Bilgen Coşkun

Interaction of cultural and socio-economic variables in targeting ethnic consumer groups

Empirical analysis of Turkish immigrant consumers, resident in Germany

Bilgen Coşkun

Interaction of cultural and socio-economic variables in targeting ethnic consumer groups

Empirical analysis of Turkish immigrant consumers, resident in Germany

Geleitwort

Vielfältige Zuwanderergruppen prägen das Bild der Bundesrepublik Deutschland als multikulturelles Einwanderungsland. Nach Angaben des Statistischen Bundesamtes besteht bereits heute ca. 15 % der Gesamtbevölkerung aus Mitbürgern mit Migrationshintergrund. Türkischstämmige Personen bilden mit einem Anteil von 3,4 % an der Gesamtbevölkerung hierbei die zweitgrößte ausländische Minoritätsgruppe.

Ungeachtet des hohen und noch weiter steigenden Anteils türkischstämmiger Mitbürger an der Gesamtbevölkerung wurde diese – für Unternehmen schon angesichts der Quantität relevante – Zielgruppe in der Konsumentenforschung lange Zeit vernachlässigt. Gegenwärtige Ansätze des Ethnomarketing in Deutschland zeigen hierbei Ähnlichkeiten zu denen der us-amerikanischen Forschung der 1980er Jahre. Hierbei werden die Konsumenten mit Migrationshintergrund auf Basis ihrer Herkunftsländer in Untergruppen gegliedert. Die forschungsleitende These ist hierbei, dass Konsumenten der gleichen Herkunftskultur auch ein ähnliches Konsumenten- bzw. Kommunikationsverhalten zeigen. Ergänzende, kulturspezifische Aspekte wie der Grad der Akkulturation, das kulturelle, soziale und ökonomische Kapital sowie die situative Ethnizität – jene Variablen, die einen potenziellen Einfluss auf das Konsum- bzw. Kommunikationsverhalten eines Migranten ausüben können – werden dabei häufig außer Acht gelassen. Darüber hinaus wird der Bezug zur dominanten Kultur nur unzureichend hergestellt. Daher gibt es in der Regel auch keinen relativen Vergleich zwischen der dominanten Kultur des Einwanderungslandes und der Kultur des Herkunftslandes des Migranten.

Das Ziel der vorliegenden Dissertation ist es, einen Beitrag zur Schließung der Forschungslücke im Hinblick auf die Spezifität des Konsumentenverhaltens von Migranten zu leisten. Der Fokus der Arbeit liegt hierbei auf der Interaktion der kulturspezifischen und sozio-ökonomischen Variablen bei der Konstruktion der so genannten „Consumer Identity Projects" und deren Einfluss auf das Konsum- bzw. Kommunikationsverhalten in türkischstämmigen Konsumentengruppen in Deutschland. Die Dissertation zeichnet sich hierbei durch ein anspruchsvolles empirisches Design aus, das diese Variablen integriert und in eine experimentelle Untersuchung überführt.

Von den umfangreichen Ergebnissen dieser Arbeit können sowohl Wissenschaftler, die im Kontext migrationsspezifischen Konsum- und Kommunikationsverhaltens forschen, als auch Praktiker, die sich für die türkische Zielgruppe in Deutschland interessieren, profitieren.

Die empirische Studie wurde in enger Kooperation mit dem Lehrstuhlstifter „Siegfried Vögele Institut Internationale Gesellschaft für Dialogmarketing mbH" und der Deutschen Post AG durchgeführt. Ohne die großzügige Unterstützung des Lehrstuhlstifters und der Deutschen Post AG, insbesondere der Abteilung Interkultureller Vertrieb, wäre die Durchführung der umfangreichen empirischen Untersuchung nicht möglich gewesen. Allen Beteiligten gilt mein herzlichster Dank. Besonders hervorheben möchte ich hierbei Herrn Professor Dr. Jürgen Hesse, der das Forschungsvorhaben von Anfang an vertrauensvoll gefördert hat.

Berlin, im Juni 2011   Univ.-Prof. Dr. Dr. Helmut Schneider

Acknowledgements

I would like to dedicate this doctoral dissertation to my mother Aysel Coşkun, my father Prof. Dr. Hasan Coşkun, my sister Birsen Coşkun Öztürk, my brother-in-law Dr. Akif Hilal Öztürk and my lovely niece Derin Lara Öztürk. There is no doubt in my mind that without their continued love and support I could not have completed this process. I consider myself a very lucky person to have such a caring family.

