed that past behavior, ethnical identification and perceived group norms explain an additional proportion of variance in intentions, independently of attitudes, subjective norms and perceived control" (Nenci, 2008, p. 506). Thus, we approach the direct relationship between the ethnic identity and the behavior itself.

H8: There is a positive relationship between ethnic (Hispanic) identity and behavior to purchase Hispanic ethnic food for at-home use, such that those respondents who more strongly perceive and identify with their ethnic (Hispanic) identity are more likely to have a stronger behavior towards their purchase than respondents with weaker perceptions of control over the behavior.

Once again, it is important to note that hypotheses 5, 6, 7, and 8 will be measured with two subscales of Pride & Belonging and Differentiation, providing two different lenses to ethnic identity.

Control Variables

Furthermore, the following demographic characteristics will serve as control variables for the research model.

Generations and acculturation

As mentioned previously in this research, acculturation is a key component of ethnicity, thus we will consider the generational level of acculturation, considering 1st, 2nd, 3rd generations and higher. We expect to unveil diverse sentiments of strong

acculturation or lack of it and how this may affect the diverse attitudes that may be represented as a control variable to measure the effect based on the acculturation stage or generational process of the respondents. We expect a sense of tradition to be stronger amongst 1st generation. Cooking and preparation traditions can also vary within generations depending on their level of acculturation. This is supported by the acculturation amongst US Hispanic study (Cortes-Vasquez, 2014) mentioned in the literary review.

Gender

Some studies mention variations regarding food preparation (Smith, 2018), as well as immigration culture roles between genders (Umana-Taylor A. G.-B., 2009). Although we may find variations in the attitudes towards preparing food, cultural traditions of food preparation, or the role of "carrying the culture" between men and women, this study will explore gender as a control variable to understand the intentions and behaviors of both genders.

Social Economic Level

SEL will also serve as a control variable, as we expect to see an effect, particularly in perceived behavioral control, understanding that the ease or difficulty of purchasing or preparing Hispanic food can be dependent on the social economic level when considering access to transportation and purchase disposition, among others (Smith, 2018). Two studies done in Australia have followed the association between SEL and food purchasing behavior (Turell, 2007) (Gavin, 2009).

CHAPTER IV: METHODOLOGY

Participants and Procedure

Unit of analysis

In coherence with the research question and introduction to this proposal, the objects or respondents for this research study will be Hispanics 18 years of age or older living in the United States. We will exclude US Hispanics with Mexican, Puerto Rican and Cuban ethnic backgrounds, understanding that these nationalities have a different historical settlement in the US. Including these nationalities could generate a biased perspective and do not address the sweet spot of our research question and purpose.

Thus, this study will focus on the following parameters to narrow its respondents:

- Adults of 18 and above: Assuring a shopper active age
- Subjects who identify as Hispanic/ Latino with key nationalities of origin or hereditary association (with the exclusion of Mexico, Puerto Rico and Cuba)
- Subjects that live (reside) in the US. (The legal status of the individual will not be asked).

Filtering will be simplified with the use of Cloud Research, an online platform for data collection, which already has segmented its subjects. Thus, the survey will only be available to subjects that have already been identified under the parameters described above.

Research Design

The study will be a primary data collection method through an observational survey research design with a non-probability convenience sample. It will be used as a survey instrument through an electronic survey. Once again, the setting will be an online electronic survey through Cloud Research.

Based on PEW Research analysis in 2021 as well as data from the American Community Service, the demographics for US Hispanics narrow group of US Hispanics we have identified is of 16.7 million people, representing a 26.7% of all US Hispanics (Moslimani, 2023).

Aiming to reach a minimum of 95% confidence level and margin of error of 5%, the initial task was to use a sample size of 400.

Per the model explained above, we will have 5 constructs as independent variables and a dependent variable. The independent variables will be Attitudes towards Hispanic at-home food consumption (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Intention to Purchase Hispanic Ethnic Food (INT). These will build towards our dependent variable of Behavior to Purchase Hispanic Ethnic Food (BEH). Ethnic Identity measured with the subscales of Pride and Belonging (PB) and Differentiation (DIFF),

Measurements

The survey starts with a letter of consent. As mentioned, filtering happens directly from the Cloud Research platform. The applied study will use a 58-item questionnaire composed of 50 questions to measure the constructs and subscales defined

(Appendix C), 3 frequency of consumption questions, 2 control questions, and 3 attention check questions (Appendix D).

The survey starts with the two ethnic identity subscales of Pride & Belonging and Differentiation. Pride & Belonging was measured with 7 items, including questions like "I am conscious of my Hispanic ethnic background and what it means to me". In the case of Differentiation, also measured with 7 items, the objective was to identify an in-group or out-group relationships with questions such as: "It is nicer to commune with someone from my own ethnic group than from other groups". Both subscales were measured with a "strongly agree" to "strongly disagree" range (see Appendix C).

The survey was followed with the variables of intention and behavior. This allows us to avoid any skewed responses pertaining to these variables. Intention to purchase was measured with 6 items, including questions like "I plan to purchase Hispanic products in a local chain store…." with time structured responses such as "in the next week" or "in the next month (see Appendix C). Behavior of purchasing Hispanic Ethnic food was measured with 8 items using questions like "I or someone in my household purchased Hispanic food for at home use for our daily needs products in the last 30 days" using a scale from "strongly agree to" to "strongly disagree" (see Appendix C).

The survey will continue with the independent variables of Attitudes towards Hispanic at-home food consumption (8-items), Subjective Norms (6-items), and Perceived Behavioral Control (8-items). To measure the attitudes towards Hispanic food consumption, I used questions such as "Buying Hispanic food to prepare at home is:" using scales from "extremely bad" to "extremely good". An example of a question for

subjective norm is: “My household members' approval of food prepared in my home is important to me” using a scale from “strongly agree to” to “strongly disagree”. Finally, some examples of Perceived Behavioral control questions are “The budget available to me is critical when making the decision to buy Hispanic food products” and “Finding Hispanic ethnic food near me is easy”, also using a scale from “strongly agree to” to “strongly disagree” (Appendix C).

Furthermore, three questions were added to measure the attention of the respondents. These were embedded in the construct questions. An example of this question is “Please select "strongly agree" if you are reading this question.”

The survey instrument was measured with a 7-point unipolar Likert scale, with answers that ranged from: “strongly agree” to “strongly disagree” / “extremely undesirable” to extremely desirable” or including time ranges of (every day, week, month, etc.) (See Appendix C).

I calculated the survey to take approximately 15 minutes. An informed pilot was conducted to verify the clarity and objective of the survey items, leading to the final survey (Appendix C and D). The revision was conducted with three students from the FIU DBA Program added to 3 Hispanic professionals that reside in the United States. The participants of the informed pilot were sent an informational letter and a Qualtrics survey with space for the comments for each of the constructs. Some of the feedback was also received in a one-on-one meeting via Zoom.

The comments of the informed pilot provided me with valuable information to finalize modifications to the survey instrument prior to proceeding to the main study. The informed pilot was also beneficial to assure the adequate flow and clarity of the

questions and avoid faux pax of survey writing such as double-barreled questions. Changes were applied directly in Qualtrics where the survey instrument was hosted.

IRB was approved in May 2024; changes of informed pilots were simple and did not require an IRB addendum (See Appendix A-D). A payment of $2 was offered for the participants of both the pilot as well as the final research subjects through Cloud Research.

CHAPTER V: MAIN STUDY DATA AND RESULTS

Informed Pilot

As mentioned in the previous section, an informed pilot was conducted to validate the survey instrument, assuring construct validity, content, and easy understanding of the items. The informed pilot was conducted between June 28th and July 16th in 2024, via Qualtrics, with 6 individuals. The subjects selected included 3 DBA students from Florida International University, trained in survey and questionnaire writing and 3 business professionals with background in Marketing.

With the information of this pilot, I made significant modifications in clarity of questions and identifying double-barreled questions, among others. The informed pilot was beneficial to assure the adequate flow and clarity of the questions and avoid faux pax of survey writing. Sequencing of the questions was also revised with the participants of the informed pilot, placing questions in an order that made it easy for participants to create a flow. Originally, some of the sequencing jumped back and forth in the themes making it difficult for the subjects to complete the survey with ease. Furthermore, this process aided me in determining the average completion time to assure it was aligned with IRB contract and Qualtrics expectations.

Quantitative Pilot

Data Collection

Once the changes were applied to the survey instrument, and the IRB contract was approved, the pilot survey was released on September 29th, 2024, at 7:06 am. A total of

101 subjects followed the link, and survey completion concluded at 1:06pm on the same day.

Thus, the primary pilot was conducted in Qualtrics, with a sample of 100 subjects. The survey was delivered through Cloud Research, a leading online data collection platform. As mentioned in the previous chapter, I was able to filter the target group directly from the platform, filtering the survey offering only to those 18 years or above, living in the US, and of the narrow Hispanic descendancy previously described. The Hispanic background excluded subjects from Mexican, Puerto Rican or Cuban descent.

The survey for the pilot was structured with 8 items for (PB), 8 items for (DIFF), 4 items for (ATT), 6 items for (SN), 10 items for (PBC), 5 items for (INT), and 4 items for (BEH) in a total of 45 items to measure the model. Additionally, I had 4 filter questions, 4 control questions and 3 attention questions for a total of 56 questions.

Data Validation

Incomplete Data. As mentioned, Cloud Research recorded 101 entries, as one of the participants had dropped the survey early in the questionnaire, showing a very low bounce rate. The entry of this subject was removed leaving us with the original objective of 100 subjects.

Attention check. Out of the 100 participants that completed the survey, the attention check questions were revised to validate the quality of the survey. Three attention check questions placed in different stages of the survey. Six cases were identified where an attention check question was missing. Nevertheless, all six participants only missed one of the three attention check questions, and one of the most

rigorous questions asking for a specific color was missed by only one subject. However, that same subject answered the other two attention check questions correctly. Thus, I deemed that the information was of good quality for research purposes and no subjects were removed based on attention check.

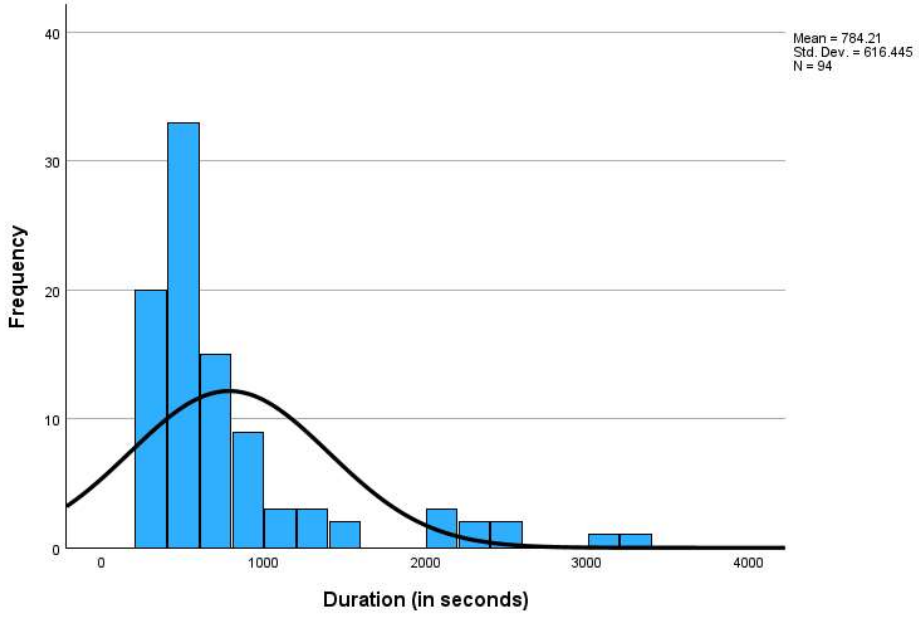
Speeding. The second parameter used to verify the quality was completion time. Based on the average duration of the survey of 13 minutes and 5 seconds and the median duration of 9 minutes and 18 seconds, I decided to gatekeep the quality of the survey at a threshold of 4 minutes and 30 seconds (270 minutes). Thus, six cases were identified below this threshold and removed, leaving our final sample at 94 subjects.

Missing data. It is important to note that these respondents completed the survey at a 100%, apart from 2 respondents who failed to answer the last three questions. These questions asked for more sensible demographic data such as educational attainment, followed by income, and number of members in the household. This left us with 97.7% of the respondents completing the survey instrument at 100%. However, these subjects were not removed from the sample.

Descriptive Analysis

Duration in Seconds

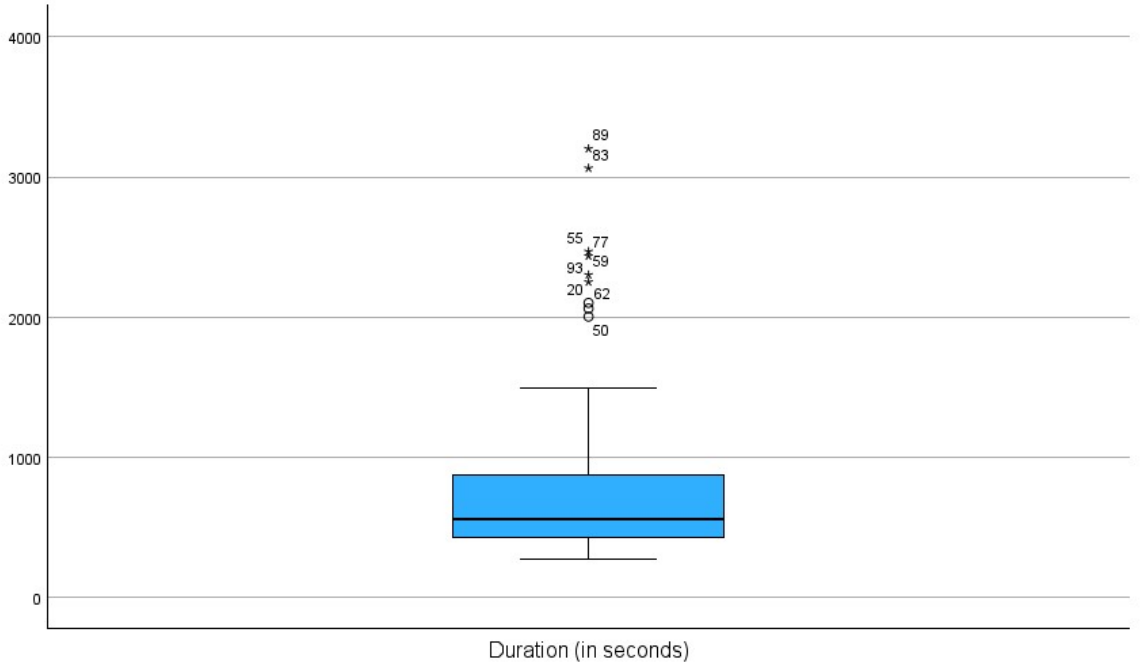
FIGURE 16, DURATION IN SECONDS HISTOGRAM QUANTITATIVE PILOT



When evaluating Figure 16 for the duration in seconds, we can identify a mean of 784.21 seconds with a standard deviation of 616.445. There is a skew to the left side of the curve with evident outliers towards the right tail. The histogram does not follow the curve structure of a normal standard deviation. The center left skew can also be evidenced in the Boxplot in Figure 17. Furthermore, the skew towards the left shows an inclination to fill out the survey at a faster rate, while we have some outliers that took longer than normal to complete it. We kept a total of nine outliers, making the values of these records above the IQR x 1.5. This coincides with the data, where record 89 was the highest with 3063 seconds, and placed at the top of the boxplot. Considering the 4.5-minute threshold (270 seconds) we placed when cleaning the data (see section on

speeding), logically there are no outliers at the bottom of the boxplot. Consequently, the minimum was 274 seconds with a maximum of 3063 seconds.

FIGURE 17, DURATION IN SECONDS BOXPLOT QUANTITATIVE PILOT



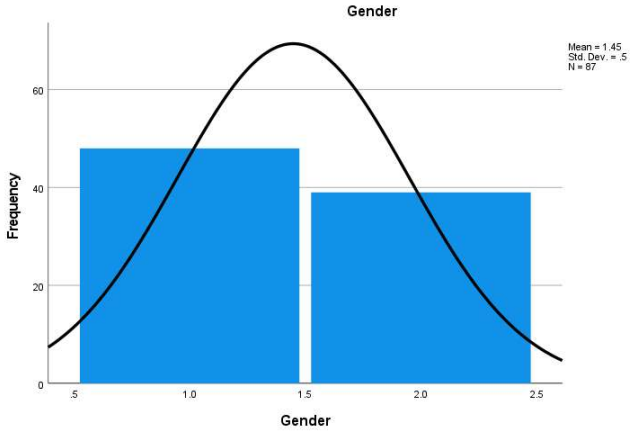
Gender. Using the data of previously collected by Cloud Research, respondents were asked to identify their gender from a choice of male and female. Moving to the descriptive statistics in Table 2, we find that out of the 94 respondents evaluated 43 respondents (45.7%) were female while 51 respondents or (54.3%) were male. The data from the survey provides an interesting balance as far as the male/female gender to analyze the data, evidenced in the histogram in Figure 18.

TABLE 2, DESCRIPTIVE STATISTICS GENDER QUALITATIVE PILOT

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	43	45.7	45.7	45.7
	Male	51	54.3	54.3	100.0
	Total	94	100.0	100.0	

FIGURE 18, HISTOGRAM GENDER QUANTITATIVE PILOT.



Age. The age groupings were organized in the following manner: (1) Below 18 years, (2) 18 to 24 years, (3) 25- 34 years, (4) 35 to 44 years, (5) 45 – 54 years, (6) 55 – 64 years, (70) 65 years and above. Table 3 and Table 4 provide us with valuable data, with an average age of 34.69 and a median of 33.5. Data showed a standard deviation of 10.632 and a standard of error of 1.097. Table 4 provides us with the age range of the respondents with a minimum of 18 and a maximum of 72.

When analyzing the data in groupings in Table 5, 1 represented subjects in the age below 18. There were no respondents in this age range due to Cloud Research pre filtering. Thus, all respondents were above 18 years old. The largest group was respondents from 25-34 years of age, with 37.2% of the sample in this age range. The

second grouping of relevance were those of 35-44 years of age, which represented 33%. Thus, respondents between 25-44 years of age made up 70.2% of the respondents.

TABLE 3, STATISTICS TABLE AGE QUANTITATIVE PILOT

Statistics

Age

N	Valid	94
	Missing	0
Mean		34.69
Std. Deviation		10.632

TABLE 4, DESCRIPTIVE STATISTICS AGE QUANTITATIVE PILOT

Descriptives

			Statistic	Std. Error
Age	Mean		34.69	1.097
	95% Confidence Interval for Mean	Lower Bound	32.51	
		Upper Bound	36.87	
	5% Trimmed Mean		33.88	
	Median		33.50	
	Variance		113.033	
	Std. Deviation		10.632	
	Minimum		18	
	Maximum		72	
	Range		54	
	Interquartile Range		13	
	Skewness		1.146	.249
	Kurtosis		2.006	.493

TABLE 5, FREQUENCY TABLE CONTROL QUESTION AGE GROUPINGS QUANTITATIVE PILOT

CQ.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	16.0	16.0	16.0
	3	35	37.2	37.2	53.2
	4	31	33.0	33.0	86.2
	5	9	9.6	9.6	95.7
	6	2	2.1	2.1	97.9
	7	2	2.1	2.1	100.0
	Total	94	100.0	100.0	

Normality Tests

Leaving to a side the demographic data collected, the survey instrument aimed to measure the independent variables of Attitude towards Hispanic Food Consumption (ATT), Subjective Norms (SN), Perceived Behavioral Control (PBC) and Intention to Purchase (INT). As a dependent variable we measured the Behavior to Purchase Hispanic ethic Food (BEH). Furthermore, we aimed to measure culture factors through the subscales of (PB) Pride and Belonging and (DIFF) Cultural Difference as a moderator and with a direct effect to (BEH) Behavior. The survey instrument of the quantitative pilot was constructed with 45 questions specifically for these measures, based on the research model developed and explained previously in this document. Inverse coding was applied directly in Qualtrics (Appendix D).

TABLE 6, TESTS OF NORMALITY PER ITEM QUANTITATIVE PILOT

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PB.1	.252	89	<.001	.793	89	<.001
PB.2	.218	89	<.001	.901	89	<.001
PB.3	.213	89	<.001	.862	89	<.001
PB.4	.222	89	<.001	.872	89	<.001
PB.5	.206	89	<.001	.871	89	<.001
PB.6	.218	89	<.001	.871	89	<.001
PB.7	.239	89	<.001	.861	89	<.001
PB.8	.233	89	<.001	.852	89	<.001
DIFF.1	.193	89	<.001	.915	89	<.001
DIFF.2	.220	89	<.001	.836	89	<.001
DIFF.3	.223	89	<.001	.926	89	<.001
DIFF.4	.280	89	<.001	.737	89	<.001
DIFF.5	.270	89	<.001	.818	89	<.001
DIFF.6	.210	89	<.001	.900	89	<.001
DIFF.7	.254	89	<.001	.857	89	<.001
DIFF.8	.264	89	<.001	.786	89	<.001
B.1	.279	89	<.001	.698	89	<.001
B.2	.263	89	<.001	.831	89	<.001
B.3	.215	89	<.001	.919	89	<.001
B.4	.164	89	<.001	.905	89	<.001
I.1	.263	89	<.001	.729	89	<.001
I.2	.257	89	<.001	.840	89	<.001
I.3	.253	89	<.001	.756	89	<.001
I.4	.270	89	<.001	.747	89	<.001
I.5	.197	89	<.001	.910	89	<.001
A.1	.243	89	<.001	.861	89	<.001
A.2	.283	89	<.001	.781	89	<.001
A.3	.309	89	<.001	.715	89	<.001
A.4	.249	89	<.001	.860	89	<.001
SN.1	.221	89	<.001	.857	89	<.001
SN.2	.205	89	<.001	.892	89	<.001
SN.3	.178	89	<.001	.902	89	<.001
SN.4	.141	89	<.001	.939	89	<.001
SN.5	.145	89	<.001	.927	89	<.001
SN.6	.218	89	<.001	.913	89	<.001
PBC.1	.203	89	<.001	.901	89	<.001
PBC.2	.170	89	<.001	.939	89	<.001
PBC.3	.175	89	<.001	.922	89	<.001
PBC.4	.210	89	<.001	.870	89	<.001
PBC.5	.191	89	<.001	.905	89	<.001
PBC.6	.239	89	<.001	.874	89	<.001
PBC.7	.257	89	<.001	.825	89	<.001
PBC.8	.207	89	<.001	.914	89	<.001
PBC.9	.170	89	<.001	.945	89	<.001
PBC.10	.237	89	<.001	.910	89	<.001

a. Lilliefors Significance Correction

Prior to running the reliability tests and exploratory factor analysis, it is important to evaluate the normality tests in Table 6 using both Kolmogorov-Smirnov and Shapiro-Wilk tests. With both tests, the null hypothesis is that the sample is normally distributed.

