ABSTRACT

The collectors of official figures of television programs have turned into an authentic lifestyle that represents millions of dollars to the industry, but also has been harmed by non-official products. Knowledge of the loyal profile of the consumer allows to establish marketing strategies allowing manufactures to reach these consumers correctly. Doctor Who is a British series that currently holds the record of being the oldest in Television, and whose last seasons have been successful also in the United States and Mexico. Using ANOVAs and linear regressions we came with consumer patterns of the Latino consumers of Dr. Who products.

Keywords: Subculture, Doctor Who, Fandoms, Whovians, Consumer Behavior.