



Bilgen Coşkun

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

Empirical analysis of Turkish immigrant consumers, resident in Germany



Steinbeis-Edition

Imprint

© 2011, 2021 Steinbeis-Edition

All rights reserved. No part of this book may be reprinted, reproduced, or utilised in any form by any electronic, mechanical, or other means now known or hereafter invented, including photocopying, microfilming, and recording or in any information storage or retrieval system without written permission from the publisher.

Bilgen Coşkun

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

Empirical analysis of Turkish immigrant consumers, resident in Germany

2nd edition 2021 | Steinbeis-Edition, Stuttgart

ISBN 978-3-95663-254-9

Likewise Steinbeis University, dissertation 2010

Layout: Steinbeis-Edition

The platform provided by Steinbeis makes us a reliable partner for company startups and projects. We provide support to people and organizations, not only in science and academia, but also in business. Our aim is to leverage the know-how derived from research, development, consulting, and training projects and to transfer this knowledge into application – with a clear focus on entrepreneurial practice. Over 2,000 business enterprises have already been founded on the back of the Steinbeis platform. The outcome? A network spanning over 6,000 experts in approximately 1,100 business enterprises – working on projects with more than 10,000 clients every year. Our network provides professional support to enterprises and employees in acquiring competence, thus securing success in the face of competition. Steinbeis-Edition publishes selected works mirroring the scope of the Steinbeis Network expertise.

217185-2021-05 | www.steinbeis-edition.de

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 migrationspezifischen 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 Lehrstuhlförderer „Siegfried Vögele Institut Internationale Gesellschaft für Dialogmarketing mbH“ und der Deutschen Post AG durchgeführt. Ohne die großzügige Unterstützung des Lehrstuhlförderers 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

This dissertation was completed during my time as an assistant at the SVI Chair of Marketing and Interactive Marketing at the Steinbeis-University Berlin. I would like to thank the individuals and institutions that supported me in developing the theoretical framework, conducting the empirical analysis and finally publishing my dissertation.

I owe my deepest gratitude to my dissertation supervisor, Prof. Dr. Dr. Helmut Schneider, for his intensive and continuous instruction and guidance. His sage advice, insightful criticisms, and patient encouragement aided me in the writing of this thesis in innumerable ways. Besides his brilliant academic support, I would like to thank him for supporting my personal and professional development. Apart from the fruitful discussions about marketing subjects, the most important thing that I learned from Professor Schneider is how to think analytically and build structured concepts which lead one to successful results in academic and practical projects. I consider this to be a very precious present for my whole life. I would also like to thank Prof. Dr. Marie-Hélène Fosse-Gomez whose steadfast support of this thesis was greatly needed and deeply appreciated.

I would like to thank my colleagues Jana Heinze, Alexa Luksch, Claudia Seiler, Julia Schlicht and Sebastian Windhaus for their support and helpful insights.

It gives me great pleasure in acknowledging the personal and academic contribution of my colleague Ralf Kiene. He has been very generous in his support of my academic pursuits and has contributed to my thesis with his creative ideas, feedback and advice. Furthermore it was always a good motivation for me to have a person with a good sense of humor in the office to laugh together with during coffee breaks.

I would also like to acknowledge the support of the Siegfried Vögele Institut Internationale Gesellschaft für Dialogmarketing mbH and Deutsche Post DHL AG for their financial and professional help.

I would like to thank my friends Serkan Kayatürk, Iraz Polat, Zeynep Aydoğan, Lina Tolvaisaite, Tomek Sadurski and Sampo Hänninen for their support and encouragement. In the longest project of my life your help was really needed.

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

Inhaltsverzeichnis

List of Figures	X
List of Tables	XI
List of abbreviations	XII
A Globalization and immigration as a challenge for marketers in the developed countries	1
1 Effects of globalization and immigration on consumer markets with a focus on Turkish immigrants, resident in Germany	2
1.1 A review of globalization and immigration from a perspective of ethnic consumption	2
1.2 Development of ethnic consumer research	7
2 State of the art in ethnic consumer research	10
2.1 Definition and systematization of cultural and socio-economic segmentation variables in the context of ethnic consumption	10
2.2 Analysis of the relevant previous research	22
2.3 Identification of the research deficit	30
3 Research objectives and process of analysis	32
3.1 Scope of the research	32
3.2 Structuring the process of analysis	34
B Conceptual analysis of segmentation in an ethnic consumer group	37
1 Limitation of the search area	38
1.1 Definition of the categories of analysis	38
1.2 Developing partial search areas	39
1.2.1 Anthropological approach	39
1.2.2 Sociological approach	42
1.2.3 Psychological approach	43
1.2.4 Consumer behavior approach	47
1.2.5 Summary of the search area	49
2 Identification of consumer identity projects in an ethnic consumer group and analysis of the differences between the groups in regards to their attitude toward direct mail	51
2.1 Developing a model for identification of consumer identity projects in an ethnic consumer group	51