A p-value higher than .05 would lead us to accept the null, thus that the data is normally distributed.

When analyzing the normality tests for each of our questions, the Kolmogorov-Smirnov test indicates a significant departure from normality (p= < .001). The Shapiro-Wilk, which tends to be considered more precise in testing normality, also shows a p= < .001 for all the questions. Thus, leading us to conclude that the questions are not normally distributed, and both tests prove that the answers to all the questions deviate from the normal distribution. Thus, the data is statistically significantly different from a normal distribution.

TABLE 7, TEST OF NORMALITY PER CONSTRUCT QUANTITATIVE PILOT

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
DIFF_AVG	.077	94	.200*	.965	94	.012
PB_AVG	.133	94	<.001	.940	94	<.001
B_AVG	.117	94	.003	.933	94	<.001
I_AVG	.127	94	<.001	.944	94	<.001
A_AVG	.114	94	.004	.933	94	<.001
SN_AVG	.073	94	.200*	.988	94	.568
PBC_AVG	.085	94	.090	.990	94	.669

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

When analyzing the data within their constructs in Table 7, with Kolmogorov-Smirnov, we only have two constructs at a p-value below .001: Pride and Belonging PB and Intention (INT). There are several values below 0.05, including Behavior (BEH) and Attitude (ATT). Meanwhile, Cultural Difference (DIFF), Subjective Norm (SN), and Perceived Behavioral Control (PBC) are all above 0.05, putting into question the statistical significance. Interestingly, Kolmogorov-Smirnov is considered a less powerful and more flexible test than Shapiro-Wilk. With Shapiro Wilk we see four constructs that

are at a p-value of less than .001 (PB, BEH, INT, and ATT) and we also see DIFF at an adequate level of 0.12. Nevertheless, SN and PBC are above 0.05.

Exploratory Factor Analysis

Originally, the survey instrument was developed to collect data for hypothesis testing. As mentioned previously, according to the model the constructs measured were Intention of purchase (INT), Subjective Norms (SN), Attitudes towards Hispanic Food Consumption (ATT), and Perceived Behavioral Control (PBC), with Behavior to purchase as the dependent variable and Cultural Factors such as Pride and Belonging (PB) and Differentiation (DIFF) measured in subscales as moderators.

Exploratory factor analysis was applied to understand the loadings of the items, and the natural relationship with the model's constructs. A principal axis factor analysis (PAF) was conducted on the 45-items applying an oblique rotation (direct oblimin), initially with no restriction on the number of groups, and later restricting to groupings.

KMO and Bartlett's Test. The Kaiser-Meyer-Olkin (KMO) is a measure of sampling adequacy. It aims to calculate the ratio of the squared correlation between variables to the squared partial correlation between variables. The statistics vary between 1 and 0. A value close to 1 indicates the patterns of correlations are relatively compact, so the factor analysis should provide reliable factors. In the case of our data shown in Table 8, KMO was .742. Although not at 1, it did confirm the samples adequacy. Meanwhile, Bartlett's test tells us if the correlation matrix is significantly different from the identity matrix, and it proved to be significant with at <.001.

TABLE 8, KMO AND BARTLETT'S TEST QUANTITATIVE PILOT

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	2422.855
	df	990
	Sig.	<.001

Eigenvalues and Variance. Eigenvalues can aid in the decision of how many factors to extract, which is critical for this process. Among the most common criteria is to discard the eigenvalues with >1. Eigenvalues were analyzed for the factors in the data. The following plot in Figure 19 and variance in Table 9 shows ten eigenvalues above Kaiser's criterion of 1, with a 73.03% variance.

FIGURE 19, SCREE PLOT EIGENVALUE QUANTITATIVE PILOT

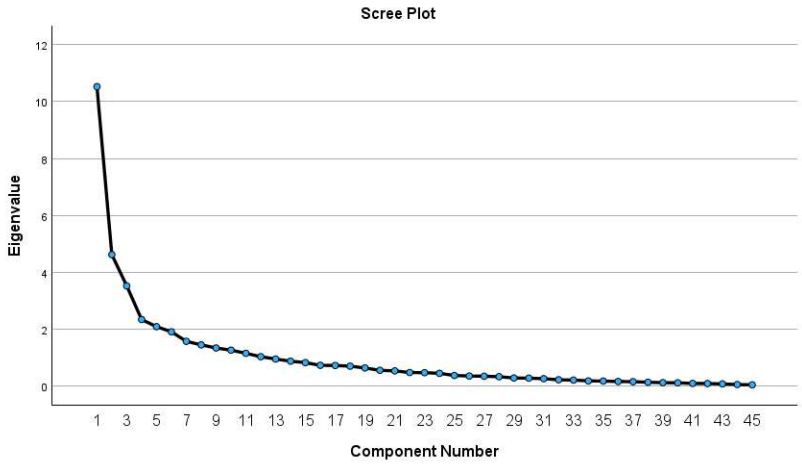


TABLE 9, TOTAL VARIANCE QUANTITATIVE PILOT

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	10.528	23.395	23.395	10.528	23.395	23.395	7.961
2	4.625	10.277	33.672	4.625	10.277	33.672	1.921
3	3.525	7.834	41.506	3.525	7.834	41.506	3.763
4	2.343	5.208	46.714	2.343	5.208	46.714	3.037
5	2.093	4.651	51.365	2.093	4.651	51.365	6.847
6	1.913	4.251	55.616	1.913	4.251	55.616	2.971
7	1.578	3.507	59.122	1.578	3.507	59.122	2.878
8	1.454	3.230	62.352	1.454	3.230	62.352	2.298
9	1.344	2.986	65.338	1.344	2.986	65.338	3.086
10	1.268	2.817	68.155	1.268	2.817	68.155	1.818
11	1.156	2.570	70.725	1.156	2.570	70.725	1.809
12	1.037	2.304	73.030	1.037	2.304	73.030	2.982
13	.954	2.121	75.150				
14	.880	1.956	77.106				
15	.829	1.842	78.948				
16	.734	1.632	80.580				
17	.728	1.618	82.198				
18	.704	1.565	83.763				
19	.641	1.425	85.188				
20	.559	1.243	86.431				
21	.539	1.198	87.629				
22	.482	1.070	88.699				
23	.476	1.057	89.756				
24	.452	1.005	90.761				
25	.378	.840	91.601				
26	.358	.796	92.397				
27	.351	.780	93.177				
28	.334	.743	93.920				
29	.289	.643	94.563				
30	.283	.629	95.192				
31	.265	.589	95.781				
32	.226	.502	96.283				
33	.216	.479	96.762				
34	.187	.415	97.177				
35	.181	.402	97.578				
36	.166	.368	97.946				
37	.159	.353	98.299				
38	.140	.311	98.611				
39	.125	.277	98.888				
40	.120	.267	99.155				
41	.098	.217	99.372				
42	.095	.210	99.582				
43	.081	.180	99.762				
44	.059	.131	99.894				
45	.048	.106	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix. Given the statistical results presented previously, it was not surprising that the pattern matrix shown in Table 10 did not adequately fall into the original constructs of this study, surpassing the expectation with 12 groups. Initially the

threshold placed was 0.35 to show the pattern matrix with maximum iterations for convergence of 100. The exercise was not limited to a specific number of groups.

TABLE 10, INITIAL PATTERN MATRIX QUANTITATIVE PILOT

Pattern Matrix[a]

	Factor											
	1	2	3	4	5	6	7	8	9	10	11	12
PB.1	.710											
PB.2	.877											
PB.3	.566											
PB.4	.752											
PB.5	.784											
PB.6	.635											
PB.7	.614											
PB.8	.641						.316					
DIFF.1	.311											
DIFF.2		.775										
DIFF.3												
DIFF.4		.404							.320			-.337
DIFF.5										-.584		
DIFF.6		.682										
DIFF.7		.460										
DIFF.8					-.480							
B.1					.721							
B.2					.352							
B.3					.468		-.345		.417			
B.4									.693			
I.1					.847							
I.2								-.345				
I.3					.764							
I.4					.702							
I.5	.356						-.349					
A.1												-.573
A.2												-.530
A.3							.653					
A.4												-.321
SN.1				.753								
SN.2				.871								
SN.3				.643								
SN.4			.839									
SN.5			.875									
SN.6			.743									
PBC.1											.572	
PBC.2											.617	
PBC.3								.652				
PBC.4											.495	
PBC.5												
PBC.6											.483	
PBC.7										-.365		
PBC.8						.888						
PBC.9						.740						
PBC.10								.325			-.363	

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin without Kaiser Normalization.
a. Rotation converged in 66 iterations.

I followed by constraining the pattern matrix to 7 groups to identify the items for extraction identifying how to clean the data. Once again, the threshold placed was 0.35, while the maximum iterations for convergence were lowered to 50. I continued with the

process of item extraction, 9 items were excluded in the following order: PBC.2, DIFF.7, DIFF.3, PBC.3, PBC.5, I.5, I.2, DIFF.8, and A.3. Seven items were removed as they failed to load in any of the 7 groups throughout the rounds of extraction, and two items were removed due to weak loadings in various groups that were not relevant to their original construct. Thus, this left us with the results evidenced in Table 11 below.

TABLE 11, PATTERN MATRIX QUANTITATIVE PILOT MODIFIED

Factor Matrix[a]

	Factor						
	1	2	3	4	5	6	7
PB.1	.686						
PB.2	.718						
PB.3	.590		-.359				
PB.4	.717						
PB.5	.742						
PB.6	.703						
PB.7	.713						
PB.8	.681						
DIFF.1		.561					
DIFF.2		.351			.387		
DIFF.4		.426	.362				
DIFF.5		.471					
DIFF.6		.500			.464		
B.1	.715						
B.2	.510						
B.3	.405						.375
B.4	.476						
I.1	.746						
I.3	.670	-.380					
I.4	.657	-.421					
A.1	.581						-.363
A.2	.650						
A.4	.710						
SN.1				.509			
SN.2		.362		.612			
SN.3		.419	.376	.509			
SN.4			.557				
SN.5		.364	.626				
SN.6	.388	.474	.437		-.402		
PBC.1	.475						
PBC.4							
PBC.6	.513						
PBC.7	.408						
PBC.8							
PBC.9			.428				
PBC.10							

Extraction Method: Principal Axis Factoring.

a. 7 factors extracted. 18 iterations required.

Learnings of Pilot & Modifications

Once the pilot data was analyzed, significant improvements were detected regarding the quality of the questions and how they loaded to the constructs, as well as cleaning unnecessary questions, to give space to improve constructs that had a weak performance. Thus, these learnings helped to make modifications in preparation of the final data collection. For example, the subscales of Ethnic Identity with Pride and Belonging and Differentiation initially had decent results, and there was an opportunity to lower the number of items from 8 to 7, keeping the strongest items.

Meanwhile, for the constructs of ATT, INT and BEH changes were applied, aiming to make these constructs more robust and intentional. Additional research on TPB extended study application was conducted and I opted to apply the action, actor, context, target, time (AACTT) framework, using Presseau's research to intentionally identify specify behaviors, and in this case inspire a new direction for the construct of ATT, while polishing INT and BEH (Pressau, 2019). Presseau references in his study an initial stage of this specification with the use of a TACT framework applied in TPB. Previously, TACT addressed greater specificity to target, action, context and time to achieve sharp and intentional responses to define attitudes and behaviors. In his study, Presseau adds an additional component of specificity by adding actor (Pressau, 2019).

Structurally the attitudes (ATT) construct shifted from 4 items in the initial pilot to 8 items in the final survey. General questions making reference to nostalgia, taste and traditions were removed. Instead, I opted to add 8 new questions, the majority were inspired on Daniel Roos' study on "Understanding Collaborative Consumption: An Extension of the Theory of Planned Behavior with Value-Based Personal Norms" (Roos,

2019). In this study, the Roos uses various scales to identify the attitudes towards the topic of interest using scales from “harmful” to “beneficial”, “bad” to “good”, “unpleasant” to “pleasant”, providing more clarity on the stance of the individual in their attitude towards the subject at hand (Roos, 2019). Thus, the final survey was modified to provide more intentionality in gathering the attitude of the respondents towards Hispanic ethnic food for at-home use, employing diverse scales while applying the AACTT framework. Several items approached attitudes from a polarized style adapting questions from Roos (2019) using scales of “extremely desirable” to “extremely undesirable” and “extremely enjoyable” to “extremely unenjoyable” among others (Roos, 2019). Other items were added adapted from a study conducted by Yang (2011), using the TPB and TAM to study mobile marketing, and a few questions adapted from Kaushal (2020) and Guraya (2024) (Yang, 2011) (Guraya, 2024) (Kushal N., 2020).

The AACTT framework was also applied to changes for the constructs of INT and BEH providing more specificity to the answers, particularly when defining time frames providing better indications towards intentions and behaviors, making it more robust by increasing the number of items in both constructs. Low performing items were deleted from the survey, while keeping the strongest items and revising scales to match the AACTT framework with clear time frames to measure the saliency of the intention and behavior in terms of the action happening “in the next few days”, “in the next week”, “in the next month”, etc.

Modifications to the questions led to a second informed pilot conducted with three doctoral students from FIU’s DBA program to identify ease of understanding of the

items. Minor grammatical changes were applied. This led to the final dissertation survey in Appendix C & D.

The final version of the survey for the dissertation was structured with 7 items for (PB), 7 items for (DIFF), 8 items for (A), 6 items for (SN), 8 items for (PBC), 6 items for (I), and 8 items for (B) in a total of 50 items to measure the model. Additionally, we had 3 control questions and 3 frequency questions (some in matrix style with software displaying it as 10 frequency questions).

Final Dissertation Analysis

Data Collection

Data collection took place from December 19, 2024, to January 23rd, 2025. The average time of completion was 11 minutes and 4 seconds with a median duration of 8 minutes and 44 seconds, collecting information on 422 subjects.

Data Validation

Speeding. The improvements in the questions were reflected in faster survey completion. Thus, the minimum duration time accepted for this sample was 3 minutes and 30 seconds equivalent to 210 seconds. There were 21 respondents identified with lower than 210 seconds and were removed for speeding. Furthermore, participants that took too long to respond were also removed. Considering the average completion of 11 minutes with 4 seconds, it was estimated that some respondents often take longer at 2.5 times slower than average, setting a cap of 1,660 seconds as a max. A total of 21 subjects were removed in this process leaving the sample at 379.

Attention Check. I placed three attention check questions in different areas of the survey. We had 12 subjects that missed one attention question, however, none missed two. Thus, we did not dismiss any of them, as most of the attention questions were adequate.

Incomplete Data. We had missing data of 4 respondents, which were removed from the database leaving the final sample at 375 subjects.

Descriptive Statistics

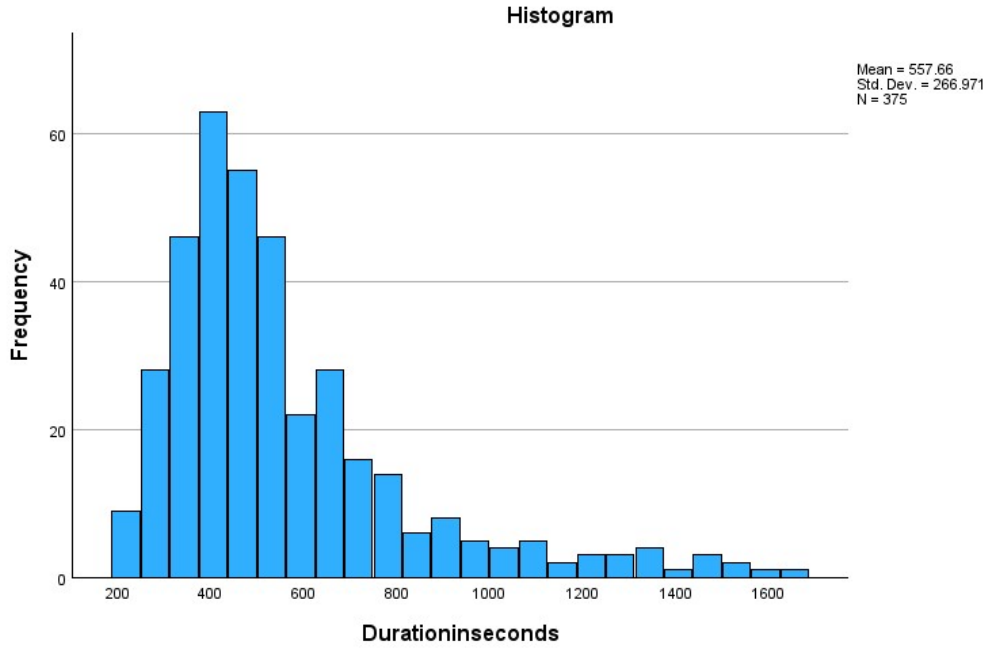
Duration in Seconds. As evidenced in Table 12, and keeping the parameters established in data cleaning of no less than 210 seconds and no more than 1660 seconds, the minimum of the sample was 211 and the maximum was of 1643. Furthermore, the table evidences a mean of 557.66 seconds, equivalent to 9 minutes and 17 seconds, with a standard deviation of 266.971.

TABLE 12, DESCRIPTIVE STATISTICS DURATION IN SECONDS

Descriptives

			Statistic	Std. Error
Durationinseconds	Mean		557.66	13.786
	95% Confidence Interval for Mean	Lower Bound	530.56	
		Upper Bound	584.77	
	5% Trimmed Mean		529.35	
	Median		488.00	
	Variance		71273.539	
	Std. Deviation		266.971	
	Minimum		211	
	Maximum		1643	
	Range		1432	
	Interquartile Range		257	
	Skewness		1.704	.126
	Kurtosis		3.076	.251

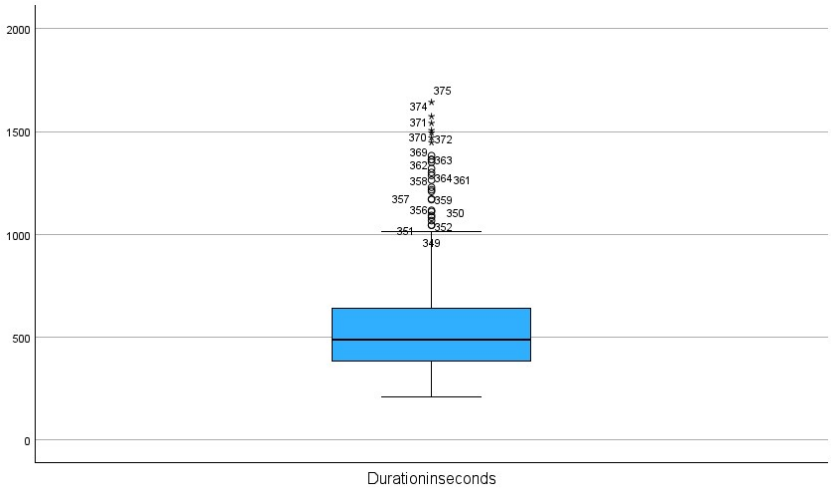
FIGURE 20, HISTOGRAM DURATION IN SECONDS



When evaluating Figure 20 there is a skew to the left side of the curve with evident outliers towards the right tail. The histogram does not follow the curve structure of a normal standard deviation. The center left skew can also be evidenced in the boxplot in Figure 21. Furthermore, the skew towards the left shows an inclination to fill out the survey at a faster rate, while we have some outliers that took longer than normal to complete it. We had a significant number of outliers, making the values of these records above the IQR x 1.5. This coincides with the data, where record 375 was the highest, matching the record of the maximum of 1643 seconds as placed at the top of the boxplot. Considering the 3.5-minute threshold (210 seconds) we placed when cleaning the data (see section on speeding), logically there are no outliers at the bottom of the boxplot. It is important to note that, although we have several outliers towards the left side of the

curve, these were still considered within range, as subjects that were considered to surpass a maximum completion time were already removed from this sample.

FIGURE 21, DURATION IN SECONDS BOX PLOT



Sex. Table 13 presents a frequency table identifying the sex of the respondents. Sex was coded with males as 1 and females as 2 and 3 as "prefer not to say". Per the table below, 203 respondents (54%) identified as females while 171 respondents (45.5%) claiming to be male. Only one respondent preferred not to disclose his sex, and another did not answer the question. The data from the survey provides an interesting balance as far as the male/female gender to analyze the data.

