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**The Impact of Consumer  
Acculturation on  
Ethnic Turkish-Dutch Consumers  
in the Netherlands**

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**Volume 1 of 2**

**PhD**

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**The Impact of Consumer  
Acculturation on  
Ethnic Turkish Consumers  
in the Netherlands**

**Hatice Kizgin**

**A thesis submitted in partial  
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# Abstract

Non-Western immigrants are a growing segment in European societies and represent a huge potential to marketers. From a marketing perspective, understanding the similarities and differences between the culture of the host and immigrant communities is important. It is necessary information for targeting these audiences effectively and also for developing products and services that fit their needs and values. This study is particularly interested in the impact of acculturation on Domestic (Turkish) and Mainstream (Dutch) consumption of food and entertainment. This study seeks to address the impact of bidimensional acculturation on consumer behaviour by determining relevant acculturation life domains i.e. private and public life, ethnic identity, media usage and culture value priorities.

Two stages of quantitative data analysis were designed. An Exploratory Factor Analysis (EFA) was applied to provide data reduction and simplification. EFA has reduced the variables considered in this study to a smaller set of factors in which the implied underlying data structure is identified and defined. Part two involved a Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM), based on 530 usable questionnaires. The proposed research model was assessed for validity and reliability and the associated relationship paths quantified. Turkish Language (TL) emerged as the most substantial predictor of Domestic Consumer Behaviour, followed by Attachment Turkish Culture and Family Ties (ATCFT) and Turkish Identification Social Interaction (TSI). Turkish Friends and Peers have a substantial impact on ATCFT. Dutch Acculturation Social Interactions (DSI) and Dutch Acculturation Family Ties (DFT) emerged as predictors of Dutch Consumer Behaviour. Furthermore, Dutch Acculturation Media & Language is mediated by DSI on Mainstream consumption. One key finding is that Turkish Social Interactions have a positive and significant impact on Mainstream consumption. Contrary, Attachment Turkish Culture & Family Ties has a negative impact. This study's contribution to knowledge is the impact acculturation life domains by exploring the bidimensional effects on consumption of products aligned with heritage and host cultures. This research highlights the importance of considering the distinction between life domains.

Keywords: Acculturation, Home and Host culture, Ethnic Consumers, Domestic and Mainstream Consumption

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# List of Abbreviations

<b>ATCFT</b>	Turkish Identification Culture & Family Ties
<b>AVE</b>	Average Variance Extracted
<b>BAS</b>	Bidimensional Acculturation Scale
<b>CBS</b>	Centraal Bureau voor de Statistiek
<b>CIS</b>	Center for Immigration Studies
<b>CFA</b>	Confirmatory Factor Analysis
<b>CFI</b>	Comparative Fit Index
<b>CMIN/DF</b>	Relative chi-square
<b>CR</b>	Construct Reliability
<b>DF</b>	Degrees of Freedom
<b>DFT</b>	Dutch Family Ties
<b>DF&amp;E</b>	Domestic consumption (Food and Entertainment)
<b>DL</b>	Dutch Acculturation Language
<b>DM</b>	Dutch Acculturation Media
<b>DML</b>	Dutch Acculturation Media and Language
<b>DSI</b>	Dutch Acculturation Social Interactions
<b>EFA</b>	Exploratory Factor Analysis
<b>EI</b>	Ethnic Identity
<b>et al.</b>	et alia (and others)
<b>e.g.</b>	exempli gratia (for example)
<b>FA</b>	Factor Analysis
<b>F&amp;E</b>	Food and Entertainment
<b>GOF</b>	Goodness of Fit
<b>i.e.</b>	id est (that is)
<b>KMO</b>	Kaiser-Meyer-Olkin
<b>MF&amp;E</b>	Mainstream consumption (Food and Entertainment)
<b>ML</b>	Maximum Likelihood Parameter Estimates
<b>MI</b>	Modification Indices

<b>MSA</b>	Measurement Sampling Adequacy
<b>NLFT</b>	Dutch Acculturation Family Ties
<b>NLML</b>	Dutch Acculturation Media and Language
<b>NLSI</b>	Dutch Acculturation Social Interaction
<b>PAF</b>	Principal Axis Factoring
<b>PVQ</b>	Portrait Values Questionnaire
<b>RMSEA</b>	Root Mean Square Error of Approximation
<b>SD</b>	Standard Deviation
<b>SEM</b>	Structural Equation Modelling
<b>SPSS</b>	Statistical Package for the Social Sciences
<b>SRA</b>	Social Research Association
<b>SVS</b>	Schwartz Values Survey
<b>TFP</b>	Turkish Friends and Peers
<b>TFT</b>	Turkish Identification Family Ties
<b>TLI</b>	Tucker–Lewis Index
<b>TL</b>	Turkish Identification Language
<b>TM</b>	Turkish Media Use
<b>TRFP</b>	Turkish Identification Friends and Peers
<b>TSI</b>	Turkish Identification Social Interaction
<b>VP</b>	Value Priorities

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# Dedication

I dedicate this research to my lovely parents, Cemal Kizgin and Sultan Yildiz-Kizgin for their invaluable unconditional love, moral and financial support, their faith, words of encouragement and prayers.