Berlin, 2011   Dr. Bilgen Coşkun

Index of contents

List of abbreviations

AIDA	Attention, interest, desire, action
approx.	Approximately
BCOS	Benefits, costs, others, self-efficacy
BME	Bayesian Model Estimation
bn.	Billion
CATI	Computer assisted telephone interview
Cf.	Confer
CIP	Consumer identity project
Ed.	Edition / editor
e.g.	Exempli gratia
et al.	Et alii, et alia, et alteri
etc.	Et cetera
EU	European Union
EUROSTAT	Statistical Office of the European Communities
EVS	European Values Study
ff.	Following pages
FFHH	Family, friends, home, or homeland
HISCED	The Index of Highest Education Level of Parents
HISCEI	The Highest Occupational Status of the Father or Mother
HOMEPOS	Index of Home Possessions
i.e.	Id est
ILO	The International Labour Organization
incl.	Including
ISCED	International Standard Classification of Education
ISCO	International Standard Classification of Occupation
ISEI	International Socio-Economic Index

m.	Million
MLE	Maximum likelihood estimate
no.	Number
OECD	Organisation for Economic Co-operation and Development
p.	Page
PhD	Doctor of Philosophy
PISA	Programme for International Student Assessment
SVI	Siegfried Vögele Institut
UK	United Kingdom
US	United States
USA	United States of America
vs.	versus
Vol.	Volume
WASP	White Anglo-Saxon Protestant
WLE	Weighted maximum likelihood estimate
ZAW	Zentralverband der deutschen Werbewirtschaft

List of figures

List of tables

A

**Globalization and immigration
as a challenge for marketers
in the developed countries**

1 Effects of globalization and immigration on consumer markets with a focus on Turkish immigrants, resident in Germany

1.1 A review of globalization and immigration from a perspective of ethnic consumption

One of the most important drivers and at the same time consequences of the globalization trend in the last decades is the immigration to the industrialized countries from the less developed regions of the world. Regional cultures have become more pronounced as waves of new immigration have begun to change the landscape for markets.[1] As a result of this change in the world population, consumption behavior of immigrants became subject to various researches (e.g. Wallendorf and Reilly 1983[2]; Ogden, Ogden and Schau 2004[3]; Peñaloza 2007[4]).

Regional cultures evolved due to geography, history, political and economic forces, language and religion. This development can be observed in various forms and directions depending on the context. It can be east-west divide which leads to differences between such as New York and California. Moreover in Germany this east-west division exists due to historical and political reasons whereas in Turkey this is due to differences in levels of economic development. In contrast to east-west division, in some cases north-south division is observed. E.g. even if Lisbon and Porto are both Portuguese cities the mentality is very different as a result of Arabic and Celtic influences due to historical events, notably invasions.[5] Palumbo and Teich (2004) mention that while similarities in national culture may facilitate access to a particular market, within countries cultural differences can have a profound effect on the consumer behavior and therefore on a firm's marketing strategy.

---

1   Cf. Palumbo, Teich, 2004, p. 472.
2   Cf. Wallendorf, Reilly, 1983, p. 292-302: The interrelationship between ethnic immigration, assimilation and consumption was analyzed. It was found out that the more an immigrant gets assimilated the similar is his consumption behavior to that of the members of the dominant society.
3   Cf. Ogden, 2005, p. 98-105: The effects of acculturation on societal development in the context of spousal effect on purchase decision-making were investigated. A positive correlation between acculturation and societal development was observed.
4   Cf. Peñaloza, 2007, p. 234-249: The segmentation on the basis of ethnicity and politics concerning the marketing activities for the Latino community was discussed. Peñaloza states that "… by rejoining various facets of consumption, labor and capital, and by reflecting upon and incorporating what we in the community consider important, members can link products and services more directly to our identities, our cultural interests, and priorities, thus redeploying marketing activities towards a more organic version of Latino/a communities. In doing so, we will take our rightful place on Mainstreets in the USA, literally and figuratively, as consumers, workers, and business owners."
5   Cf. Schneider, Barsoux, 2003, p. 53-55.

This year marks the 50. anniversary of Turkish immigration to Germany. Even though Turkish immigrants constitute a remarkably important consumer market, there is still limited research concerning their consumer and communication behavior. Therefore, marketing communication approaches targeting this group are mostly far from representing the state of the art. In this dissertation, the Turkish immigrants in Germany are analyzed, in the first stage, on the basis of cultural and socio-economic variables in order to build more homogenous consumer groups. Thus, the suitability of the segmentation approach in the context of consumption and communication is tested by analyzing the differences between the members of the identified segments. Following this, the attitude of the members of each identified segment toward direct mailing is analyzed experimentally. Product (ethnic vs. non-ethnic), language (Turkish vs. German vs. bilingual) and timing (religious vs. regular day) are chosen as the independent parameters in the experiment. In the last chapter of the dissertation, implications for companies interested in the Turkish consumers in Germany are presented and theoretical implications for future research in the field of ethnic consumer research are introduced.

Dr. Bilgen Coşkun studied Business Administration at Bilkent University in Ankara. His area of specialization was marketing and advertising. He worked as a research assistant at SVI Chair of Marketing and Interactive Marketing at Steinbeis-University Berlin between 2006 and 2010. In 2010 he completed his doctoral studies.