TABLE 13, FREQUENCY STATISTICS SEX

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	171	45.5	45.6	45.6
	2	203	54.0	54.1	99.7
	3	1	.3	.3	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

Age. Participant age was coded as follows: respondents within the age of 18-29 were labeled in group 1, 30-39 in group 2, 40-49 in group 3, 50-59 in group 4, 60-69 in group 5, and 70 and above in group 6. Respondents under the age of 18 were filtered out.

The histogram in Figure 22 shows a skew towards the left side of the curve, matching the high percentages in the younger groups. Per Table 15 the largest age group were respondents in the ages of 18-29 with a 43.1%, followed by 30–39-year-olds with a 33.2%. Respondents at the age of 40-49 were 16.8% of the sample. Finally, the smallest groups were those respondents between the ages of 50-59 with 3.7%, 60–69-year-olds with 2.7% and 70 and above with a meager 0.3%. Table 14 provides valuable information with a mean of 1.9, right around the 39-year age, with a standard deviation of 1.012. The histogram skewed towards the left side of the curve is not representative of the US Hispanic age distribution as mentioned earlier in Figure 3, which tends to have an important representation towards the 35-54 age range, however the mean age of our study does match this highly represented group.

TABLE 14, DESCRIPTIVE STATISTICS AGE

Descriptives

			Statistic	Std. Error
Age	Mean		1.90	.052
	95% Confidence Interval for Mean	Lower Bound	1.80	
		Upper Bound	2.00	
	5% Trimmed Mean		1.80	
	Median		2.00	
	Variance		1.025	
	Std. Deviation		1.012	
	Minimum		1	
	Maximum		6	
	Range		5	
	Interquartile Range		1	
	Skewness		1.194	.126
	Kurtosis		1.306	.251

FIGURE 22, HISTOGRAM AGE

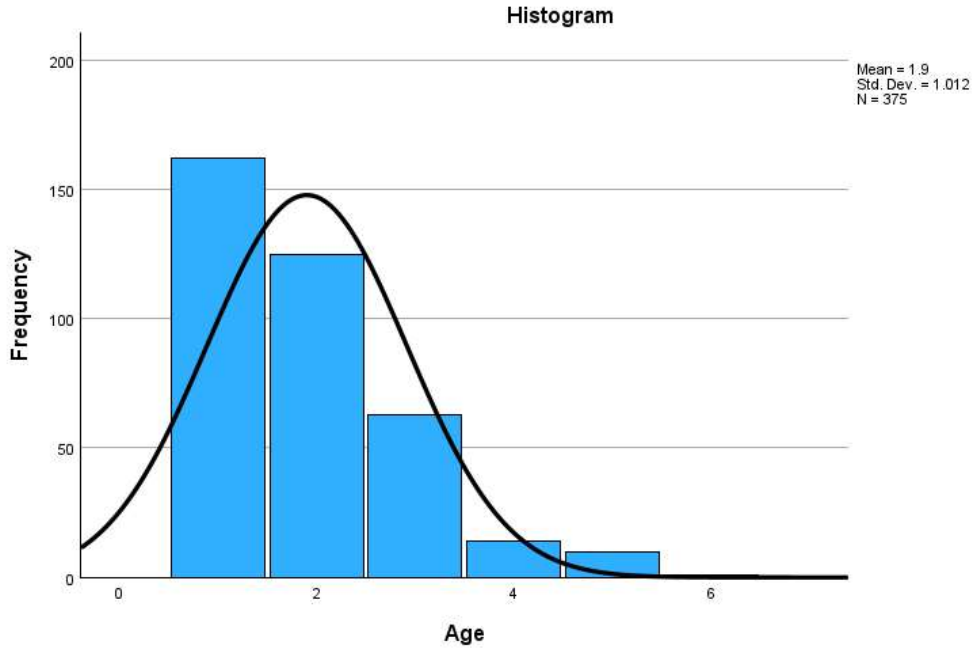


TABLE 15, FREQUENCY STATISTICS AGE

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	162	43.1	43.2	43.2
	2	125	33.2	33.3	76.5
	3	63	16.8	16.8	93.3
	4	14	3.7	3.7	97.1
	5	10	2.7	2.7	99.7
	6	1	.3	.3	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

Immigration Generation. Respondents were asked their immigration generation regarding their Hispanic heritage with the question: "Please confirm the Hispanic

immigration generation that you (yourself) belong to (shortest immigration generation from either side of your family)"

First generation Hispanics were coded with number 1, second generation with 2, third generation with 3, fourth generation or above with 4, and number 5 was used for those who claim that they don't know the generation that immigrated to the United States.

TABLE 16, FREQUENCY STATISTICS IMMIGRATION GENERATION

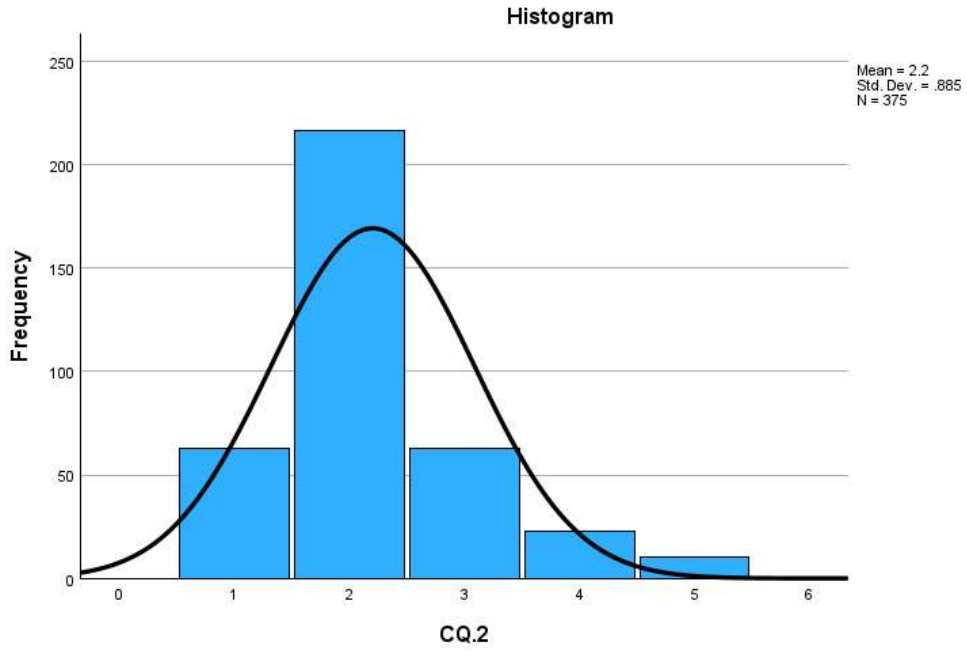
CQ.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	63	16.8	16.8	16.8
	2	216	57.4	57.6	74.4
	3	63	16.8	16.8	91.2
	4	23	6.1	6.1	97.3
	5	10	2.7	2.7	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

To further understand the generational categorization, first generation pertained to those individuals who immigrated directly from a Hispanic country. Second generation refers to individuals who either of their parents with Hispanic descent immigrated to the US, meanwhile third generation refer to those who a grandparent from either side immigrated to the United States. Fourth generation or above pertained to individuals with a great grandparent or an older family Hispanic member who immigrated to the US. Finally, number 5 was reserved for individuals who knew they had Hispanic decadency but do not know what generation they belong to.

Per Table 16, the largest group belonged to the respondents who identified as 2nd generation Hispanic immigrants with 57.4%, followed by 1st and 3rd generation Hispanic immigrants both with a 16.8%. Furthermore 6.1% identified as 4th generation or above and 2.7% identified as an unknown generation. The predominance of the second-generation immigrants within the respondents is also evidenced in Figure 23.

FIGURE 23, HISTOGRAM IMMIGRATION GENERATION



Education. The educational attainment of the respondents was measured in 9 groups under the following codes:

1	Less than a high school diploma
2	High school graduate - high school diploma or the equivalent (for example: GED)

3	Some college, but no degree
4	Professional degree (for example: MD, DDS, DVM, LLB, JD)
5	Associate degree (for example: AA, AS)
6	Bachelor's degree (for example: BA, AB, BS)
7	Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)
8	Doctorate degree (for example: PhD, EdD)
9	Prefer not to say

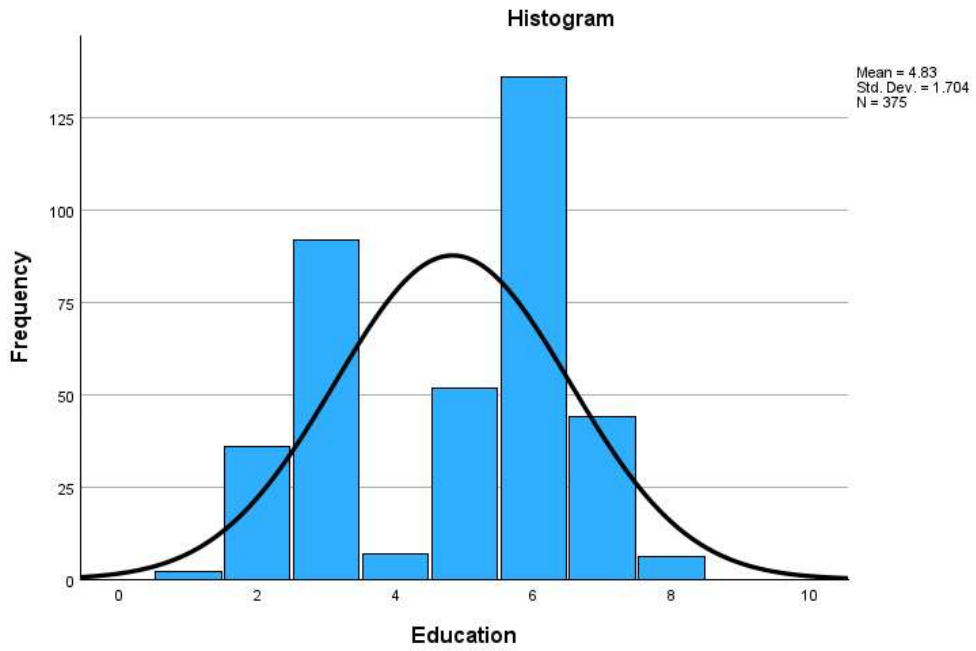
All respondents specified their educational attainment with none claiming the "preferred not to say". Table 17 provides frequency data with the largest group being those with a "Bachelor's degree" with a 36.2% followed by respondents with "some college, but no degree" corresponding to a 24.5%. Furthermore, 13.8% claimed they had an "Associate degree", 11.7% a "Master's degree", 9.6% a "High school diploma or equivalent". The lowest responses were 1.6% with a "doctorate degree", 1.9% with a "professional degree", and 0.5% with "less than a high school diploma". The predominance of those with a bachelor's degree can be evidenced in the histogram in Figure 24.

TABLE 17, FREQUENCY TABLE EDUCATION

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.5	.5	.5
	2	36	9.6	9.6	10.1
	3	92	24.5	24.5	34.7
	4	7	1.9	1.9	36.5
	5	52	13.8	13.9	50.4
	6	136	36.2	36.3	86.7
	7	44	11.7	11.7	98.4
	8	6	1.6	1.6	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

FIGURE 24, HISTOGRAM EDUCATION



Household Income. Household income of the respondents was measured in 18 groups under the following codes described in Table 18. Groups were organized at a rate of approximately $10,000 until they reached $100K. After that it follows a sequence of $25,000 until reaching $250,000, while including the option of preferring not to share.

TABLE 18, HOUSEHOLD INCOME CODING

1	Less than $10,000
2	$10,000-$19,999
3	$20,000-$29,999
4	$30,000-$39,999
5	$40,000-$49,999
6	$50,000-$59,999
7	$60,000-$69,999
8	$70,000-$79,999
9	$80,000-$89,999
10	$90,000-$99,999
11	$100,000-$124,999
12	$125,000-$149,999
13	$150,000-$174,999
14	$175,000-$199,999
15	$200,000-$224,999
16	$225,000-$249,999
17	$250,000 or more
18	Prefer not to say

Understanding the income distribution of the sample in Table 19, 42.8% had an income lower than $59,999, while 42.6% had an income in the range of $60,000 and $124,999. Finally, the respondents with an income higher than 125K was only a 14.4%. The predominance of these groups can be seen in the histogram in Figure 25, with the groups of $100,000-124,999 and $50,000-59,999 representing the top two groups respectively.

FIGURE 25, HISTOGRAM HOUSEHOLD INCOME

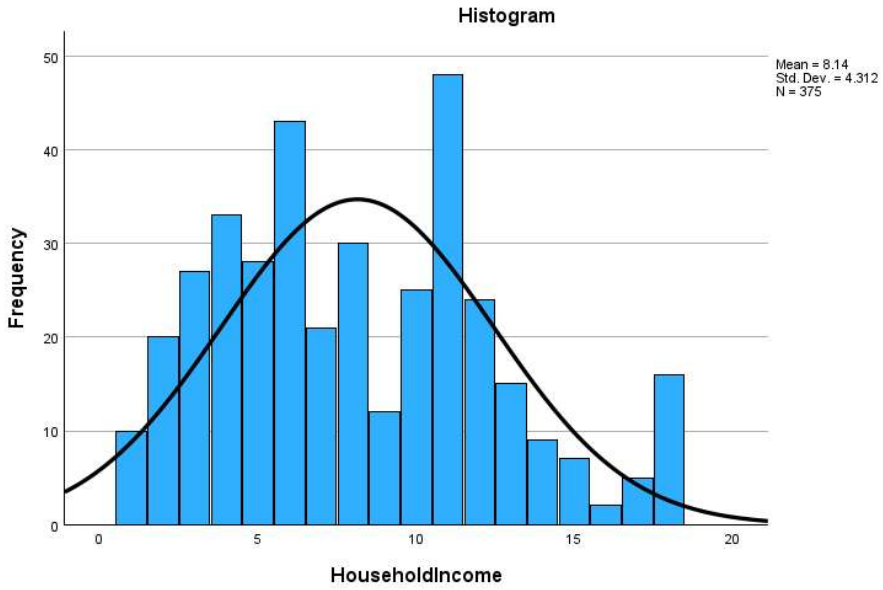


TABLE 19, FREQUENCY STATISTICS HOUSEHOLD INCOME

HouseholdIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	2.7	2.7	2.7
	2	20	5.3	5.3	8.0
	3	27	7.2	7.2	15.2
	4	33	8.8	8.8	24.0
	5	28	7.4	7.5	31.5
	6	43	11.4	11.5	42.9
	7	21	5.6	5.6	48.5
	8	30	8.0	8.0	56.5
	9	12	3.2	3.2	59.7
	10	25	6.6	6.7	66.4
	11	48	12.8	12.8	79.2
	12	24	6.4	6.4	85.6
	13	15	4.0	4.0	89.6
	14	9	2.4	2.4	92.0
	15	7	1.9	1.9	93.9
	16	2	.5	.5	94.4
	17	5	1.3	1.3	95.7
	18	16	4.3	4.3	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

Household Language. Understanding the ethnic nature of our study, a control question was placed to identify the language habits of consumers. This was measured with the following statement: "In my household we speak Spanish...", using a 5-point Likert scale ranging from "never" (1) to "always" (5).

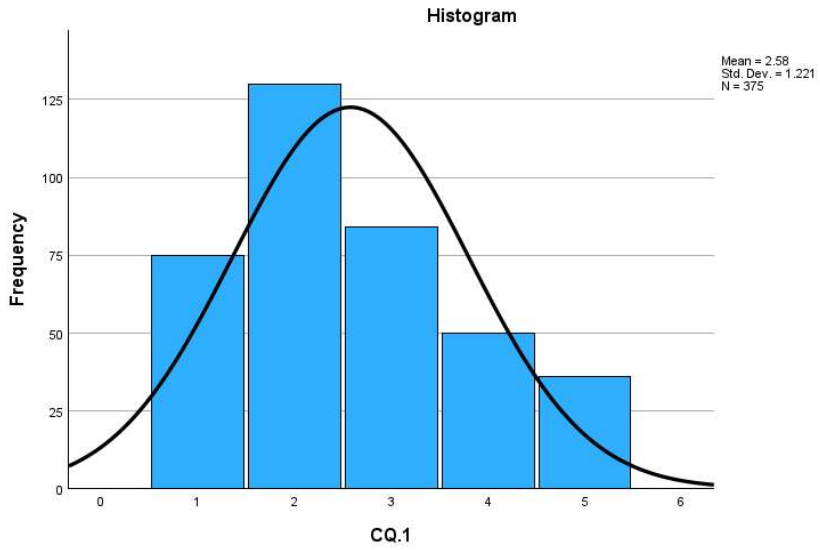
Interestingly, as evidenced in Table 20, the influence of the Spanish language in Hispanic households was lower than expected, with only a 9.6% claiming that they "always" spoke Spanish, 13.3% said they did "most of the time", 22.3% speak about half of the time, 34.6% speak sometimes, while 19.9% never speak Spanish in their home. This is surprising when understanding that the top two categories where at a 54.5%, sharing that they "never" or just "sometimes" speak Spanish at home. This trend with a higher skew towards the left can also be evidenced in the histogram in Figure 26.

TABLE 20, FREQUENCY TABLE SPANISH HOUSEHOLD LANGUAGE

CQ.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	19.9	20.0	20.0
	2	130	34.6	34.7	54.7
	3	84	22.3	22.4	77.1
	4	50	13.3	13.3	90.4
	5	36	9.6	9.6	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

FIGURE 26, HISTOGRAM SPANISH HOUSEHOLD LANGUAGE



Inferring a relationship between the immigration generation and the use of Spanish within the household, a cross-tabulation analysis was applied to further comprehend this relationship. As mentioned previously, the 57.6% of the respondents identified as second-generation immigrants. Thus, it is interesting to dive deeper and understand the use of Spanish in the households in this group, as well as the other generational groupings. When analyzing the cross tabulation in Table 21, interestingly only a 13.8% of second-generation immigrants are never speaking Spanish at home, vs a 31.5% claiming that they speak sometimes. Meanwhile, 26.3% claimed to speak Spanish about half of the time. It was interesting to compare this with first generation where it was just slightly higher than 2nd generation with 39.6% claiming they sometimes speak Spanish at home. However, the 1st generation subjects who stated that they never speak Spanish at home was lower than second generation, with a meager 3.2%, compared to the 13.8% of the second generation. Overall, the levels of always or almost always in all groups were significantly low, particularly from 3rd generation and more.

Only 19% of 1st generation and 11 % of second generation claim they always speak Spanish. Those who claimed they almost always did were just 15.8% for 1st generation and 17.1% for 2nd generation. We wonder if this may be ignited by a desire to assimilate to the new culture/language as new commers. Finally, as a whole 3rd generation individuals and above mostly identified with never or just sometimes speaking Spanish in their households.

TABLE 21, CROSS TAB IMMIGRATION GENERATION AND SPANISH LANGUAGE

CQ.2 * CQ.1 Crosstabulation

Count

		CQ.1					
		1	2	3	4	5	Total
CQ.2	1	2	25	14	10	12	63
	2	30	68	57	37	24	216
	3	26	22	12	3	0	63
	4	11	12	0	0	0	23
	5	6	3	1	0	0	10
Total		75	130	84	50	36	375

Average Ethnic Food Expenditure per Purchase. Understanding the monetary disposition to purchase Hispanic ethnic food gives us an insight into the average expenditure per purchase. The survey addressed this by asking respondents the following question: "Generally, (on any given day) when I purchase Hispanic food in an ethnic food store or through e-commerce, I tend to spend…" measuring it through tiered options as follows:

$1-$20

$21-$40

$41-$60

$61-$80

$81-$100

$100 or above

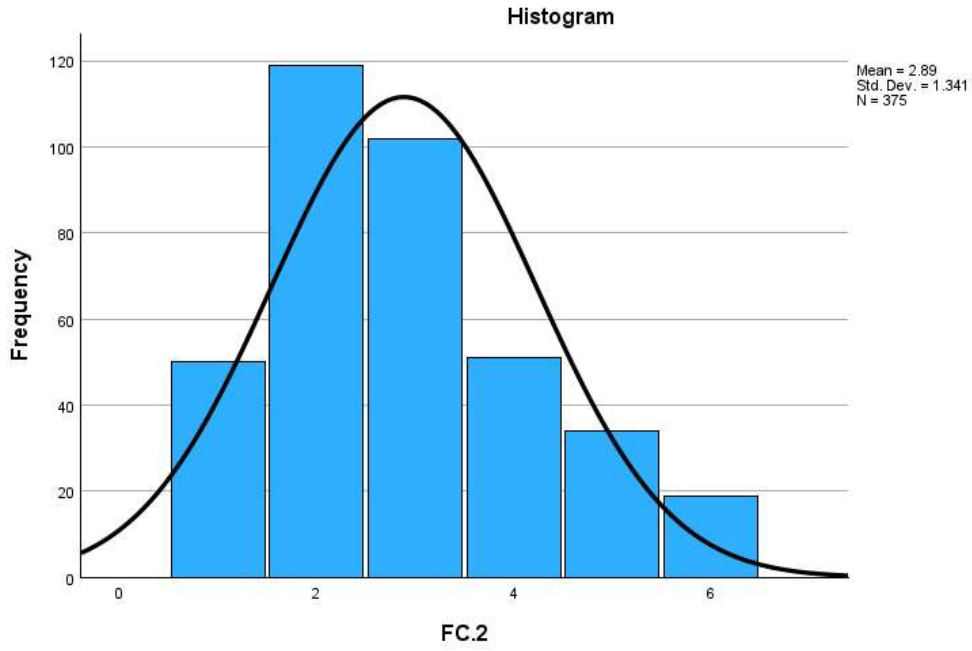
When analyzing the results provided in Table 22, the largest group fell in those willing to spend between $21-$40 with 31.6%, followed by 27.1% willing to spend $41-60$. Furthermore, 13.6% claimed they would spend between $61-$80, and 13.3% would spend $20 or less. High purchases were at a low end with only 9% saying they would spend between $81-$100 and a meagre 5.1% saying they would spend over $100. The mean was at 2.89, falling near to $40, with a standard deviation of 1.341. Thus, we can see that the average expenditure on a given purchase visit is of around $40 with 58.7% willing to spend between $21-60 on a grocery visit to purchase Hispanic ethnic food, giving us an indication of a trend for most of the sample, this can be visualized in the histogram in Figure 27. The trend of $20 upward or downward from the $21-60 range is similar at around 13% up or down. Meanwhile, those spending $81 comprise 14.1%

TABLE 22, FREQUENCY STATISTICS EXPENDITURE PER PURCHASE OF ETHNIC FOOD

FC.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	13.3	13.3	13.3
	2	119	31.6	31.7	45.1
	3	102	27.1	27.2	72.3
	4	51	13.6	13.6	85.9
	5	34	9.0	9.1	94.9
	6	19	5.1	5.1	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

FIGURE 27, HISTOGRAM AVERAGE EXPENDITURE PER PURCHASE OF ETHNIC FOOD



Average Monthly Grocery Budget. To give perspective to this data, it is important to evaluate the sample's grocery spending behavior. The survey addressed this by asking respondents the following question: "Please confirm your average monthly

budget for food/groceries in your household" measuring it through tiered options as follows:

1. Less than $100
2. $100 - $250
3. $251 - $500
4. $501 - $750
5. $751 - $1000
6. Over $1000
7. No idea

Per Table 23, 42% of the sample had an average monthly grocery budget of $251-$500, followed by a 21.3% with grocery expenditures of $501-$750. Another notable group was those willing to spend between $100-$250, represented by 19.1%.

