The Digital and Cultural Divide

*Marketing by Using Facts and Figures*

Paterson Community Technology Center (CTC) in conjunction with the US Department of Housing and Urban Development (HUD) is working with the local community to help small businesses bridge the digital divide in Paterson, New Jersey and help “transform the silk city to the digital city”.

Technology can help you draw in business from your local community by becoming more accustomed to the expectations and needs of these people. This is where a website can be your best marketing agent but you must effectively identify your best potential customers and then communicate the benefits of your business to them. So the first thing to do is, find who your best potential customers are. This is where technology will be used. For the rest of this article we will use an example of a fictitious business owner who intends to sell women’s clothing at a Paterson, NJ location and create a website for it.

The first thing we will do is obtain information on the population of Paterson, New Jersey to find the amount of woman living there. As we see in chart 1, Paterson has a population of 142,443 with 68,646 males and 73,797 females. This gives us 5,151 more women than men residing there. A good potential for a woman’s clothing store.

![Chart 1 Population](image.png)
Since Paterson is a diverse community, we will break this data down to see the race of these women in the age range we want to target as potential customers. We decided to target the age group in the range of 15 to 74 years old. In chart 2 we see White and Hispanic females make up the greatest amount in that range.

![Chart 2 Female Population by Race 15 to 74 years old]

We next studied the buying patterns of women by race and after a little internet research we found that: “Hispanic female respondents spend an average of 135.1 minutes in stores shopping for apparel; Caucasian and African-American female respondents recorded an average of 89.4 and 109.27 minutes, respectively” according to a Cotton Incorporated article.

So with some investigating and researching we met our primary marketing goal of finding who our targeted audience will be and we determined that it will be the Hispanic woman factored by their high population and flair for clothes shopping. Next we will zoom in on that group and narrow it down more.

After looking at Hispanic Female Annual Earnings above $12,499 we see the highest population is in the $25,000 to $29,999 range. See next chart.
We will now narrow the 15 to 74 year old age group to find the highest population of Hispanic women in this age range. Using the last census we find it to be 25 to 44 years old. See chart 4.
The next factor we will consider is the education of this age group. Look at chart 5 and from this data we determined that most Paterson, NJ Hispanic women in the 25 to 44 age range have a high school education or more with college educated women of the 25 to 29 age holding AAS, BA or professional degrees. We know that the most educated are also the most computer savvy. This will aid in determining our website setup.
Research Review

All these numbers and charts can be intimidating and even confusing so let’s go back step by step to review our research and what we achieved from it.
Who are we and what are our goals?

- We are a small local business in Paterson, NJ selling women’s clothing looking to bring in new customers from the community and setting up a website

What did we research and why?

- First we researched the population of Paterson to obtain the total amount of potential women customers
- Since we sell to teens and up, we then narrowed our search to find the amount of women that are 15 to 74 years old to find the greatest population by race. Here we found Whites and Hispanic women to lead the numbers
- Next we researched the clothes buying pattern of women in general and discovered that Hispanics spend the most time shopping for apparel
- The next factor we researched was the annual income of Hispanic females making above $12,499 and found that to be $25,000 to $29,999
- We then refined our search to find the highest population of Hispanic women in Paterson, NJ by age and found that to be 25 to 44 years old
- Our next research was to find the education of these women and our findings show them to be educated with having a high school education or more. Also, most college educated women in the 25 to 44 range have an AAS, BA or professional degree.

Who will be the best customer for a women’s clothes store in Paterson, NJ?

From our research we determined our best potential customer will be:

- Hispanic women making between $25,000 and $30,000 in the age range of 25 to 44 years old with an education of high school or more.

Culture

The culture of the targeted group also plays a key factor in our marketing plan since we have to meet or exceed their needs. Our targeted customers are Hispanic women so we began research on Hispanic culture and found they celebrate a long list of holidays depending on their individual background with many tied to their religion. Here is list for the month of January:

- Jan 1
  Año Nuevo, New Year’s Day.
• Jan 6  
   Día de los Reyes Magos  
   The Hispanic Tradition of the Three Kings Day  
• Jan 10  
   Birthday of Eugenio Maria de Hostos (Puerto Rico)  
• Jan 21  
   Feast of Nuestra Sra. de Altagracia, or Our Lady of Highest Grace, the patron Hispanic virgin of the Dominican Republic  
• Jan 26  
   Juan Pablo Duarte Day (Dominican Republic)  
• Jan 28  
   Birth of José Martí (Cuba) 

A fact sheet from Ohio State University found: “Hispanics usually give great importance to and place great value on looks and appearance as a sense of honor, dignity, and pride. Formal attire is commonly worn by Hispanics to church, parties, social gatherings, and work. Tennis shoes and jeans, however, are becoming more popular among Hispanic women, particularly in non-formal settings.” This, along with the fact that, that 90% of the Spanish-speaking world is Roman Catholic and that religion traditionally plays a significant role in daily activities are all aspects that are to be recognized to exceed their needs.

Summary

Technology and the internet can help a local business owner decide who to target their product or service to and determine if they can meet or exceed the requirements of that group. In our example we found Hispanic women to be great potential customers by using technology to uncover various sources of data. We also investigated the culture of Hispanic women so that when combined with our data we can find their needs such as the desired clothing style, price they could afford as well as the age group and education of our potential customers. In this example our research information is also helpful when creating and updating our website so that we can constantly be attuned to the Hispanic audience by recognizing them according to their religious and holiday schedules along with knowing and meeting their current clothing trends.

Note: This example was of a fictitious business and older data was used. You should always use the most up-to-date information and obtain all information from reliable sources and websites. Also, always analyze all areas and factor all your data before making any major business decision.