

## **ETHNICITY IN SURVEY RESEARCH METHODS: THE CHANGING CONSUMER DEMOGRAPHICS AND IMPLICATIONS**

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### **ABSTRACT**

This paper examines common methodological problems encountered in consumer research of ethnic minority populations. Problems with respect to category construction and population focus, establishing conceptual, functional and measure equivalence, dealing with sampling issues, as well as establishing data collection equivalence are discussed. Specifically, conceptually and methodologically based suggestions together with suggestions for sampling and data analysis are delineated for dealing with some of the concerns in consumer research with ethnic minorities. Ethnocentric and reporting considerations are also addressed. These suggestions are offered in the spirit of encouraging further consumer research in minority populations.