TABLE 23, FREQUENCY STATISTICS GROCERY SPENDING BEHAVIOR

FC.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.3	1.3	1.3
	2	72	19.1	19.2	20.5
	3	158	42.0	42.1	62.7
	4	80	21.3	21.3	84.0
	5	35	9.3	9.3	93.3
	6	17	4.5	4.5	97.9
	7	8	2.1	2.1	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

When analyzing the cross tabulation in Table 24 and focusing on the top budget range of those 158 respondents willing to spend between $251-$500 in monthly grocery budget 66 respondents 41.7% would be willing to spend between $21-$40 in Hispanic food, just below 10% of their budget.

Furthermore, within this same group willing to spend $251-$500 in monthly grocery expenditure, 42 respondents corresponding to a 26.6% would be willing to spend in the range of $41-60 in Hispanic food, equivalent to 12-16% of their monthly budget.

TABLE 24, CROSSTAB GROCERY SPENDING BEHAVIOR WITH AVERAGE EXPENDITURE PER PURCHASE

FC.1 * FC.2 Crosstabulation

Count

		FC.2						
		1	2	3	4	5	6	Total
FC.1	1	2	3	0	0	0	0	5
	2	13	24	22	8	4	1	72
	3	18	66	42	18	8	6	158
	4	12	14	21	15	13	5	80
	5	3	6	13	5	6	2	35
	6	1	1	4	4	3	4	17
	7	1	5	0	1	0	1	8
Total		50	119	102	51	34	19	375

Statistical Analysis of Research Model

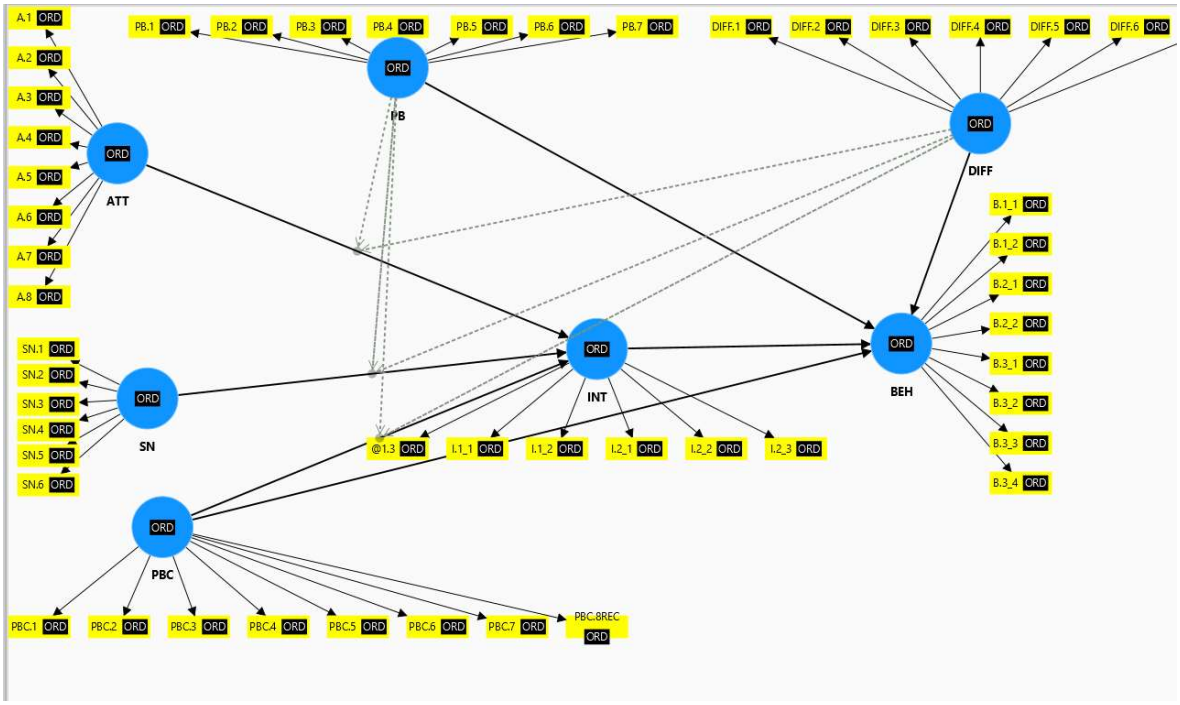
Thus, the following analysis explores four different models leading to key learnings from the data. Model 1 explores the initial research model described in the previous chapters. Model 2 applies modifications to this same model, extracting several items to improve the statistical significance of the initial model. Model 3 (proposed as an alternate model) explores divesting of the DIFF subscale both as a moderator and as a direct relation to BEH. Finally, Model 4 is a revised version of the alternate model

presented in Model 3 taking an additional step by changing the relationship of PB. It will claim that PB directly affects ATT, SN and PBC, rather than moderating it.

Model 1

As mentioned previously, the initial model shown in Figure 28, has 4 independent variables and a dependent variable. The independent variables are Attitudes towards Hispanic at-home food consumption (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Intention to Purchase Hispanic Ethnic Food (INT). Meanwhile, ethnic identity is measured with the subscales of Pride and Belonging (PB) and Differentiation (DIFF), both serving as moderators of ATT, SN and PBC while establishing a direct relationship with BEH. Finally, the entire model builds towards our dependent variable of Behavior to Purchase Hispanic Ethnic Food (BEH).

FIGURE 28, MODEL 1 SMART PLS



Per the outer loadings generated in SmartPLS for the original research model

Table 25 shows that items did not load correctly into the denominated constructs as we would have expected, revealing many incongruencies with the items particularly for DIFF and PBC. DIFF showed both positive and negative loadings ranging from -0.001 to 0.689, all under the 0.7 threshold of r square. PBC also had a negative loading of PBC.3 at -0.104, the remaining loadings were all positive, but many were below threshold with five items ranging in r-squares between 0.31 and 0.657. Only two items, PBC.2 and PBC.4, were above threshold at 0.748 and 0.734 respectively.

In the case of SN half of the items were below threshold with SN.1, SN.2, and SN3 ranging from 0.51 to 0.597. Similarly, INT had half of the constructs below threshold with I.1_3, I.2_2, and I.2_3 ranging from 0.388 to 0.653. Behavior had half of the items load just below the threshold of r-square 0.7 with B.1_1, B.1_2, B.3_1, and B.3_2 loading between 0.609 and 0.686. The only constructs where all items are loaded correctly is PB with all items at above 0.7. Loadings for PB ranged from 0.783 to 0.844.

Table 25, Outerloadings Model 1

	ATT	BEH	DIFF	INT	PB	PBC	SN
A.1	0.654						
A.2	0.719						
A.3	0.754						
A.4	0.371						
A.5	0.703						
A.6	0.801						
A.7	0.561						
A.8	0.748						
B.1_1		0.645					
B.1_2		0.609					
B.2_1		0.765					
B.2_2		0.756					
B.3_1		0.675					
B.3_2		0.686					
B.3_3		0.824					
B.3_4		0.798					
DIFF.1			-0.269				
DIFF.2			0.255				
DIFF.3			-0.517				
DIFF.4			0.485				
DIFF.5			-0.001				
DIFF.6			0.248				
DIFF.7			0.689				
I.1.3				0.621			
I.1_1				0.889			
I.1_2				0.875			
I.2_1				0.742			
I.2_2				0.653			
I.2_3				0.388			
PB.1					0.813		
PB.2					0.785		
PB.3					0.787		
PB.4					0.783		
PB.5					0.844		
PB.6					0.825		
PB.7					0.834		
PBC.1						0.564	
PBC.2						0.748	
PBC.3						-0.104	
PBC.4						0.734	
PBC.5						0.657	
PBC.6						0.532	
PBC.7						0.539	
PBC.8REC						0.31	
SN.1							0.51
SN.2							0.597
SN.3							0.519
SN.4							0.816
SN.5							0.811
SN.6							0.734

Construct Reliability and Viability

Construct reliability and viability were also analyzed in Table 26. We used Forner-Larcker's 1981 parameter to measure the Average Variance Extracted (AVE) calculating that "if less than .50, the variance due to measurement error is larger than the variance captured by the construct" (Fornell, 1981, pp. 45-46). When observing the AVE, four of the five constructs are below the 0.5 threshold, with two of them being significantly low: DIFF at 0.168 and PBC at 0.316. ATT and SN performed better getting close to the threshold, yet still below it, both at 0.458. On the other hand, PB had the best performance with 0.657.

TABLE 26, CONSTRUCT RELIABILITY AND VIABILITY MODEL 1

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.827	0.863	0.867	0.458
BEH	0.868	0.876	0.897	0.523
DIFF	0.65	0.192	0.12	0.168
INT	0.792	0.832	0.856	0.511
PB	0.913	0.916	0.93	0.657
PBC	0.654	0.756	0.743	0.316
SN	0.765	0.804	0.83	0.458

Cronbach's Alpha allows us to measure the internal consistency reliability. Generally, a scale of 0.7 would be the minimum desired effect, while 0.8 considered very good and 0.9 excellent (Taber, 2018). The only construct considered at an excellent range was PB with 0.913 followed by ATT and BEH with 0.827 and 0.868 still considered very good. On the flip side, DIFF and PBC underperformed with a Cronbach's alpha below the 0.7 threshold with 0.65 and 0.654 respectively. It is important to note that DIFF did

not prove to be reliable nor valid in any of the parameters. The same pattern can be found for the composite reliability

Composite reliability allows us to measure the internal consistency of the items that measure the construct. As a rule, "cutoffs of 0.70, 0.80 or above" are considered adequate (Aguirre-Urreta, 203, p. 12). The composite reliability of Model 1 also showed underperformance of DIFF, while all the other constructs were above the 0.7 threshold. Thus, all constructs aside from DIFF proved to have internal consistency with its items.

Discriminant Validity

The Heterotrait-Monotrait Ratio of Correlations (HTMT) is used to statistically measure the discriminant validity in Structural Equational Modeling (SEM), to identify how constructs are distinct from each other. Usually, a good general rule is a cut-off of 0.85 or above (Voorhees, 2016). When evaluating in Table 27, the only incongruency was with INT with BEH marking above the threshold. All the other parameters were adequate and proving discriminant validity for all the other constructs. Thus, we pay special attention to BEH and INT.

TABLE 27, HTMT MODEL 1

	ATT	BEH	DIFF	INT	PB	PBC	SN	PB x ATT	PB x SN	PB x PBC	DIFF x ATT	DIFF x SN	DIFF x PBC
ATT													
BEH	0.694												
DIFF	0.347	0.24											
INT	0.626	0.903	0.198										
PB	0.51	0.494	0.4	0.443									
PBC	0.438	0.513	0.259	0.506	0.283								
SN	0.298	0.407	0.361	0.478	0.407	0.326							
PB x ATT	0.222	0.21	0.108	0.186	0.278	0.092	0.207						
PB x SN	0.191	0.159	0.107	0.14	0.222	0.11	0.13	0.5					
PB x PBC	0.104	0.07	0.139	0.086	0.134	0.091	0.085	0.489	0.409				
DIFF x ATT	0.194	0.21	0.11	0.19	0.144	0.12	0.118	0.517	0.235	0.2			
DIFF x SN	0.103	0.088	0.147	0.082	0.145	0.104	0.06	0.214	0.522	0.219	0.291		
DIFF x PBC	0.128	0.065	0.138	0.075	0.056	0.108	0.097	0.172	0.206	0.355	0.337	0.267	

When evaluating cross loadings in Table 28 to identify multi-collinearity, cross loadings were evidenced with BEH, INT, and ATT with loadings between .53 and .65 in other constructs, particularly BEH and INT. The table below highlights some of them in red to evidence risk.

TABLE 28, CROSS LOADINGS MODEL 1

	ATT	BEH	DIFF	INT	PB	PBC	SN
A.1	0.654	0.379	-0.267	0.311	0.355	0.214	0.119
A.2	0.719	0.39	-0.173	0.322	0.22	0.26	0.051
A.3	0.754	0.405	-0.191	0.326	0.284	0.249	0.099
A.4	0.371	0.192	-0.009	0.171	0.125	0.139	0.051
A.5	0.703	0.343	-0.228	0.27	0.281	0.257	0.099
A.6	0.801	0.603	-0.246	0.531	0.392	0.378	0.325
A.7	0.561	0.329	-0.311	0.333	0.368	0.214	0.208
A.8	0.748	0.497	-0.172	0.474	0.361	0.348	0.218
B.1_1	0.433	0.645	-0.147	0.497	0.261	0.371	0.136
B.1_2	0.447	0.609	-0.196	0.424	0.29	0.258	0.217
B.2_1	0.443	0.765	-0.185	0.658	0.238	0.374	0.237
B.2_2	0.447	0.756	-0.156	0.613	0.24	0.333	0.238
B.3_1	0.355	0.675	-0.244	0.48	0.418	0.245	0.277
B.3_2	0.463	0.686	-0.15	0.51	0.37	0.24	0.28
B.3_3	0.487	0.824	-0.187	0.622	0.357	0.348	0.289
B.3_4	0.482	0.798	-0.2	0.565	0.383	0.291	0.323
DIFF.1	0.029	0.047	-0.269	0.103	0.308	0.04	0.216
DIFF.2	-0.17	-0.062	0.255	-0.02	0.008	-0.093	0.081
DIFF.3	0.023	0.134	-0.517	0.119	0.266	0.011	0.262
DIFF.4	-0.183	-0.109	0.485	-0.071	-0.111	-0.031	-0.03
DIFF.5	-0.11	-0.016	-0.001	0.021	0.03	-0.014	0.135
DIFF.6	-0.117	-0.058	0.248	-0.022	0.147	-0.007	0.096
DIFF.7	-0.286	-0.189	0.689	-0.103	-0.323	-0.198	-0.117
I.1.3	0.391	0.561	-0.134	0.621	0.278	0.324	0.285
I.1_1	0.46	0.669	-0.144	0.889	0.29	0.335	0.278
I.1_2	0.459	0.651	-0.176	0.875	0.302	0.339	0.324
I.2_1	0.411	0.542	-0.074	0.742	0.195	0.334	0.184
I.2_2	0.312	0.476	-0.17	0.653	0.356	0.197	0.379
I.2_3	0.222	0.263	-0.058	0.388	0.177	0.152	0.172
PB.1	0.407	0.321	-0.332	0.239	0.813	0.162	0.205
PB.2	0.306	0.316	-0.372	0.266	0.785	0.135	0.288
PB.3	0.402	0.359	-0.295	0.306	0.787	0.147	0.268
PB.4	0.352	0.397	-0.352	0.318	0.783	0.238	0.302
PB.5	0.378	0.394	-0.359	0.351	0.844	0.211	0.325
PB.6	0.383	0.361	-0.296	0.323	0.825	0.199	0.273
PB.7	0.376	0.319	-0.392	0.302	0.834	0.225	0.257
PBC.1	0.229	0.268	-0.085	0.211	0.093	0.564	0.185
PBC.2	0.198	0.322	-0.129	0.271	0.177	0.748	0.096
PBC.3	-0.023	-0.104	0.118	-0.059	-0.047	-0.104	-0.215
PBC.4	0.447	0.378	-0.143	0.386	0.278	0.734	0.17
PBC.5	0.282	0.289	-0.105	0.242	0.13	0.657	0.052
PBC.6	0.133	0.132	-0.041	0.194	0.122	0.532	0.057
PBC.7	0.118	0.135	-0.069	0.156	0.017	0.539	0.061
PBC.8REC	0.041	0.066	0.017	0.057	-0.118	0.31	-0.025
SN.1	0.248	0.221	-0.182	0.218	0.28	0.185	0.51
SN.2	0.174	0.185	-0.175	0.192	0.241	0.149	0.597
SN.3	0.137	0.098	-0.14	0.154	0.147	0.177	0.519
SN.4	0.182	0.309	-0.119	0.36	0.244	0.08	0.816
SN.5	0.118	0.266	-0.188	0.304	0.239	0.09	0.811
SN.6	0.169	0.264	-0.204	0.246	0.243	0.128	0.734

Model 2

Outer loadings. Understanding the weak reliability and validity of Model 1, underperforming items were removed to improve the structural model results. The elements removed were DIFF.1, DIFF.3, DIFF.7, A.4, PBC.3, PBC.8, I.2_3, leaving us with the following outer loadings in Table 29.

The first items removed were DIFF.1, DIFF.3 and DIFF.5, which posed negative markings in the outer loadings in comparison to the positive loadings of the other items within the construct. Similarly, PBC.3 was also removed, as it was also the only item with negative loading from this construct. The other items eliminated were PBC.8, I.2_3, A.4, and DIFF.6, as they were considered weak with outer loadings ranging from 0.318 to 0.465.

TABLE 29, OUTER LOADINGS MODEL 2

	ATT	BEH	DIFF	INT	PB	PBC	SN
A.1	0.656						
A.2	0.723						
A.3	0.755						
A.5	0.699						
A.6	0.814						
A.7	0.561						
A.8	0.747						
B.1_1		0.65					
B.1_2		0.611					
B.2_1		0.766					
B.2_2		0.757					
B.3_1		0.673					
B.3_2		0.682					
B.3_3		0.823					
B.3_4		0.796					
DIFF.2			0.484				
DIFF.4			0.652				
DIFF.7			0.839				
I.1.3				0.629			
I.1_1				0.895			
I.1_2				0.885			
I.2_1				0.75			
I.2_2				0.645			
PB.1					0.813		
PB.2					0.785		
PB.3					0.787		
PB.4					0.782		
PB.5					0.844		
PB.6					0.826		
PB.7					0.834		
PBC.1						0.573	
PBC.2						0.763	
PBC.4						0.738	
PBC.5						0.689	
PBC.6						0.485	
PBC.7						0.5	
SN.1							0.493
SN.2							0.578
SN.3							0.498
SN.4							0.83
SN.5							0.825
SN.6							0.738

DIFF continued to be the weakest performing construct, with only three items remaining and still only one above 0.7. All the other constructs, aside from PB also showed underperforming items, particularly lower in SN and PBC.

Construct Reliability and Viability

TABLE 30, CONSTRUCT RELIABILITY MODEL 2

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.839	0.861	0.877	0.507
BEH	0.868	0.875	0.897	0.523
DIFF	0.494	0.507	0.704	0.454
INT	0.819	0.834	0.876	0.592
PB	0.913	0.916	0.931	0.657
PBC	0.712	0.747	0.797	0.403
SN	0.765	0.816	0.828	0.456

When observing the Average Variance Extracted in Table 30, three of the five constructs were still below the 0.5 threshold: DIFF although improved from the original 0.168 in Model 1, was now at 0.454 in Model 2, PBC improved from the previous 0.316 to 0.403. SN was also just below the threshold, at 0.456. On the other hand, PB had the best performance with 0.657, and INT was also acceptable with 0.592. Thus, the variance in the indicators is explained by the construct at 65.7% for PB and 59.2% for INT. AVE for ATT, BEH and INT, although considered reliable, they would be within a low convergent validity.

When measuring rho_c Composite Reliability for Model 2, results were considered adequate, with results above .07 with 0.704 for DIFF and 0.797 for PBC. All the other constructs had adequate rho_c ranging from 0.828 to 0.931.

Evaluating the Cronbach's Alpha the only construct considered at an excellent range was PB with 0.913 followed by ATT and BEH with 0.839 and 0.868 respectively, still considered very good. PBC and SN were considered good in terms of range, with

both above 0.70. Once again, DIFF underperformed with a Cronbach's alpha of 0.494. Meanwhile, PB was the strongest with 0.913. It is important to note that DIFF did not prove to be reliable nor valid in the three parameters analyzed.

Discriminant Validity

HTMT was analyzed after applying modifications to the initial model. The HTMT of this revised model in Table 31 was found within range, however INT and BEH were close to the maximum threshold of 0.9 at 0.897. The results give us an indication that there is some indication that both constructs may be measuring the same concept, however, being below the 0.9 range, it is still considered reliable.