2.1.1	Level of acculturation	56
2.1.2	Forms of capital.....	63
2.1.3	Situational Ethnicity.....	67
2.1.4	Summary.....	69
2.2	Application of the developed model for identification of consumer identity projects in an ethnic consumer group	71
2.2.1	Operationalization of acculturation	71
2.2.2	Operationalization of capital	74
2.3	Selection of the applied methodology	81
2.4	Data collection and evaluation	84
2.4.1	Process of the data collection and evaluation	84
2.4.2	Results of the data evaluation	89
C	Targeting different consumer identity projects in an ethnic consumer group through direct mail	92
1	Direct mail as an object of investigation.....	93
1.1	Conceptualization of the direct mailing response process and the design of the direct mail.....	93
1.2	Structuring the direct mailing response process and selection of the design parameters of the direct mail in the intercultural context	98
1.2.1	Operationalization of the direct mailing response process.....	98
1.2.2	Operationalization of the design of the direct mail in the intercultural context	100
1.3	Evaluation of the data gathered through expert interviews and pre-test...	105
1.4	Results of the data evaluation.....	106
1.5	Synoptic depiction of the model	107
2	Hypotheses concerning the attitude toward direct mailing	108
3	Depiction of the hypotheses in a summary form	122
4	Empirical test of the hypotheses	126
4.1	Selection of the applied methodology	126
4.2	Data collection and evaluation.....	128
4.3	Results of the data evaluation.....	135
5	Critical appreciation of the results of the empirical analysis	147
5.1	Aggregate presentation and interpretation of the results	147
5.2	Reflection of the transfer potential.....	155

D	Implications.....	159
1	Practical implications.....	160
2	Theoretical implications for future research.....	162
E	Appendix	165
	Appendix 1: Selection of the culture-specific parameters of a direct mail through expert interviews	166
	Appendix 2: Versions of the direct mail, response element and envelop.....	167
	Appendix 3: Questionnaire	177
	Appendix 4: Outliers in the hierarchical cluster analysis.....	182
	Appendix 5: Determining the number of clusters	183
	Appendix 6: Cluster center analysis	184
	Appendix 7: F scores for the defined clusters.....	185
	Appendix 8: Attitude toward direct mailing in the clusters	186
	Appendix 9: Choice of grocery store in the clusters.....	188
	Appendix 10: Media consumption in the clusters	191
	Appendix 11: Product pre-test.....	192
	Appendix 12: Questionnaire used in the experiment	193
F	Literature.....	196

List of Figures

Figure 1:	Three-step approach of the empirical analysis.	36
Figure 2:	The proposed model of situational ethnicity and consumption.....	48
Figure 3:	Movement of meaning in the culturally constituted world.....	53
Figure 4:	Dominated consumer acculturation	55
Figure 5:	Unidimensional model of acculturation	57
Figure 6:	The relationship between acculturation and Gordon's dimensions	57
Figure 7:	Revised S-O-R Paradigm.....	70
Figure 8:	Acculturation model for Turkish immigrant consumers in Germany ...	71
Figure 9:	The stages of ad hoc survey research	84
Figure 10:	Systematization and limitation of direct and interactive marketing definitions	95
Figure 11:	Total advertising spending in 2008 in Germany – Portion of the media groups.....	97
Figure 12:	Conceptual model for the design parameters of direct mail	99
Figure 13:	Situational characteristics and developed variables.....	105
Figure 14:	Synoptic depiction of the CIPs and selection of the decision parameters of a direct mail in an ethnic consumption context.....	108
Figure 15:	Culture-free vs. culture-bound products.....	116

List of Tables

Table 1:	The relevant previous research for the dissertation.	24
Table 2:	The shift from „tribe“ to „ethnicity“	41
Table 3:	Intercultural strategies of immigrants	58
Table 4:	Intercultural strategies of the host society	59
Table 5:	Catalogue of acculturation constructs: Description of 126 taxonomies, 1918-2003	62
Table 6:	Acculturation Scale	75
Table 7:	Analyzed studies related to operationalization of capital and social background from a quantitative perspective.	76
Table 8:	The nine major groups of occupations.....	78
Table 9:	International classification of graduations.....	80
Table 10:	Indicators for cultural, learning material related and computer related possessions	81
Table 11:	Advantages and disadvantages of quantitative survey research designs ..	83
Table 12:	Construction of CIPs through cluster analysis.....	90
Table 13:	The reliability scores of the used scales.....	91
Table 14:	Description of the identified clusters	92
Table 15:	Choice of the parameters of a direct mail	102
Table 16:	Depiction of the hypotheses for each CIP group.	111
Table 17:	Cross-cultural differences in US and Danish food discourses related to fat.....	117
Table 18:	Ethnic affiliation and acculturation roles	121
Table 19:	Summary of the test of the hypotheses regarding the choice of language.....	151
Table 20:	Summary of the test of the hypotheses regarding the choice of product.	152
Table 21:	Summary of the test of the hypotheses regarding the timing.....	154
Table 22:	Effect sizes of the hypotheses regarding the language.....	156
Table 23:	Effect sizes of the hypotheses regarding the product.	157
Table 24:	Effect sizes of the hypotheses regarding the timing.	158
Table 25:	The transfer potential of the findings concerning direct mail to other advertising media.	162

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

**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 1983²; Ogden, Ogden and Schau 2004³; Peñaloza 2007⁴).

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 more 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.

The year 2011 marks the 50th 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 between 2006 and 2010. In 2010 he completed his doctoral studies.