TABLE 31, HTMP MODEL 2

	ATT	BEH	DIFF	INT	PB	PBC	SN	PB x PBC	DIFF x ATT	PB x SN	DIFF x PBC	DIFF x SN	PB x ATT
ATT													
BEH	0.696												
DIFF	0.481	0.273											
INT	0.614	0.897	0.157										
PB	0.518	0.494	0.331	0.427									
PBC	0.456	0.505	0.274	0.489	0.265								
SN	0.295	0.407	0.221	0.454	0.407	0.268							
PB x PBC	0.108	0.071	0.123	0.082	0.142	0.092	0.085						
DIFF x ATT	0.112	0.165	0.149	0.084	0.128	0.1	0.113	0.079					
PB x SN	0.187	0.159	0.134	0.143	0.222	0.101	0.13	0.398	0.077				
DIFF x PBC	0.092	0.04	0.139	0.079	0.086	0.083	0.09	0.171	0.38	0.07			
DIFF x SN	0.084	0.04	0.158	0.032	0.16	0.117	0.05	0.107	0.145	0.42	0.094		
PB x ATT	0.207	0.209	0.104	0.196	0.274	0.094	0.207	0.494	0.36	0.5	0.068	0.127	

Path Coefficient. Although reliability of DIFF has still not met the standards, path coefficients were reviewed in Table 32 to understand the structural model.

TABLE 32, PATH COEFFICIENTS MODEL 2

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ATT -> INT	0.382	0.379	0.056	6.829	0
DIFF -> BEH	-0.061	-0.064	0.038	1.595	0.111
DIFF -> INT	0.105	0.096	0.051	2.084	0.037
INT -> BEH	0.649	0.648	0.038	17.156	0
PB -> BEH	0.151	0.153	0.04	3.733	0
PB -> INT	0.084	0.084	0.052	1.631	0.103
PBC -> BEH	0.123	0.124	0.042	2.904	0.004
PBC -> INT	0.209	0.213	0.05	4.164	0
SN -> INT	0.212	0.215	0.045	4.708	0
PB x PBC -> INT	0.048	0.045	0.054	0.881	0.378
DIFF x ATT -> INT	0.044	0.049	0.058	0.766	0.444
PB x SN -> INT	-0.029	-0.024	0.048	0.599	0.55
DIFF x PBC -> INT	-0.039	-0.041	0.055	0.707	0.479
DIFF x SN -> INT	-0.025	-0.02	0.047	0.54	0.59
PB x ATT -> INT	-0.033	-0.033	0.057	0.584	0.559

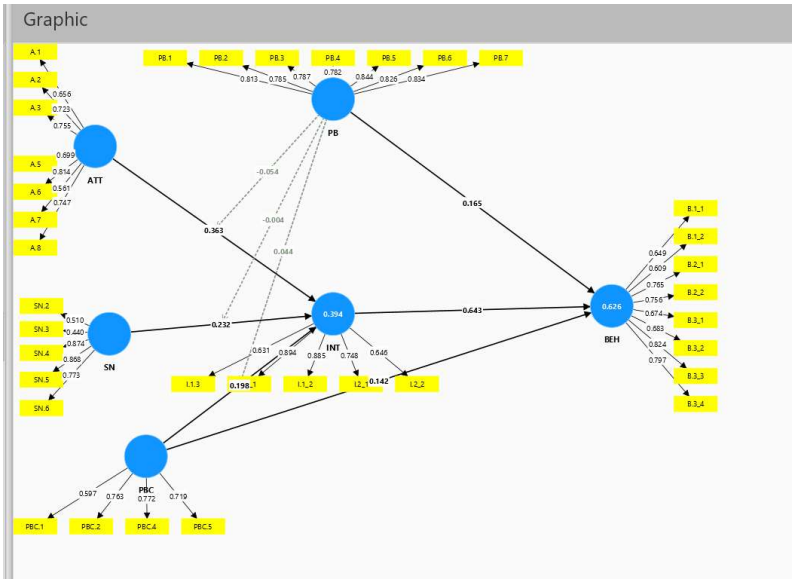
All moderations of PB and DIFF still prove to lack significance with p-values above 0.001 and no t-values above 2.58, and these did not report either positive nor negative relationships identifying a lack of statistical significance. It will be important to note later in the alternate models presented how the interactions may vary when separating the two subscales of PB vs DIFF.

Furthermore, the interactions of DIFF→BEH and PB→INT were not significant with p-value > 0.001 with a lack of statistical significance. On the other hand, although p value of the interactions of INT→BEH, ATT→INT, SN→INT, PBC→INT, PBC→BEH, PB→BEH, and DIFF→INT, were all considered significant.

Model 3

Given the results of Model 1 and Model 2 presented previously, the underperformance and lack of reliability of DIFF was considered, developing a Model 3 that removes DIFF from the structural model. Additionally, several other items needed to be removed to assure significance of the complete model with the change. Aside from the DIFF subscale and items, seven additional items were removed. PBC.8, A.4, and 1.2_3 were identified as weak items with r-squares of 0.318, 0.371 and 0.387 respectively. PBC.3 was removed as it had negative markings in comparison to the positive r-squares in the rest of the items for that construct. Once these four items were removed, construct reliability and validity were still inconclusive for PBC and SN, thus three additional items were removed to improve results (PBC.6, PBC.7, and SN.1). Moderations for PB were kept to understand the effect of the changes. Thus, as depicted in Figure 29, the following research model was explored.

FIGURE 29, MODEL 3 SMART PLS



Outer loadings. Table 33 below provides evidence on how in spite of removing some items, the outer loadings still showed some underperforming items in all constructs except for PB which continued to have a solid performance in all items, all above 0.872. The construct that underperformed the most was SN with the lowest r-squares of 0.44 for SN3 and 0.51 for SN2. The other constructs also had some items that were important, ATT also has three of the seven items below threshold with A7 at 0.561, A1 at 0.656. Meanwhile, A.5 is very close to threshold at 0.699. On the other hand, BEH also had half of the items below threshold with B.1_1, B.1_2, B.3_1 and B.3_2 ranging in r-squares between 0.609 and 0.683. PBC only had one of the four items below threshold, with a low r-square of 0.597 for PBC.1. Finally, INT had two of the five items below threshold with I.1_3 and I.2_2 with 0.631 and 0.646 respectively.

TABLE 33, OUTER LOADINGS MODEL 3

	ATT	BEH	INT	PB	PBC	SN
A.1	0.656					
A.2	0.723					
A.3	0.755					
A.5	0.699					
A.6	0.814					
A.7	0.561					
A.8	0.747					
B.1_1		0.649				
B.1_2		0.609				
B.2_1		0.765				
B.2_2		0.756				
B.3_1		0.674				
B.3_2		0.683				
B.3_3		0.824				
B.3_4		0.797				
I.1.3			0.631			
I.1_1			0.894			
I.1_2			0.885			
I.2_1			0.748			
I.2_2			0.646			
PB.1				0.813		
PB.2				0.785		
PB.3				0.787		
PB.4				0.782		
PB.5				0.844		
PB.6				0.826		
PB.7				0.834		
PBC.1					0.597	
PBC.2					0.763	
PBC.4					0.772	
PBC.5					0.719	
SN.2						0.51
SN.3						0.44
SN.4						0.874
SN.5						0.868
SN.6						0.773

Construct Reliability and Validity. When analyzing the construct reliability and validity for Model 3 presented in Table 34, the AVE threshold of 0.5 and above is met by all the constructs, with PB remaining the highest with the subscale explaining at least 65.7% of the variance in its indicators. INT also stands out with a 59.2% AVE.

When measuring the internal consistency reliability with Cronbach's alpha, PB was the only one considered at an excellent range with 0.913. Several constructs were very good: ATT, BEH and INT with 0.839, 0.868, and 0.819 respectively. SN was considered good in range at 0.757. On the other hand, PBC was just below the 0.70 range at 0.683.

The modifications applied in Model 3 proved to be beneficial when analyzing the composite reliability with rho_c above the threshold of 0.7 in all the constructs, showing stronger results ranging for the validity and reliability ranging from 0.876 for INT to 0.931 for PB showing important improvements from the initial results.

TABLE 34, CONSTRUCT RELIABILITY AND VALIDITY MODEL 3

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.839	0.861	0.877	0.507
BEH	0.868	0.876	0.897	0.523
INT	0.819	0.833	0.876	0.592
PB	0.913	0.916	0.931	0.657
PBC	0.683	0.719	0.805	0.511
SN	0.757	0.838	0.831	0.513

Discriminate Validity

Analyzing the discriminate validity with HTMT we use Table 35 below, once again, INT and BEH show a HTMT of 0.897, surpassing the threshold of .85 but still below the 0.9, alerting us that both constructs may be measuring the same concept.

TABLE 35, HTMT MODEL 3

	ATT	BEH	INT	PB	PBC	SN	PB x PBC	PB x ATT	PB x SN
ATT									
BEH	0.696								
INT	0.614	0.897							
PB	0.518	0.494	0.427						
PBC	0.515	0.569	0.529	0.298					
SN	0.253	0.389	0.447	0.373	0.238				
PB x PBC	0.121	0.085	0.091	0.135	0.089	0.081			
PB x ATT	0.207	0.209	0.196	0.274	0.113	0.155	0.501		
PB x SN	0.144	0.128	0.125	0.189	0.081	0.098	0.357	0.434	

Path Coefficients

When analyzing the path coefficients, despite removing the subscale of DIFF for ethnic identity, all moderations still prove to lack significance with p-values above 0.001 and no t-values above 2.58 as evidenced in the relationship of PB as a moderator as seen in Table 36. Thus, moderations did not report either positive or negative relationships, the hypotheses were not supported due to lack of statistical significance.

TABLE 36, PATH COEFFICIENTS MODEL 3

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ATT -> INT	0.363	0.366	0.057	6.32	0
INT -> BEH	0.643	0.643	0.038	17.022	0
PB -> BEH	0.165	0.167	0.04	4.075	0
PB -> INT	0.069	0.069	0.047	1.449	0.147
PBC -> BEH	0.142	0.142	0.043	3.332	0.001
PBC -> INT	0.198	0.199	0.05	3.928	0
SN -> INT	0.232	0.234	0.044	5.258	0
PB x PBC -> INT	0.044	0.044	0.048	0.909	0.364
PB x ATT -> INT	-0.054	-0.053	0.049	1.109	0.267
PB x SN -> INT	-0.004	-0.004	0.044	0.101	0.92

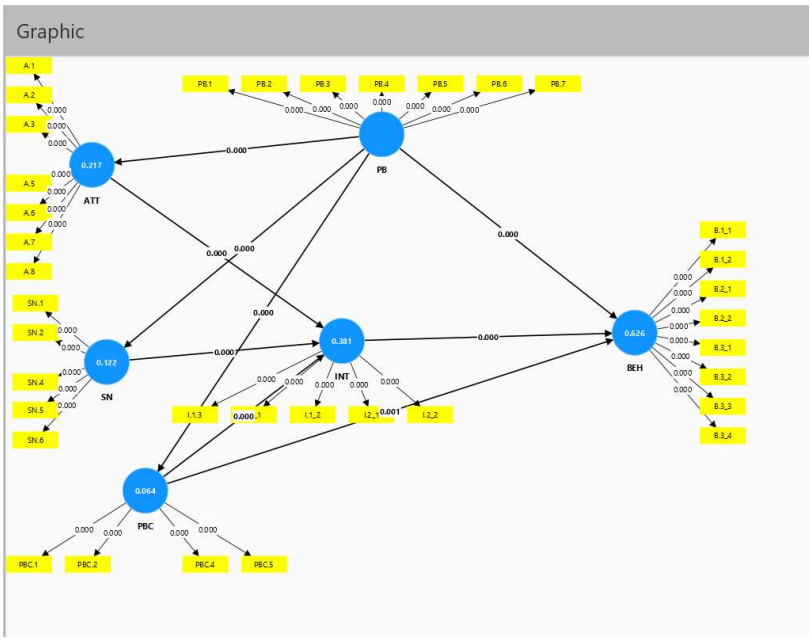
On the other hand, p-value of the interactions of INT→BEH, ATT→INT, SN→INT, PBC→INT, PBC→BEH, PB→BEH, and DIFF→INT were all considered significant, while all T-values were considered adequate and above a 2.58.

Model 4

Model 4 presents a second alternate model to address the lack of moderation effect in all the scenarios previously analyzed. This was particularly important when the lack of moderation continued to be evident, in Model 3. Also, I was intrigued by the strength of the construct of Pride and Belonging, deciding to explore if the relationship of this subscale may be more direct and may play a stronger role in the decision making of Hispanic consumers. Thus, Model 4 was explored, removing not only the construct of DIFF from the initial model (as suggested in Model 3), but also suggesting that the relationship and effect of PB positively affects ATT, SN, and PBC. Thus, moderations for PB were also removed, while exploring if the relationship of PB with ATT, SN and PBC is direct.

Additionally, several other items needed to be removed to assure significance of Model 4. Aside from removing DIFF 7 additional items were also removed. Once again, PBC.8, A.4, and I.2_3 had very weak loadings ranging from 0.238 to 0.387. PBC.3 continued to stand out with a negative loading in contrast to the positive loading of the other PBC items. Once these four items were removed, three additional items (PBC.6, PBC.7, and SN.3) were also removed to improve the construct reliability and viability results of PBC and SN. Thus, Figure 30 depicts the following research model exploring Model 4.

FIGURE 30, MODEL 4 SMART PLS



Outer loadings for Model 4 were captured in Table 37. The outer loadings still showed some underperforming items in all constructs except for PB which has a solid performance in all items, all above 0.78. Once again, the construct that underperformed the most was SN with the lowest r-squares of 0.522 for SN.1 and 0.57 for SN2. The other constructs also had some items that underperformed. ATT has two of the seven items below threshold with A.7 at 0.578, A.1 close to threshold at 0.672. The rest of the items ranged from 0.708 to 0.8. On the other hand, BEH had half of the items just below threshold with B.1_1, B.1_2, B.3_1 and B.3_2 ranging in r-squares between 0.609 and 0.682, the remaining items ranged between 0.757 and 0.824. PBC only had one of the four items below threshold, with a low r-square of 0.587 for PBC.1 while the rest ranged between 0.714 and 0.782. Finally, INT had two of the five items below threshold with I.1_3 and I.2_2 with 0.63 and 0.644 respectively. The remaining three items of INT ranged from 0.75 to 0.895.

TABLE 37, OUTER LOADINGS MODEL 4

	ATT	BEH	INT	PB	PBC	SN
A.1	0.672					
A.2	0.717					
A.3	0.756					
A.5	0.708					
A.6	0.8					
A.7	0.578					
A.8	0.734					
B.1_1		0.649				
B.1_2		0.609				
B.2_1		0.766				
B.2_2		0.757				
B.3_1		0.674				
B.3_2		0.682				
B.3_3		0.824				
B.3_4		0.797				
I.1.3			0.63			
I.1_1			0.895			
I.1_2			0.885			
I.2_1			0.75			
I.2_2			0.644			
PB.1				0.82		
PB.2				0.787		
PB.3				0.786		
PB.4				0.78		
PB.5				0.84		
PB.6				0.823		
PB.7				0.837		
PBC.1					0.587	
PBC.2					0.761	
PBC.4					0.782	
PBC.5					0.714	
SN.1						0.522
SN.2						0.57
SN.4						0.826
SN.5						0.82
SN.6						0.746

Construct Reliability and Validity

When analyzing the construct reliability and validity in Table 38, the AVE threshold of 0.5 and above is met by all the constructs, with PB remaining the highest with the subscale explaining at least 65.7% of the variance in its indicators and INT also standing out with a 59.2%.

TABLE 38, CONSTRUCT RELIABILITY AND VALIDITY MODEL 4

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.839	0.849	0.877	0.507
BEH	0.868	0.876	0.897	0.523
INT	0.819	0.834	0.876	0.592
PB	0.913	0.914	0.931	0.657
PBC	0.683	0.735	0.803	0.508
SN	0.739	0.759	0.83	0.502

When measuring the internal consistency reliability with Cronbach's alpha, the only construct considered at an excellent range was PB with 0.913. ATT, BEH and INT constructs continue with the same levels of 0.839, 0.868, and 0.819 respectively. SN was considered good in range at 0.757. On the other hand, PBC was just below the 0.70 range, however still close at 0.683.

Meanwhile, Composite Reliability was also found adequate with all constructs measuring between the 0.803 to 0.931 range, still with PB being the strongest. The lowest rho_c was PBC, yet still within range at 0.803.

Discriminate Validity. The results of HTMT in Table 39 show the same values for reliability, INT and BEH show a HTMT of 0.897, very close to the maximum threshold of 9, once again alerting us that both constructs may be measuring the same concept, quite common in INT and BEH due to the nature of the questions.

TABLE 39, HTMT MODEL 4

	ATT	BEH	INT	PB	PBC	SN
ATT						
BEH	0.696					
INT	0.614	0.897				
PB	0.518	0.494	0.427			
PBC	0.515	0.569	0.529	0.298		
SN	0.3	0.446	0.485	0.43	0.253	

Hypothesis Testing. Model 4 proved to be significant in all the relationships of the suggested model as seen in Table 40, where all p-values are at or above 0.001 and all t-values above 2.58.

TABLE 40, PATH COEFFICIENT MODEL 4

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ATT -> INT	0.383	0.385	0.051	7.54	0
INT -> BEH	0.644	0.644	0.038	17.008	0
PB -> ATT	0.466	0.473	0.049	9.591	0
PB -> BEH	0.164	0.166	0.04	4.065	0
PB -> PBC	0.254	0.259	0.051	4.981	0
PB -> SN	0.349	0.355	0.055	6.331	0
PBC -> BEH	0.142	0.141	0.043	3.305	0.001
PBC -> INT	0.206	0.207	0.05	4.136	0
SN -> INT	0.246	0.248	0.045	5.442	0

TABLE 41, HYPOTHESES RATIONALE MODEL 4

Hypothesis	Relationship	Hypothesis rationale
H1	ATT -> INT	There is a positive relationship found between attitudes towards Hispanic food consumption and the intention to purchase.
H9	INT -> BEH	There was a positive relationship identified between intention and behavior to purchase Hispanic ethnic food.
New	PB -> ATT	Hispanic ethnic pride and belonging have a positive relationship with the attitude to purchase Hispanic ethnic food.
H8	PB -> BEH	There was a positive relationship identified between ethnic identity and behavior when using the subscale of pride and belonging
New	PB -> PBC	Hispanic ethnic pride and belonging has a positive relationship towards perceived behavioral control.
New	PB -> SN	Hispanic ethnic pride and belonging has a positive relationship towards subjective norm.
H4	PBC -> BEH	There is a positive relationship between perceived behavioral control and behavior
H3	PBC -> INT	There is a positive relationship between perceived behavioral control and intention.
H2	SN -> INT	There is a positive relationship between subjective norm and intention.

Model 4 proved to be the strongest model identified in this study; thus, we will center our analysis of the hypotheses testing based on this model. The relationships of these hypotheses are analyzed in the rationale provided in Table 41.

Hypothesis 9. We start by identifying the relationship of the dependent variable BEH when analyzing H9, where INT→BEH was found to have a strong positive relationship at 0.644, understanding that there is a clear and strong relationship between Intention and Behavior and proving the hypotheses. Thus, there is a positive relationship of US Hispanics' intention to purchase Hispanic ethnic food and the behavior to purchase Hispanic food for at-home use, such that respondents who more strongly perceive the intention to purchase Hispanic ethnic food are more likely to have a higher behavior to purchase Hispanic ethnic food for at-home use than respondents with weaker perceptions of their intention to purchase this food at a 64.4% rate.

Hypothesis 1: Another strong relationship evidenced in this study was pertaining H1, where a positive relationship was found between the attitude towards Hispanic food and intention to purchase Hispanic ethnic food for at-home use, such that respondents who more strongly perceive the consumption of Hispanic food are positively inclined to have a stronger intention towards their purchase, than respondents with weaker perceptions towards Hispanic food at a 38.3% rate. This proved to be a stronger driver versus Subjective Norm and Perceived Behavioral Control.

Hypothesis 2. Although lower than ATT, Subjective norm also proved a positive relationship with SN→INT at 0.246 path coefficient, demonstrating a positive relationship in the role that society, family and friends among others have towards the intention to influence the behavior. Thus, there was a positive relationship at a 24.6% between the favorable perception of the subjective norm and the intention to purchase Hispanic food for at-home use, such that respondents who more strongly perceive their subjective norm's positive perception of consumptions of those foods are more likely to have a stronger intention towards their purchase than respondents with weaker subjective norm.

Hypothesis 3. Perceived Behavioral Control addressed various angles including accessibility as shopper, accessibility in price, and knowledge on food preparation. The section below of Additional Analysis will give more depth to these angles. When analyzing our statistical analysis for H3, we found that consumers had a positive relationship between perceived behavioral control and intention to purchase Hispanic ethnic food for at-home use, such that those respondents who more strongly perceive the

consumption of those foods is under their control are more likely to have a stronger intention towards their purchase than respondents with weaker perceptions of control over the behavior. In this case, although at a lower rate of 20.6%, consumer's did feel they had enough control over their perceived behavioral control to purchase Hispanic ethnic food products, appearing that although there could be improvements to make the relationship stronger, there was no drastic issues identified to affect their locus of control to achieve the intention and behavior.

Hypothesis 4. The results were similar for H4, where there was a positive relationship between perceived behavioral control and the behavior to purchase Hispanic ethnic food for at-home use, such that those respondents that perceived that the consumption of those foods was under their control were inclined to have a behavior towards their purchase, however this was lower than other constructs with a path coefficient of 14.2%.

Hypotheses 5, 6, 7. The three models presented before aimed to explore the moderating effect of PB and/or DIFF stated at the inception of this research. However, as mentioned previously, we were not able to prove H5, H6, and H7, as there was no clear moderating effect of DIFF or PB with ATT, SN or PBC per results in Model 1, 2, and 3. Thus, there was no variance in the intensity between the behavior itself and the intention moderated by past behaviors that have shaped a respondent's ethnic identification through PB and DIFF. Furthermore, in the case of H8, PB had a positive relationship with BEH but DIFF did not prove to have significant relationship with the dependent variable.

PB Direct Effect over ATT. After analyzing the data Model 4 proposes three new relationships. Pride and Belonging as a Hispanic ethnic identity factor was considered important, being the strongest construct in the research study. When analyzing this phenomenon, we explored if the relationship of PB may be more direct than expected. Thus, we evaluated, PB→ATT, PB→SN, and PB→PBC and found that all three of them had a strong positive relationship. The strongest relationship was PB→ATT with 0.466, allowing us to understand that Hispanic Pride and Belonging play an important positive relationship in the consumer's Attitude towards Hispanic food for at-home use.

PB Direct Effect over SN. This positive effect can also be evidenced in the relationship of PB→SN at 0.349. Understanding that a sense of Pride and Belonging affects the influence that others, such as family or extended family, have on the respondents' decisions. With this, we understand that consumers had a positive relationship between PB and SN, such that those respondents who felt a stronger sense of PB also felt a strong pull from their SN, thus being more likely to be influenced by their social circle leading to a stronger intention towards the purchase of these products.

PB Direct Effect over PBC. Although a bit lower, the relationship of PB→PBC was also positive at 0.254. Thus, consumers had a positive relationship between PB and PBC, such that those respondents who felt a stronger sense of pride and belonging also believed that the consumption of those foods were under their control, thus being more likely to have a stronger intention towards their purchase.

Hypotheses 8. Finally, Model 4, continues to analyze the relationship of PB directly to behavior and found that PB→BEH has a positive relationship, although

minimal considered to the other relationships. Model 4 measures PB→BEH at 0.164, making the indirect effect of PB more relevant to BEH than its direct effect. It is interesting to note that the PB→BEH relationship, although lower than other relationships, when Model 4, it proves to be higher than the other three models explored in this research.

Statistical Analysis Conclusion

The initial model of this research study, evaluated under Model 1, showed many areas of improvement to increase the validity of the data. Aside from PB, all the outer loadings showed items that were either weak or had discrepancies with evidence of positive and negative items in the same construct. DIFF, proved to be the weakest construct. This was reiterated in the construct reliability where DIFF had weak results and inconclusive results in all the parameters including AVE, Cronbach Alpha and composite reliability. Furthermore, ATT, PBC and SN also posed some red flags with AVE's below the 0.5 thresholds, and in the case of PBC the Cronbach Alpha below the r-square threshold at 0.654.

When analyzing the discriminant validity with HTMT, all interactions showed to be distinct from each other, with the exception of the relationship of INT and BEH, which was above the 0.85 threshold. This led us to explore the multi-collinearity by analyzing the cross-loadings. In this analysis we dissipated all concerns of multi-collinearity except for BEH and INT, following the concerns evidenced in HTMT. However, we also found some concerns with ATT and cross loadings with BEH and INT.

Model 2 included modifications to the initial model (Model 1), by cleaning the weaker or discrepant items found in the initial outer loadings. Seven items were removed, resulting in improvements in the outer loadings, As well as better results in construct reliability. AVE results who had been as low as 0.16 (DIFF) and 0.316 (PBC), in Model 1, improved getting closer to the threshold of 0.5, with DIFF at 0.454 and PBC at 0.403. SN was also just below threshold at 0.456. For Cronbach's Alpha and Composite reliability, all the constructs were within the adequate range except for DIFF, which was significantly lower than its 0.7 threshold at 0.494 for Cronbach Alpha and 0.506 for composite reliability.

Meanwhile, when evaluating discriminant validity, similar to the first model, Model 2 also showed INT and BEH above 0.85 with risk of these two constructs being too similar. Although reliability was lacking for DIFF, path coefficients were evaluated to understand the relationships of this model, and particularly to evaluate the moderating effects that had been suggested. The path coefficient results showed that all moderating effects were inconclusive, thus both Model 1 and Model 2 proved a lack of significance in the moderation of ethnic identity through PB and DIFF.

As mentioned, two alternate models were explored: Model 3 and 4. Given the lack of significance and validity of DIFF, the subscale was divested from both models proposed in this alternative pathway. Model 3 proposes the same structure as the original model, only divesting DIFF and maintaining the moderation effect for PB.

The following relationships and hypotheses were all considered significant in Model 3 with the relationships of INT→BEH (H9), ATT→INT (H1), SN→INT (H2),

PBC→INT (H3), PBC→BEH (H4), PB→BEH (H8), and DIFF→INT being validated and all T-values considered adequate and above a 2.58.

Nevertheless, this model continued to show a lack of moderation effect for PB in the path coefficients as all moderations proved a lack of significance with p-values above 0.001 and no t-values above 2.58 in the relationship of PB as a moderator. Thus, hypotheses H5, H6, and H7 did not report either positive or negative relationships, the hypotheses were not supported due to lack of statistical significance.

In Model 3, the relationship of INT→BEH was strong (0.643), showing a clear and strong relationship between Intention and Behavior and proving the positive relationship stated in the original hypotheses. Meanwhile, attitudes towards Hispanic food consumption were also positive in the relationship with intention at 0.363, in comparison to PBC→INT at 0.198 and SN→INT 0.232. The relationship of SN→INT was slightly stronger than the relationship of PBC→INT. On the other hand, the relationship PBC→INT at 0.198 was low but slightly higher than PBC→BEH at 0.142.

However, when we evaluate Model 4 proposed, we are able to garner stronger statistical results, making the second alternate model more significant and valid than Model 1, 2, and 3. Model 4 follows Model 3 in the removal of the DIFF subscale but takes it a step further by suggesting that the relationship of PB with the independent variables of ATT, SN, and PBC is not a relationship of moderation but instead it is a direct relationship.

Thus, Model 4 proves to be significant in all its relationships per Table 48 where p-values are above 0.001 and all t-values above 2.58. The relationship of INT→BEH of

the two alternate models (Model 3 and 4) were very similar with a 0.643 for Model 3 vs 0.644 for Model 4, both proving the positive relationship stated in H9.

The relationship between ATT, SN and PBC to INT were found positive in both Models 3 and 4. The relationship of ATT→INT continues to be strong in both, with a slight improvement in the Model 4 at a 0.383 vs a 0.363 in Model 3. However, the lower relationships of Model 3 for PBC→INT at 0.198 showed improvement in Model 4 with PBC→INT at 0.246. The same pattern is followed for SN with Model 3 showing the relationship at SN→INT 0.232 vs Model 4 at SN→INT 0.246.

The proposed direct relationship of Pride and Belonging as a Hispanic ethnic identity factor, in lieu of a moderation effect was the most important contribution of Model 4, proving a strong positive relationship in ATT, SN and PBC. The relationship of PB→ATT was the strongest of all three with 0.466.

Finally, when analyzing the role of PB in the model, we analyzed the relationship of PB directly to behavior and found that PB→BEH had a positive relationship, although minimal considered to the other relationships measured at 0.164, this was slightly lower but similar to Model 3 with 0.165.

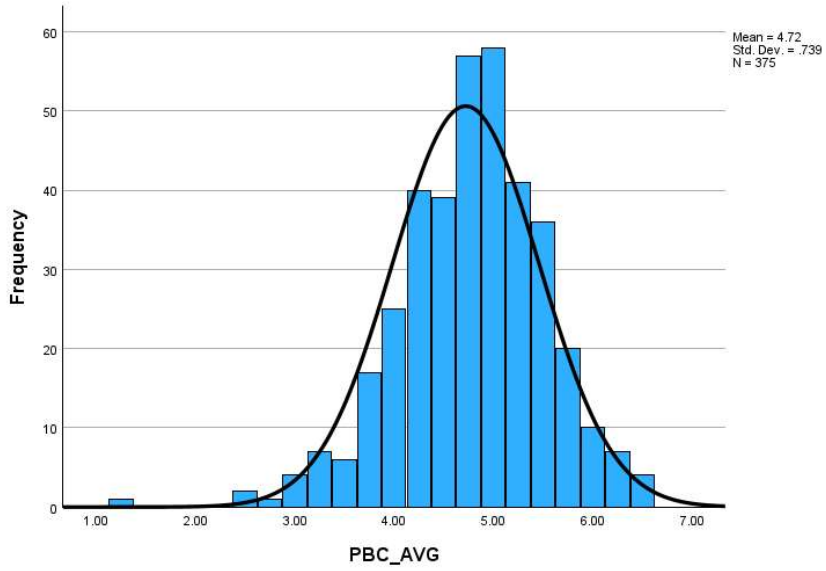
Additional Analysis

Perceived Behavioral Control Analysis

When analyzing the general sense of control of the respondents regarding the purchase of Hispanic ethnic food, responses came at the middle with a normal curve as can be seen in Figure 31. However, we do see a slight inclination towards the right side of the curve with a mean of 4.72. Overall, respondents feel right in the middle as far as

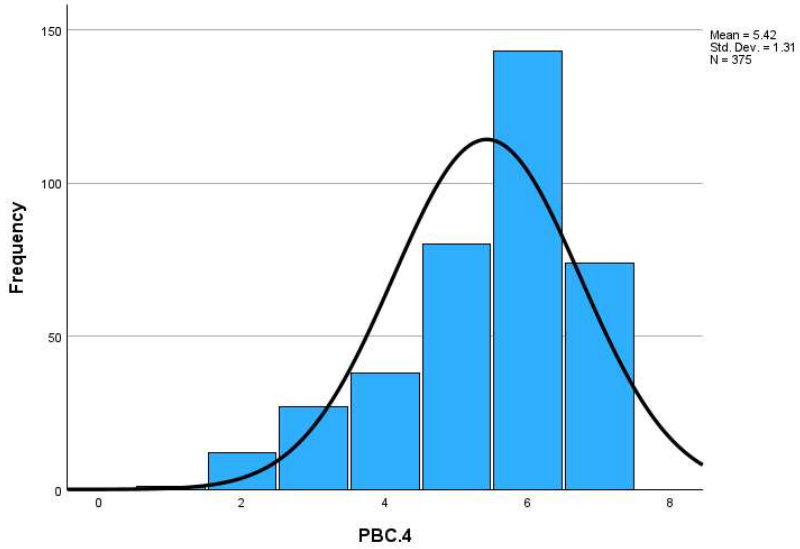
their capacity to control external circumstances regarding their purchase of this category with a slight inclination that they have a stronger sense of control. The questions that assessed the perceived behavioral control fell primarily into three categories: ease of use, price, and distribution.

FIGURE 31 - AVERAGE PERCEIVED BEHAVIORAL CONTROL



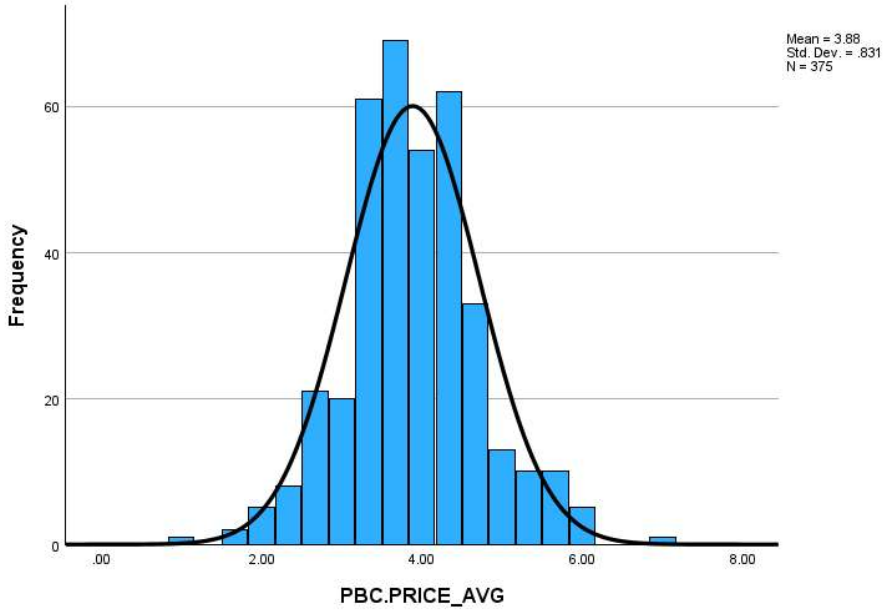
Ease of Use. Ease of use proved to be the element that respondents felt most in control with a mean of 5.42 and a clear inclination towards the right side of the curve, as seen in Figure 32.

FIGURE 32 - EASE OF USE



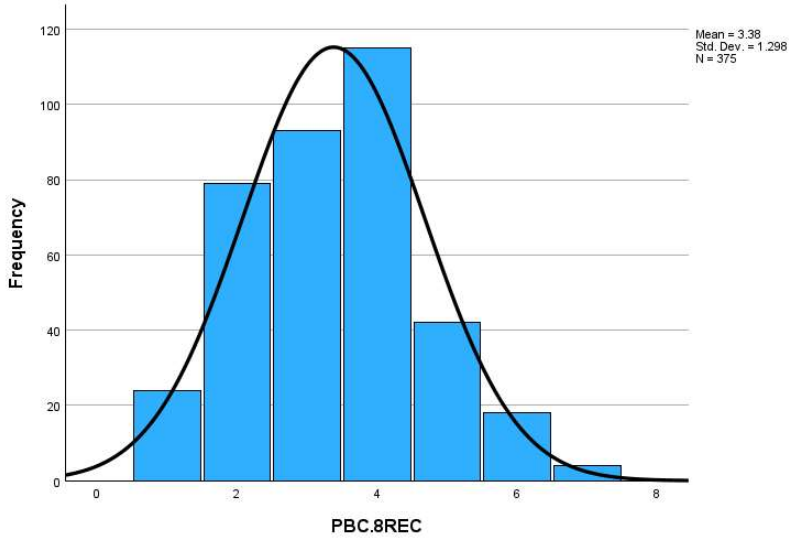
Price. When analyzing the perception of control in relation to price, the respondents also came in the middle with a normal curve as can be seen in Figure 33. However, we do see a slight inclination towards the left side of the curve with a mean of 3.88. Overall, respondents feel that right in the middle as far as their capacity to control external circumstances of price to complete a purchase in this category. The items that measured price included scenarios for both brick and mortar as well as e-commerce.

FIGURE 33 - PRICE



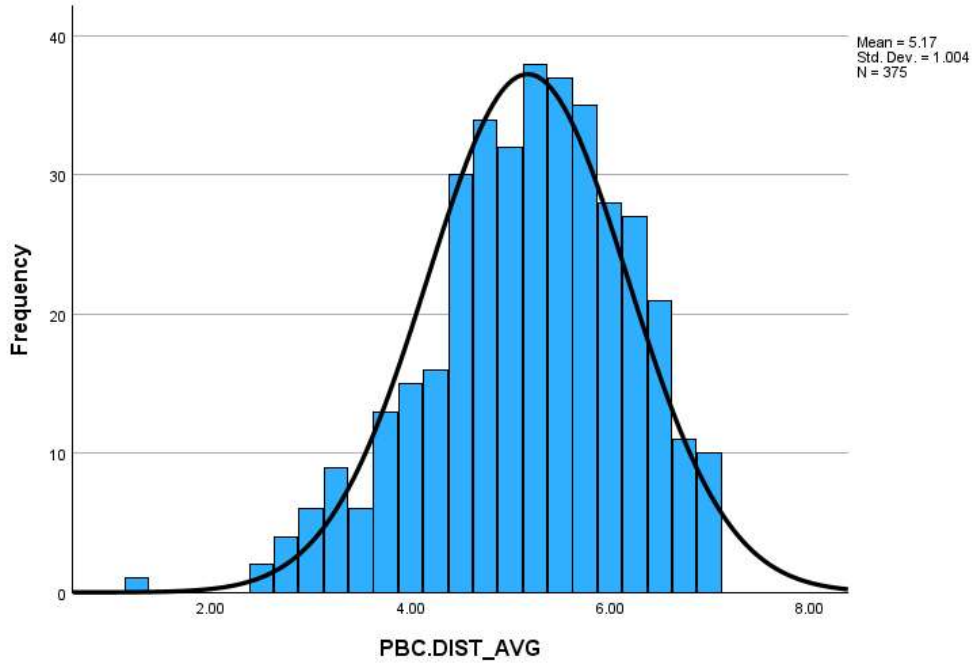
E-commerce. An e-commerce price question was included, given the growth and importance of e-commerce in the United States. The difference in the perception of price in brick and mortar vs. price in e-commerce was quite revealing of an opportunity, where e-commerce is not perceived as a control factor by respondents, with a mean of 3.38 understanding that they "somewhat disagree" that the products are price accessible online as seen in Figure 34.

FIGURE 34 - E-COMMERCE PRICE



Distribution. Meanwhile, when analyzing distribution in Figure 35, the mean was of 5.71, with respondents feeling that they have readily available options to purchase Hispanic ethnic food. Although it was still a normal curve, there was a clear indication towards the left. When it came to distribution, the data for e-commerce followed the same pattern of total distribution, with a mean of 4.86.

FIGURE 35 - AVERAGE DISTRIBUTION



It is very interesting to unwrap the diverse elements related to perceived behavioral control. When understanding the data, consumers feel relatively in control of the ease to use the product and the distribution or availability of the products. The main factor of opportunity is the price, and this becomes even more relevant in e-commerce. Understanding continual increase of online in retail, and general growth of omni channels, this is an area of opportunity from a business perspective.

Purchasing Behavior by Categories of Ethnic Food

The delicate part of analyzing distribution is that several food categories can be packed into this data, with no clarity of the differences of distribution between one food category and another. Thus, the following section will help us unwrap this information by understanding the different perceptions of respondents in the main food categories of this market.

Given that we are studying the ethnic food market, it is understandable that there are many options. Thus, understanding the patterns of purchasing behavior within the ample subcategories of Hispanic ethnic food can be beneficial for a business practitioner seeking to penetrate more this market. Thus, the study also addressed the perception of scarcity of certain foods in a common grocery store, to understand which types of food trigger a visit to a specialized ethnic food store or a special purchase of ethnic online food delivery. The question stated: "The following question refers to products you don't normally find in a common grocery store". Followed by the statement: "When I, or someone from my household goes to an ethnic food store, we are primarily looking for the following:" The scale measured the responses from rarely (1) to always (7) in a 7-point Likert scale.

When understanding the availability of produce in Table 42, only 7.2% claimed that they almost always found the ethnic produce they needed with no respondents claiming they "always" found it in their common grocery store. Meanwhile a 41% claimed they "never" or "almost never" find produce in a common grocery store.

TABLE 42, FREQUENCY TABLE PRODUCE (PLANTAIN, YUCA, TOMATILLO, LULO)

FC.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	11.2	11.2	11.2
	2	112	29.8	29.9	41.2
	3	73	19.4	19.5	60.7
	4	67	17.8	17.9	78.6
	5	53	14.1	14.2	92.8
	6	27	7.2	7.2	100.0
	Total	374	99.5	100.0	
Missing	System	2	.5		
Total		376	100.0		

Salty snacks (chips, crackers, roasted nuts) as evidenced in Table 43 also show much potential to increase availability for consumers with 57.7% claiming that they never or almost never find their Hispanic salty snacks in a common grocery store.

TABLE 43, FREQUENCY STATISTICS SALTY SNACKS (CHIPS, CRACKERS, ROASTED NUTS)

FC.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	76	20.2	20.4	20.4
	2	141	37.5	37.8	58.2
	3	79	21.0	21.2	79.4
	4	33	8.8	8.8	88.2
	5	24	6.4	6.4	94.6
	6	20	5.3	5.4	100.0
	Total	373	99.2	100.0	
Missing	System	3	.8		
Total		376	100.0		

For sweet snacks (chocolates, cookies, candy, sweet chips), the same trend follows with 64.1% claim they “never” or “almost never” find these products in a common grocery store. None claim that they always find it, and only a 4.8% claim that they “almost always” find these products as seen in Table 44.

TABLE 44, FREQUENCY STATISTICS SWEET SNACKS (CHOCOLATES, COOKIES, CANDY, SWEET CHIPS)

FC.3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	102	27.1	27.3	27.3
	2	139	37.0	37.3	64.6
	3	62	16.5	16.6	81.2
	4	32	8.5	8.6	89.8
	5	20	5.3	5.4	95.2
	6	18	4.8	4.8	100.0
	Total	373	99.2	100.0	
Missing	System	3	.8		
Total		376	100.0		

Meanwhile, powered spices and chiles for flavoring had a slight improvement in performance with 36% claiming that they "never" or "almost never" find these products in a normal grocery store. Table 45 showed that a significant number of respondents claimed that they did find these products "sometimes" at a 25%, while only a 7.4% claim that "almost always" find them. None claimed that they always find it.

TABLE 45, FREQUENCY STATISTICS POWDERED SPICES AND CHILES FOR FLAVORING (CHILE GUAJILLO, AJI, CURCUMA, COMINO)

FC.3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	13.3	13.3	13.3
	2	85	22.6	22.7	36.0
	3	94	25.0	25.1	61.1
	4	75	19.9	20.0	81.1
	5	43	11.4	11.5	92.5
	6	28	7.4	7.5	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

In the case of sauces for flavorings shown in Table 46, while 45% claimed that they "never" or "almost never" found them in a normal grocery store, a 21.5% stated that

they “sometimes” found these products in a regular grocery store. Only a 5.9% said that they almost always found these products, and none mentioned that they “always” did.

TABLE 46, FREQUENCY STATISTICS SAUCES FOR FLAVORING (CHIMICHURRI, ACHIOTE PASTE)

FC.3_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	65	17.3	17.4	17.4
	2	104	27.7	27.9	45.3
	3	81	21.5	21.7	67.0
	4	62	16.5	16.6	83.6
	5	39	10.4	10.5	94.1
	6	22	5.9	5.9	100.0
	Total	373	99.2	100.0	
Missing	System	3	.8		
Total		376	100.0		

Grains performed similarly to sauces with 41.5% claiming that they “never” or “almost never” found these products in a normal grocery store and 22.3% sharing that they “sometimes” found them. Meanwhile none claimed that they always found it, and 10.1% said that they “almost always” did, as evidenced in Table 46.

TABLE 47, FREQUENCY STATISTICS GRAINS (WHITE OR BLACK CORN MASECA, YUCA FLOUR, YELLOW RICE)

FC.3_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	13.6	13.6	13.6
	2	105	27.9	28.1	41.7
	3	84	22.3	22.5	64.2
	4	46	12.2	12.3	76.5
	5	50	13.3	13.4	89.8
	6	38	10.1	10.2	100.0
	Total	374	99.5	100.0	
Missing	System	2	.5		
Total		376	100.0		

Cheese, on the other hand was one of the "best performing" types of food regarding availability. Although no respondents claimed that they "always" found it, 13.6% claimed that the "almost always did and 31.6% shared that they "never" or "almost never found them. This was evidenced in Table 48. Furthermore 40.9% shared that they "often" or "very often" found these products.

TABLE 48, FREQUENCY STATISTICS CHEESE (QUESO FRESCO, QUESO DURO, QUESO DE HOJA, REQUESON)

FC.3_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	44	11.7	11.8	11.8
	2	75	19.9	20.1	31.8
	3	79	21.0	21.1	52.9
	4	75	19.9	20.1	73.0
	5	50	13.3	13.4	86.4
	6	51	13.6	13.6	100.0
	Total	374	99.5	100.0	
Missing	System	2	.5		
Total		376	100.0		

Finally, pre-prepared foods also pose an opportunity regarding product availability, as seen in Table 49, with 50.8% claiming that they "never" or "almost never" find these products in a regular grocery store. No one claimed that they always do and a meager 6.1% claimed that they "almost always" find these products.

TABLE 49, FREQUENCY STATISTICS PRE-PREPARED FOODS READY-TO-EAT/DRINK (FROZEN FRUIT PULP, ESSENCE FOR JUICE, EMPANADAS, AREPAS/TORTILLAS/TAMALES)

FC.3_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	76	20.2	20.3	20.3
	2	115	30.6	30.7	50.9
	3	61	16.2	16.3	67.2
	4	68	18.1	18.1	85.3
	5	32	8.5	8.5	93.9
	6	23	6.1	6.1	100.0
	Total	375	99.7	100.0	
Missing	System	1	.3		
Total		376	100.0		

In general, the opportunity for better product availability is evident throughout. This information can be revealing to understand the latent opportunities that may be addressable regarding product availability. The category with most opportunity to increase product accessibility were "Sweet Snacks" where 64.1% claimed that they either never or almost never found the products in a regular grocery store, thus this requires consumers to find alternate distribution points of sale, making accessibility more complex. Other categories that seem to be underserved as far as distribution were "Salty Snacks" and "pre-prepared foods" with 57.7% and 50.8% respectively claiming that they "never" or "almost never" found in a regular grocery store. This information can help us further understand the sense of control and the latent needs that may be still unmet in this market.

CHAPTER VI: SUMMARY, IMPLICATIONS, AND OUTCOMES

Research Motivation

The fast-paced growth of the US Hispanic population has shaped the US demographics, economy, society and culture. With a population growth of US Hispanics of 20% from 2010 vs the 2020 US Census, Hispanics now represent an 18.7% of the US market (Pena J. L.-V., 2023), (US Census Bureau, 2018). There is no question about the relevancy of this group. The purchasing power of US Hispanics has brought to light its economic capacity estimated at 2.8 trillion, by 2026 (Obolenskaya, 2023). Thus, it is not surprising to see that just the US Hispanic Market as a stand-alone is being considered the 5th GDP globally (LDC Donor Collaborative, 2025). The importance of this growth, paired with its economic relevance, poses many opportunities that have yet to be revealed when it comes to US Hispanics. From a business standpoint, these opportunities can be translated to future demands that could be addressed as well as opportunities to better communicate with this market, showing much potential marked with latent opportunities.

The ethnic food industry has several trends and drivers that capture the attention of the possible latent opportunities at hand. According to IBIS World, the Ethnic Supermarket industry is growing (Le, 2024). The size of the ethnic food market, valued at 55.8 billion, has the highest engagement from US Hispanics, who purchase from Hispanic ethnic grocery stores at a higher rate than all other ethnicity (Le, 2024), (Acosta, 2017).

These patterns can also be matched with the overall habits of Hispanic consumers who have strong at-home cooking habits vs other ethnicities, with 58% of Hispanics

cooking at home and spending on average 42 minutes a day, surpassing other ethnicities (Smith, 2018). These factors, paired with the growing disposable income of this group made it intriguing to bring more depth of research into the factors that are driving this group and this market.

Further research of the attitudes and drivers of US Hispanic consumers can provide valuable information from a business perspective to give further direction to the opportunities at hand regarding factors such as communication and product availability. Understanding this market can provide both Latin American companies as well as US-based local food companies (manufacturers and distributors) with data to further capture value from this group, while enabling entrepreneurs to identify latent needs. The research at hand can match trends by social economic level, ethnic food preferences with the levers that drive the intentions and behaviors of this group, thus the motivation of conducting this research.

Research Findings

From its inception, the study aimed to analyze the relationship of ethnic identity (measured through subscales of Pride & Belonging/PB and Differentiation/DIFF) and its relationship with the elements defined to measure intention to purchase Hispanic food for at-home use (attitudes towards Hispanic Food/ATT, Subjective Norm/SN, and Perceived Behavioral Control/PBC), while understanding how intention (INT) translated to behavior (BEH).

The analysis was rich and provided a good space to explore four different scenarios. Thus, data analysis included four models. Model 1 was representative of the

initial research model of this study. When analyzing the data, Model 2 allowed me to evaluate how simple modifications could be made looking for improvements in how the model fit. This was achieved by removing a few elements to increase reliability and validity. However, as I analyzed the two initial scenarios, there was a common denominator that continued to affect the reliability of the data. The subscale of Differentiation to measure Ethnic Identity showed no significance in the research. Thus, I proceeded to generate a third model to exclude Differentiation as a factor of ethnic identity and used Pride and Belonging as the only subscale to measure Ethnic Identity. This was important when understanding that PB was the strongest construct measured in the entire model, leading me to further explore the relationship measured in this solid subscale. Model 3 explored PB as a stand along measurement of Ethnic identity while maintained the initial hypotheses of having ethnic identity serve as a moderator in the model. This model had better results, however, the moderations suggested in this scenario still did not prove statistical significance and reliability, with similar results to the rest of the models analyzed at that stage (Model 1-3).

To go deeper into the data, we will start by noting that the research showed that differentiation is not a relevant factor in measuring Ethnic Identity, and it was irrelevant to the research both as a construct and as a moderator, also proving no significant direct relationship with the behavior of purchase. It is important to note that differentiation aims to measure the desire for an ethnicity to set itself apart from the rest. This can be done both to feel unique/superior as well as a protection mechanism often evidenced in minority groups in an in-group/ out-group nature (Nenci, 2008).

Understanding the change in demographics in the United States over the last few decades, with a higher number of Hispanics and a growing multi-racial mix, these results seem logical. First, let's start by emphasizing that the Hispanic population in the US is not the minority group it once was decades ago. Currently it is one of the most important ethnic groups in the United States. Second, we can pair this with the fact that many households with Hispanic descendants today have multi-racial compositions, lessening a need or desire for differentiation. The US Census saw an increase of 567.2% of Hispanics identifying with two or more races from the 2010 to 2020 US Census (Jones, 2021). Thus the in-group vs out-group comparison seems to have lost its relevance amongst US Hispanics when defining their ethnic identity. It is important to note that when seeing the multiracial growth of the US population in what today is an even stronger melting pot than centuries ago, the measurements of ethnic identity used in prior research may not hold the same relevance today. Much has evolved since Phinney's ethnic identity scale in 1992, and this research may provide interesting indications of this change. (Phinney J. , The Multigroup Ethnic Identity Measure: A new measure for use with diverse groups, 1992).

Understanding the strength of the PB construct, I opted to create a fourth model to evaluate if there was a direct relationship of PB with the divers of ATT, SN, and PBC rather than moderation as suggested at the beginning of this study. Model 4 was run, including the exclusion of DIFF as well as the removal of the moderations, replaced by the direct relationship of PB with ATT, SN, and PBC. Model 4 proved to have reliability and validity and provided valuable information to learn regarding the intentions and behaviors to purchase US Hispanic food for at-home use.

Thus, this research revealed a strong identification of US Hispanics with their ethnicity with a strong sense of Pride & Belonging, which was evidenced in the strength of the subscale, proving reliability and viability and showing strong hypothesis testing. Furthermore, with the application of different scenarios and evaluating the path coefficients, we identified that Pride & Belonging does not moderate the relationship with the drivers of intention (ATT, SN, and PBC), but instead it has a direct relationship with them. This was evidenced with the positive results in Model 4. Thus, three additional relationships are identified in this study: the direct relationship of PB with ATT, PB with SN and PB with PBC with significant results.

The driver that is most strongly affected positively by Pride and Belonging are the Attitudes towards Hispanic food. This is reasonable when considering previous research associates food with a sense of culture. This leads us to believe that there is a strong sense of pride when it comes to food, generating a sense of identity and belonging, which supersedes the opinions of how others including family and extended family view us (measured in subjective norms) and the locus of control through (measured through perceived behavioral control). Nonetheless, a positive relationship can also be seen with both Subjective Norm (SN) and perceived Behavioral Control (PBC).

Subjective Norm followed in the strength of the relationship with PB. Understanding that the perception of what family and extended family believe, or think is relevant in relationship to the respondents sense of pride and belonging. This

demonstrates that the sense of pride and belonging plays a role in the influence that the family of friends have when making decisions.

Although lower, the relationship of Pride and Belonging with Perceived Behavioral Control is also positive, increasing the motivation to use locus of control to drive intention or behavior in the purchase of Hispanic food. Thus, their sense of pride and belonging supersedes obstacles such as price sensibility or lack of availability. However, this impact is lower than the other factors, understanding that PBC that may not affect consumers, whereas consumers still feel a locus of control over the ease of use, availability and price. Finally, we reinstate that the three drivers leading to intention (ATT, SN, and PBC) are all positive, resulting in a strong positive relationship between INT and BEH.

Research Conclusions

Pride and Belonging is a Catalyst while Differentiation Loses Relevance Among US Hispanics

Understanding the main factors that drive the US Hispanics in this market (ATT, SN, and PBC) is important, however if we don't understand the "why" and determine what is the underlying emotional insight that truly leads an individual from a "non-action" to an "action" this data would just be superficial. This is where using two subscales of ethnic identity played an interesting role in this study, as we understand the psychological source that is truly behind the attitude and ultimately the behavior from a cultural/ethnic perspective.

The study explored two different angles when considering ethnic identity. One pertains to the desire as an ethnicity to feel different from other ethnicities, either because it feels distinct, unique or superior to other ethnicities, which was explored with the subscale of Differentiation (DIFF). The second angle to ethnic identity was studied with a subscale of Pride & Belonging, which explores the desire to feel embraced and surrounded by the familiarity of your ethnic background paired with a genuine sense of pride. This was very interesting to explore as there were very distinct results from these two psychological approaches (DIFF and PB) which could seem to be very interrelated from a general ethnic perspective.

Through this research one of the most important findings was the strong sense of Pride of Belonging playing an important role in the drivers that lead US Hispanics' towards intention and behavior. This subscale was by far the strongest, most valid and reliable measurement of this model. Pride and Belonging plays a role of such significance that this research identifies that it does not moderate the intensity of decisions, like previous research suggested (Nenci, 2008), but rather it affects it directly.

Nonetheless, when exploring the sense of Differentiation, there was no conclusive results regarding US Hispanics and their sense or compelling desire to feel distinct. This could be attributed to the rapid growth of Hispanics as a percentage of the US population in the last decades making the ethnic presence less "unique" (18.7% total population and 25% of younger population), paired with a higher mixed ethnic composition in US households (567.2% of US Hispanics identifying with 2 or more races), particularly evidenced between the Census of 2010 to 2020 (Jones, 2021). The growing mixed ethnicity

household composition generate an environment that is less “different”, feeling less of a need to exclude and segregate as a community into an in-group / out-group nature that may have been evidence in ethnic research of previous decades.

However, when exploring the sense of Ethnic Pride and Belonging, the results were significantly high with clear evidence that Hispanics have a high sense of Pride and Belonging. As mentioned, originally, I had predicted that ethnic identity served as a moderator to Attitude, Subjective Norm and Perceived Behavioral control. The results showed that this relationship was null. However, we identified a strong sense of Pride and Belonging, statistically proving to be the most important construct of this study. This forced us to go back to the research model drawing board to understand exactly what role this psychological factor played on our main drivers. Thus, we identified in Model 4 that the relationship between Ethnic Identity (measured with the subscale of Pride and Belonging) and the independent factors of (Attitude, Subjective Norm, and Perceived Behavioral Control) have a direct relationship. Furthermore, the relationship of Pride and Belonging as a psychological driver is not only significant but has the strongest relation to the Attitude towards Hispanic Ethnic Food.

Meanwhile, a sense of differentiation which in past research might have been relevant to understanding ethnic behaviors and preferences, does not hold the same importance in US Hispanics today. Contrary to the subscale of Pride and Belonging, Differentiation in turn was the weakest measurement of the research, proving to lack validity and reliability in the scenario modelling applied.

Consumers Feel in Control

Respondents believe that they are relatively in control of their capacity to obtain this food, in terms of price, accessibility and ease of preparation. It was interesting to pair the information of the intentions and overall behaviors, with the behavior of expenditure, understanding how much people are willing to spend on average on a given purchase of Hispanic food for at-home use. The average expenditure per grocery visit was found to be at an average of $40, and respondents were found to have a willingness to spend between 10-16% of their household's monthly budget for Hispanic food.

Attitude is Ultimately the Main Driver Leading to Intention and Behavior

The research model was representative in its behavior to studies conducted with Ajzen's Theory of Planned Behavior, in the case that the three independent constructs (ATT, SN, and PBC) proved to have a positive relationship with the intention and ultimately the behavior being studied. However, the study was able to help the determine the role that each one of these constructs play into the intention and behavior of US Hispanic consumers in relation to Hispanic ethnic food. For example, the main driver identified was Attitude towards the food, which played a stronger role than subjective norm and perceived behavioral control with aspects (price, accessibility, ease of use).

We see a medium to high locus of control, with a disposition from the consumer to spend resources on this category, mainly pulled by their attitude towards Hispanic Ethnic food. Furthermore, subjective norm also proved significant affecting consumers intentions and behavior, with a positive influence in how family, extended family or friends' perceptions on Hispanic ethnic food may have on the decision-making process.

However, the influence of third parties does not compare to the strength that the attitude towards the behavior itself has towards this decision making led by intentions and behaviors towards this category.

Intention has Saliency Leading to Behavior

Finally, there is a strong relationship between intention and the behavior to purchase Hispanic food for at-home use, understanding that there is an important motivation within this demographic to find the food that they either grew up with, or that they feel an ethnic identity. However, the secondary research we explored in this study mentioned the importance of saliency with ethnicity. Our study shows that the saliency is driven primarily by the attitudes towards Hispanic food ATT, as well as well as the influence of family and friends SN as a secondary driver. The relationship of these factors supersedes the direct relationship of ethnic identity with behavior. Thus, saliency is clearly identified in this study in the relationship of intention leading to behavior.

Translating the results to Marketing

This information allows marketers to gain insights not only the drivers of behavior but also the psychological drivers that shape ethnic identity and shape a "non-action" into an "action" in a US Hispanic's consumers intention and behavior. Furthermore, it allows us to identify what factors may be irrelevant to consumers in messaging to persuade purchase. Thus, messaging could be shaped effectively using these insights to shape effective marketing communication with emotional benefits that resonate with consumers, such as Pride and Belonging. Meanwhile, messages related to differentiation and uniqueness may not resonate and could eventually result in less effective and weaker

marketing messages leading to lower intentions and behaviors towards this category in comparison to other messaging approaches.

Considering the positive results in terms on intention and behavior and the purchase disposition, this is clearly an interesting market to continue to unwrap from a business perspective. Marketing messaging focused on communicating pride and belonging with an emotional connection will be more effective than focusing on other messages such as price and product offering or differentiation. Messaging focus should be more geared towards food and the ethnic identity, and less focused on saliency regarding locus of control. Third parties could have an influence on consumers, but other drivers should have higher relevancy in the communication strategy.

If launching a business, the parameters of frequency of consumption identified in PBC and income may provide important opportunities to understand the willingness of expenditure in which consumers consider a reasonable average budget and expenditure expectations for this market. This would be valuable to understand the price sensibility could change when extending past this threshold.

Research Limitations

Our research found a few limitations. The first to mention was our reliance on Cloud Research to collect the data. We found Cloud Research to be a great platform for data collection, nevertheless, it is important to note that the social economic level of those who are participating as respondents of Cloud Research tends to be higher than the average demographic trends of the US Hispanic market. This is a risk as it can generate a

sampling bias. Nonetheless, the income brackets that responded to our survey matched relatively well with demographic trends.

Another issue at hand was the filtering of immigration groups by country of origin. Based on demographical trends, our ideal groups to exclude from this research were Mexican, Cuban, Puerto Rican and Dominican. Nonetheless, Cloud Research only allowed for the first three to be excluded, thus we complied with the filtering already available on this platform. Dominicans for example have a larger population than Cubans in the United States, when looking at more underserved groups, perhaps we should have considered excluding Dominicans as well, nevertheless, the data collection platform was not designed to include an exclusion of this type.

It is also important to note that this study is a photograph of the situation a cross-sectional study in a given time, thus much can evolve, and the validity of the information could only be sustained with longitudinal research that follows these trends in an extended timeframe. This is especially relevant when understanding that many of the products commercialized in the Hispanic ethnic food market are imported, and there may be price fluctuations or product availability based on any circumstance affecting international commerce. This is very relevant in periods of tariff wars, where tariffs may be increased exponentially from one day to the other. The availability or price sensibility, and in general the perceived behavioral control can change fast under these scenarios.

Another limitation is the broad spectrum of this study, understanding that food is comprised of so many different subcategories within the food industry. Although the

study tried to address this with some questions relating to specific subcategories, the information was limited with just one matrix style question. Thus, a more specific segmentation study could pose richer data regarding consumption of the diverse subcategories that comprise the Hispanic ethnic food industry.

Although these limitations are valid, we did not find any of them which placed our research at a level of risk. Rather than limitations, they place opportunities for future directions of research which will be discussed in the following section.

Future Direction of Research

Future direction of this study could lead to a robust segmentation study to further understand how we can segment this market and provide attractive product offerings and communicational messaging to specific targets of interest. I would be particularly interested in using the FRL model that is mentioned in the literature review to understand the behavioral and psychological factors that could be applied when segmenting this market. Furthermore, a study of this type could be applied regionally to implement market strategies that are more precise depending on the different needs from a geographical perspective. This is particularly interesting as the variety and accessibility of the products can vary significantly from one region of the US to another. As mentioned, currently 47.7% of the US Hispanic population is concentrated in 12 metropolitan areas, thus understanding how the drivers change from these metropolitan areas in comparison to other geographic locations could be valuable. Furthermore, another angle would be to conduct studies for specific countries of origin, diving deeper into the latent opportunities of a specific group.

Another path of research expansion could be a closer lens to the opportunities of e-commerce in this market. The research only had three questions addressing e-commerce. The supermarket brick and mortar market seem to be at a mature stage in the industry life cycle, while e-commerce has been growing in the last decades. Given the growth of e-commerce in the US market, more focused research could provide important insights into where this category could grow, while following general market trends. This was evident in the additional analysis done particularly regarding price, finding particular trends for e-commerce vs general perceptions regarding price. When we understand how omnichannel and in general e-commerce is growing continuously, this gives a perfect space to gain more depth in how these drivers may change under this setting.

Research could also address specific food categories to identify more precise needs, which could be valuable information for the supermarket and food distribution industries as well as for companies in the food manufacturing industry to identify opportunities and categories to invest more. As mentioned, this was addressed in one of the matrix-style questions, however, the data could reach greater depth if concentrated in a specific category.

The information provided in this study allows business practitioners to identify the main drivers that lead towards intention, to understand where to focus their marketing communication. The marketing push will be most effective when focusing on the Attitudes towards the food, rather than the expectations of family and friends or their own locus of control. Consumers feel they have options, and they have relatively enough

control when choosing to purchase Hispanic ethnic food, showing strong opportunities. Thus, focusing messaging on the attitude towards the food, and centering it on the message of Pride & Belonging could further drive the intentions and behaviors of US Hispanics to increase their purchase on this category. There is an opportunity to test diverse marketing messages, possibly even using a mixed method approach to understand the messages that provide most effectiveness and saliency.

Finally, one of the areas that was most interesting to me was the role of pride and belonging in US Hispanics leaving me intrigued whether this plays a stronger role in Hispanics than other ethnicities in the US. It would be very interesting to explore the role of culture and decision making when comparing the sense of pride and belonging of US Hispanics vs other ethnicities in their attitudes and behaviors when buying culturally associated products or deciding to purchase a US domestic product vs a product from their country of origin. A comparative study amongst the top ethnicities would be revealing to understand how to shape marketing to reach the diverse ethnic audiences in this market.

Research Summary

The objective of this research was to examine the attitudinal factors and behaviors of US Hispanics in relation to Hispanic ethnic food for at-home use and understand the role that ethnicity plays in these factors. The research used the Theory of Planned Behavior by Ajzen, as a basis, exploring the attitudes towards Hispanic food, the influence of others through subjective norms and the role that locus of control has over consumers through their perceived behavioral control. This analysis aimed to identify the

relation of these factors leading to the intention and behavior to purchase Hispanic ethnic food for at-home use. Furthermore, a key element of this study was to identify the effect that ethnic identity plays on these factors and ultimately on the intention and behavior. The research identifies a clear shift in US Hispanic ethnic identity capturing measurements that may now be irrelevant to this group, while measuring the role pride and belonging has for this demographic..

This research could be useful to companies in Latin America seeking to enter the market, as well as existing players in the US grocery retail and manufacturing market to understand how to leverage marketing messages to capture this market. Furthermore, this research contributes to increase knowledge on the Hispanic market and their habits of shopping and consumption. The study addresses that there is a gap in Hispanic research with an opportunity to develop more research on Hispanics to communicate more effectively and capture this market. Finally, the research reveals that much has evolved in the US Hispanic household composition, and that the sense of ethnic identity used in prior research may require a different approach in the ethnic levers that are relevant today versus the ethnic theory approach used decades ago.

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Appendix A. Survey Instrument Primary Pilot

#	Parameters that shape questions	Source	#	Question	Scaling (7 point Likert Scale)
			I.V.1. Attitudes towards Hispanic at-home food consumption		
1	Nostalgia/ Tradition	Mirkarimi, et.al., 2016	A.1	Hispanic ethnic food makes me nostalgic.	strongly agree/strongly disagree
2	Familiarity	Mirkarimi, et.al., 2016	A.2	Hispanic ethnic food at home is familiar to me.	strongly agree/strongly disagree
3	Taste/ favorability	Mirkarimi, et.al., 2016	A.3	Hispanic ethnic food at home is delicious	strongly agree/strongly disagree
4	Tradition	Mirkarimi, et.al., 2016	A.4	Hispanic ethnic food at home matches my traditions	strongly agree/strongly disagree
			I.V.2. Subjective Norm		
5	Household members	Francis, J., 2004	SN1	My household members' approval of food prepared in my home is important to me.	strongly agree/strongly disagree
6	Parents and extended family	Francis, J., 2004	SN2	My extended family's approval of food prepared in my home is important to me.	strongly agree/strongly disagree
7	Friends	Francis, J., 2004	SN3	My friends' approval of food prepared in my home is important to me.	strongly agree/strongly disagree
	INSTRUCTIONS	The following questions will refer to conventional American food to plates such as: hamburgers, meat loaf, and mac & cheese.			
8	Household members	Kumar, A., Smith, S., 2018	SN4	Most of my household members think that I should buy Hispanic food whenever possible instead of conventional American food.	strongly agree/strongly disagree
9	Parents and extended family	Kumar, A., Smith, S., 2018	SN5	Most of my extended family/parents think that I should buy Hispanic food whenever possible instead of conventional American food.	strongly agree/strongly disagree
10	Friends	Kumar, A., Smith, S., 2018	SN6	Most of my friends think that I should buy Hispanic ethnic food for at-home consumption whenever possible instead of conventional American food.	strongly agree/strongly disagree
			I.V.3. Perceived Behavioral Control		
11	Accessiblity in price	Kumar, A., Smith, S., 2018	PBC.1	When thinking about price, buying Hispanic food is easy.	strongly agree/strongly disagree
12	Accessibility location		PBC.2	Buying Hispanic products requires time and effort	strongly agree/strongly disagree
13	Accessibility location	Yandav, R., Pathak, G., 2017	PBC.3	When buying Hispanic food products, the location needs to be convenient.	strongly agree/strongly disagree
14	Accessibility location	Kumar, A., Smith, S., 2018	PBC.4	Finding Hispanic ethnic food near me is easy.	strongly agree/strongly disagree
15	Accessiblity in price	Yandav, R., Pathak, G., 2017	PBC.5	The budget available to me is critical when making the decision to buy Hispanic food products.	strongly agree/strongly disagree
16	Knowledge of preparation of Hispanic food by the interviewee or someone in the household	Kumar, A., Smith, S., 2018	PBC.6	Preparing/ or having someone at home prepare Hispanic food at home is easy.	strongly agree/strongly disagree
17	Accessibility location	Kumar, A., Smith, S., 2018	PBC.7	If I wanted to, it would be possible for me to buy Hispanic food instead of conventional American food.	
18	Accessibility location		PBC.8	Hispanic food is readily available through e-commerce.	strongly agree/strongly disagree
	INSTRUCTIONS	Unique Hispanic ethnic food refers to special ingredients, snacks, or food that is not easily found in a common grocery store, such as a special flour, spice, chips, or sauce.			
19			PBC.9	Finding unique Hispanic ethnic food in e-commerce is easy.	strongly agree/strongly disagree
20			PBC.10	Buying Hispanic ethnic ingredients through e-commerce is expensive	strongly agree/strongly disagree
			I.V.4. Intention to Purchase Hispanic Food (Mediator)		
21	Intention to purchase	Francis, J., 2004 & Mirkarimi,	I.1	I (or someone in my household) **intend to purchase** Hispanic ethnic food in the next month.	strongly agree/strongly disagree
22	Intention to do shopping visit	Francis, J., 2004 & Mirkarimi,	I.2	I (or someone in my household) **intend to visit** a ethnic food store in the next month to PUR	strongly agree/strongly disagree
23	Intention to prepare	Francis, J., 2004 & Mirkarimi,	I.3	I expect that I (or a member of my household) will prepare Hispanic ethnic food in the next month.	strongly agree/strongly disagree
24	Intention to consume	Mirkarimi, et.al., 2016	I.4	I am inclined to eat Hispanic food at home in the next month.	strongly agree/strongly disagree
25	Intention to purchase		I.5	I expect to purchase Hispanic ethnic food through e-commerce soon in the next month.	strongly agree/strongly disagree
			D.V. Behavior of Purchasing Hispanic Food		
26	General behavior/ frequency	Yandav, R., Pathak, G., 2017	B.1	I or someone in my household purchased Hispanic food for at home use for our daily needs products in the last 30 days.	strongly agree/strongly disagree
27	Daily need behavior	Yandav, R., Pathak, G., 2017	B.2	I or someone in my household have purchased Hispanic food for at home use FOR SPECIAL OCCASIONS in the last 90 days.	strongly agree/strongly disagree
28	Daily need behavior/ frequency	Yandav, R., Pathak, G., 2017	B.3	In a period of three months (90 days) how often is Hispanic food **PURCHASED** in your household? (pick the option that best applies)	strongly agree/strongly disagree
29	Special occasion behavior/ freque	Yandav, R., Pathak, G., 2017	B.4	In a period of a week (7 days) how often is Hispanic food **PREPARED** in your household?	strongly agree/strongly disagree
			Ethnic Identity Scale (Moderator)		
			Ethnic Pride and Belonging/ subscale		
30	Pride and Belonging	Valk, A., Karu, K., 2001	PB.1	I am proud of being Hispanic.	strongly agree/strongly disagree
31		Valk, A., Karu, K., 2001	PB.2	Being concious of my Hispanic background increases my feeling of confidence.	strongly agree/strongly disagree
32		Valk, A., Karu, K., 2001	PB.3	I respect the traditions of my Hispanic ethnic group.	strongly agree/strongly disagree
33		Valk, A., Karu, K., 2001	PB.4	I am greatly interested in the history of my Hispanic ethnic group.	strongly agree/strongly disagree
34		Valk, A., Karu, K., 2001	PB.5	I feel a strong inner connection with my Hispanic ethnic group.	strongly agree/strongly disagree
35		Valk, A., Karu, K., 2001	PB.6	I enjoy taking part in events of my Hispanic ethnic group.	strongly agree/strongly disagree
36		Valk, A., Karu, K., 2001	PB.7	I am concious of my Hispanic ethnic background and what it means to me.	strongly agree/strongly disagree
37		Valk, A., Karu, K., 2001	PB.8	I take pride in the achievements of my fellow ethnic group members.	strongly agree/strongly disagree
			Ethnic Differentiation/ subscale		
38	Ethnic Differentiation	Valk, A., Karu, K., 2001	DIFF.1	It is important to me which ethnic group a person belongs to.	strongly agree/strongly disagree
39		Valk, A., Karu, K., 2001	DIFF.2	Ethnic background does not matter when choosing a spouse.	strongly agree/strongly disagree
40		Valk, A., Karu, K., 2001	DIFF.3	It is nicer to comune with someone from my own ethnic group than from other groups.	strongly agree/strongly disagree
41		Valk, A., Karu, K., 2001	DIFF.4	Ethnicity should not play a role when evaluating a person.	strongly agree/strongly disagree
42		Valk, A., Karu, K., 2001	DIFF.5	All my close friends belong to the same ethnic group as I do.	strongly agree/strongly disagree
43		Valk, A., Karu, K., 2001	DIFF.6	I do not find a persons' ethnic background important.	strongly agree/strongly disagree
44		Valk, A., Karu, K., 2001	DIFF.7	It would neither be easy nor harder for me to live with a person from an ethnic background other than my own.	strongly agree/strongly disagree
45		Valk, A., Karu, K., 2001	DIFF.8	I like to know people from other ethnic groups.	strongly agree/strongly disagree

Appendix B. Filter & Control Questions Primary Pilot

Filter Questions	
F.Q.1	How old are you?
	Age ranges - Filter above 18
F.Q.2	Do you live (reside) in the US at least six months in the past year (12 months)?
	NA - I don't live in the US (will be filtered out)
F.Q.3	Are you of Spanish, Hispanic, or Latino origin?
	Yes/No - Filter out no
F.Q.4	Select up to 3 nationalities that you identify as your heritage.
	All Countries will be listed. Will filter out anyone that does not select at least one of the following countries:
	Domincan Republic, Ecuador, Guatemala, Honduras

Control Questions
Please confirm the immigration generation that you belong to
1st - I immigrated to the US 2dn - My parents immigrated to the US 3rd - My grandparent immigrated to the US 4th - My grategrandparents immigrated to the US 5th or more I don't know
What is your household income? (pick a category)
Less than $10,000 $10,001 -$25,000 $25,001 - $50,000 $50,001- $85,000 $85,001- $150,000 $150,001 - above
What is your gender?
Male/Female/ Prefer not to answer
Please confirm your highest educational attainment (highest grade completed).
less than high-school, high-school, some college, 2 year degree, 4 year degree, masters, doctorate

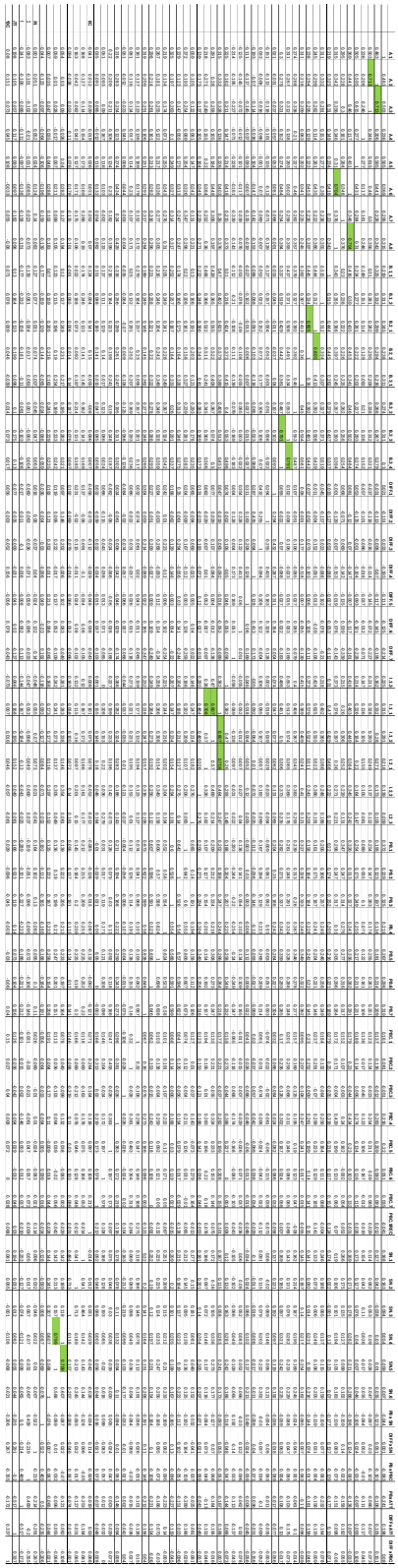
Appendix C. Final Dissertation Survey Instrument

#	Parameters that shape questions	Source	#	Question	Scaling (7 point Likert Scale)
I.V.1. Attitudes towards Hispanic at-home food consumption					
		Adapted from			
1		Roos, D., 2019		Buying Hispanic food to prepare at home is:	Extremely bad (1)/Extremely good (7)
2		Roos, D., 2019		Buying Hispanic food to prepare at home is:	Extremely undesirable (1)/Extremely desirable (7)
3		Roos, D., 2019		Buying Hispanic food to prepare at home is:	Extremely unenjoyable (1)/Extremely enjoyable (7)
4		Roos, D., 2019		Buying Hispanic food to prepare at home is:	Extremely unpleasant (1)/Extremely pleasant (7)
5		Yang, H. 2011		My attitiude towards Hispanic food prepared at home is positive/ (indifferent)	Indifferent (1) / Positive (7)
6		Yang, H. 2011		I honestly don't like preparing Hispanic food at home on a daily basis	strongly agree/strongly disagree
7		Kaushal, N., 2020		I really enjoy preparig Hispanic food at home on a daily basis	strongly agree/strongly disagree
8		Guraya, S., 2024		Overall, I think having Hispanic food prepared at home is not that important	strongly agree/strongly disagree
I.V.2. Subjective Norm					
10	Household members	Francis, J., 2004	SN1	My household members' approval of food prepared in my home is important to me.	strongly agree/strongly disagree
11	Parents and extended family	Francis, J., 2004	SN2	My extended family's approval of food prepared in my home is important to me.	strongly agree/strongly disagree
12	Friends	Francis, J., 2004	SN3	My friends' approval of food prepared in my home is important to me.	strongly agree/strongly disagree
	INSTRUCTIONS	The following questions will refer to conventional American food to plates such as: hamburgers, meat loaf, and mac & cheese.			
13	Household members	Kumar, A., Smith, S., 2018	SN4	Most of my household members think that I should buy Hispanic food whenever possible instead of conventional American food.	strongly agree/strongly disagree
14	Parents and extended family	Kumar, A., Smith, S., 2018	SN5	Most of my extended family/parents think that I should buy Hispanic food whenever possible instead of conventional American food.	strongly agree/strongly disagree
15	Friends	Kumar, A., Smith, S., 2018	SN6	Most of my friends think that I should buy Hispanic ethnic food for at-home consumption whenever possible instead of conventional American food.	strongly agree/strongly disagree
I.V.3. Perceived Behavioral Control					
16	Accessiblity in price	Kumar, A., Smith, S., 2018	PBC1	When thinking about price, buying Hispanic food is easy.	strongly agree/strongly disagree
18	Accessibility location	Kumar, A., Smith, S., 2018	PBC3	Finding Hispanic ethnic food near me is easy.	strongly agree/strongly disagree
19	Accessiblity in price	Yandav, R., Pathak, G., 2017	PBC4	The budget available to me is critical when making the decision to buy Hispanic food products.	strongly agree/strongly disagree
20	Knowledge of preparation of Hispanic food by the interviewee or someone in the household	Kumar, A., Smith, S., 2018	PBC5	Preparing/ or having someone at home prepare Hispanic food at home is easy.	strongly agree/strongly disagree
21	Accessibility location	Kumar, A., Smith, S., 2018	PBC6	If I wanted to, it would be possible for me to buy Hispanic food instead of conventional American food.	strongly agree/strongly disagree
23	Accessibility location		PBC8	Hispanic food is readily available through e-commerce.	strongly agree/strongly disagree
	INSTRUCTIONS	Unique Hispanic ethnic food refers to special ingredients, snacks, or food that is not easily found in a common grocery store, such as a special flour, spice, chips, or sauce.			
24			PBC9	Finding unique Hispanic ethnic food in e-commerce is easy.	strongly agree/strongly disagree
25			PBC10	Buying Hispanic ethnic ingredients through e-commerce is expensive	strongly agree/strongly disagree
I.V.4. Intention to Purchase Hispanic Food (Mediator)					
26		Mirkarimi, et.al., 2016	IP.1	•I plan to purchase Hispanic food in….	The next few days, the next week, in the next two weeks, in the next month, in the next three months, NA
27		Mirkarimi, et.al., 2016	IP2	•I plan to purchase Hispanic products in a local chain store….	The next few days, the next week, in the next two weeks, in the next month, in the next three months, NA
28		Mirkarimi, et.al., 2016	IP3	•I plan to purchase Hispanic products at a specialized ethnic food store…	The next few days, the next week, in the next two weeks, in the next month, in the next three months, NA
29			IP4	•I plan to purchase Hispanic products online….	The next few days, the next week, in the next two weeks, in the next month, in the next three months, NA
30		Mirkarimi, et.al., 2016	IP5	•I want to prepare Hispanic food at-home in….	The next few days, the next week, in the next two weeks, in the next month, in the next three months, NA
31		Mirkarimi, et.al., 2016		•In the following month (30 DAYS), we plan to prepare at home food that I was brought up with in….	Always to never
D.V. Behavior of Purchasing Hispanic Food					
32	Frecuencia	Yandav, R., Pathak, G., 2017	BP1	I or someone in my household purchased Hispanic food for at home use for our daily needs products in the last 30 days.	strongly agree/strongly disagree
33	Frecuencia	Yandav, R., Pathak, G., 2017	BP2	I or someone in my household have purchased Hispanic food for at home use FOR WEEKEND MEALS in the last 30 days.	strongly agree/strongly disagree
34	Frecuencia	Yandav, R., Pathak, G., 2017		•In a period of a MONTH (30 days) how often is Hispanic food purchased in your household?	everyday/less than once a week
35	Frecuencia	Yandav, R., Pathak, G., 2017		•In a period of a week (7 days) how often is Hispanic food prepared/ consume in your household?	everyday/less than once a week
37	Occasion de Consumo	Mirkarimi, et.al., 2016		•I consume Hispanic food at home: At special events	never/always
38	Occasion de Consumo	Mirkarimi, et.al., 2016		•I consume Hispanic food at home: As a snack	never/always
39	Occasion de Consumo	Mirkarimi, et.al., 2016		•I consume Hispanic food at home: As a meal during the week	never/always
40	Occasion de Consumo	Mirkarimi, et.al., 2016		•I consume Hispanic food at home: As a meal on weekends	never/always
Ethnic Identity Scale (Moderator)					
Ethnic Pride and Belonging/ subscale					
41	Pride and Belonging	Valk, A., Karu, K., 2001	EP1	I am proud of being Hispanic.	strongly agree/strongly disagree
42		Valk, A., Karu, K., 2001	EP2	Being concious of my Hispanic background increases my feeling of confidence.	strongly agree/strongly disagree
43		Valk, A., Karu, K., 2001	EP3	I respect the traditions of my Hispanic ethnic group.	strongly agree/strongly disagree
44		Valk, A., Karu, K., 2001	EP4	I am greatly interested in the history of my Hispanic ethnic group.	strongly agree/strongly disagree
45		Valk, A., Karu, K., 2001	EP5	I feel a strong inner connection with my Hispanic ethnic group.	strongly agree/strongly disagree
47		Valk, A., Karu, K., 2001	EP7	I am concious of my Hispanic ethnic background and what it means to me.	strongly agree/strongly disagree
48		Valk, A., Karu, K., 2001	EP8	I take pride in the achievements of my fellow ethnic group members.	strongly agree/strongly disagree
Ethnic Differentiation/ subscale					
49	Ethnic Differentiation	Valk, A., Karu, K., 2001	ED1	It is important to me which ethnic group a person belongs to.	strongly agree/strongly disagree
50		Valk, A., Karu, K., 2001	ED2	Ethnic background does not matter when choosing a spouse.	strongly agree/strongly disagree
51		Valk, A., Karu, K., 2001	ED3	It is nicer to comune with someone from my own ethnic group than from other groups.	strongly agree/strongly disagree
52		Valk, A., Karu, K., 2001	ED4	Ethnicity should not play a role when evaluating a person.	strongly agree/strongly disagree
53		Valk, A., Karu, K., 2001	ED5	All my close friends belong to the same ethnic group as I do.	strongly agree/strongly disagree
54		Valk, A., Karu, K., 2001	ED6	I do not find a persons' ethnic background important.	strongly agree/strongly disagree
56		Valk, A., Karu, K., 2001	ED8	I like to know people from other ethnic groups.	strongly agree/strongly disagree

Appendix D. Control & Frequency Questions Final Questionnaire

Frequency and Consumer Behavior Question	1	Please confirm your average monthly budget for food/groceries in your household
	2	Generally, (on any given day) when I purchase Hispanic food in an ethnic food store or through e-commerce I tend to spend…
	3	The following question refers to products you don't normally find in a common grocery store. (Examples are provided for reference). When I, or someone from my household goes to an ethnic food store, we are primarily looking for the following:
Control Questions	1	In my household we speak Spanish...
	2	Please confirm the Hispanic immigration generation that you (yourself) belong to (shortest immigration generation from either side of your family)

Appendix E: Correlation table



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