*“The End of the Road, which is not guided by Knowledge  
will be Darkness. Thank those who bring Light to the Darkness of  
Thought”*

*“Ilimden Gidilmeyen Yolun Sonu Karanlıktır. Dusunce  
Karanlıgına Isik Tutanlara ne Mutlu”*

Words by Haci Bektasi Veli  
(1248-1337)

# Author's Declaration

I declare that the work contained in this thesis has not been submitted for any other award and is all my own work. I also confirm that this work fully acknowledges opinions, ideas and contributions from the work of others.

Any ethical clearance for the research presented in this thesis has been approved. Approval has been sought and granted by the School Research Ethical Approval Panel on 17.12.2013.

**I declare that the Word Count of this Thesis is 84,689 words.**

**Name:** Hatice Kizgin

**Signature:** \_\_\_\_\_

**Date:** 20.11.2015

# Chapter One - Introduction to the Thesis

## 1.1 Introduction

Non-Western immigrants are a growing segment in European societies and represent huge potential to marketers. Immigrants therefore are an interesting group of consumers, making the issue of reaching them and understanding their behaviour important (Burton, 2000; Jamal, 2003; Eurostat, 2014). The implications for understanding the needs of ethnic groups, and the product and marketing target strategies to meet these needs are important. Scholars emphasise that the body of empirical evidence within global and/or regional market segments remains slender (Askegaard, Arnould and Kjeldgaard, 2005; Cayla and Eckhardt, 2007; De Mooij, 2004; Cleveland, Papadopoulos and Laroche, 2011), and should go beyond the national cultural influences (Jung and Kau, 2004; Ogden, Ogden and Schau, 2004; Craig, Johnson, Wood, Komarova and Vendemia, 2010; Engelen and Brettel, 2011). This requires research of individuals within new environments in addition to examining existing studies of national differences explaining consumer behaviour across nations.

This research study intends to examine immigrants' consumer behaviour with the impact of acculturation. This will be achieved through statistical analysis to test and evaluate the effects of acculturation variables and individual values as antecedents on two-dimensional (Turkish and Dutch) consumer behaviour of Turkish-Dutch individuals in the Netherlands. From conceptualisation and the underlying relationships between the factors affecting immigrant consumers, a prototype of immigrants' consumer acculturation will be developed to add knowledge of ethnic marketing and immigrants' consumer acculturation theory. This study is of importance because no existing study compares the influence of the two-dimensional acculturation outcomes on consumer behaviour of non-Western immigrants' in a Western country. The challenge of reaching and understanding the consumer behaviour of this growing group of immigrants is important for manufacturers of consumer household and durable products.

A study of ethnic consumers like the non-Western Turkish in a mixed society within a Western country, such as the Netherlands, is largely under-explored. There is value in assessing mature immigrant communities outside the USA where such research is established. This study extends research into the non-Western Turkish community in the Netherlands. The volume of consumer behaviour research has mostly been concentrated in the US, and mostly focused on whites, blacks and Hispanics (Engelen

and Brettel, 2011). Peñaloza (1994) recommended that research in different countries encourages further insight into and awareness of similarities and differences cross-culturally. This research stresses that it is “...*crucial to the development of theory pertaining to the nexus of subcultural and international consumer behaviour*” (Peñaloza, p.52). Studies in this area have increased, however remain limited mainly to the US, Canada, Australia and to some extent the UK (Peñaloza, 1994; Burton, 2000; Jamal, Peñaloza, Laroche, 2015). Although there is an increase in immigrants in European countries, consumer acculturation research has not sufficiently considered a non-Western immigrant group. To approach ethnic consumers, given the importance and implications for consumption patterns, acculturation processes of immigrants in any subcultural group is necessary (Barbosa and Villarreal, 2008; Kacen and Lee, 2002; Jamal, 2003; Jung and Kau, 2004; Belk, Devinney and Eckhardt, 2005; Luedicke, 2011). Ethnic marketing scholars emphasise the need for theory development and marketing strategies with ethnic consumers (Jamal *et al.*, 2015).

The development of visible and influential minority ethnic groups is interesting not only to social scientists but also to business researchers and practitioners, particularly those with an interest in the marketing of goods and services. Recognition of ethnicity and specific sub-populations is long established in a marketing context, dating back to the 1980s (Holland and Gentry, 1999; Burton, 2002), with focus being given to ethnicity and acculturation in particular (Thompson and Tambyah, 1999). Certain leading world economies with an equally established history of immigration provide the specific context for these types of study, particularly those with a focus on marketing research (Burton, 2002). Given the complexity and scale of population change and the associated development of minority ethnic communities elsewhere, these research issues have developed to a more global assessment involving a greater number of case settings (Berry, 2005; Sam and Berry, 2006).

This study is needed because research of this nature has not yet been conducted in the selected country, especially in the scope of examining consumer behaviour of the largest non-Western ethnic group in the Netherlands, within the Dutch community. The particular focus of this research is to investigate the extent to which Turkish immigrants retain their consumer heritage or move more towards the Dutch consumer culture. This study takes a systemic approach including different theoretical frameworks to outline Immigrants' consumer acculturation. The aim of this study is to contribute to a growing body of scholarly work in ethnic marketing and consumer behaviour research (Hui, Joy, Kim and Laroche, 1992; Jamal, 2003; Pires and Stanton, 2005), and specifically to investigate the nature of Turkish acculturation within the Dutch setting (Arends-Tóth and van de Vijver,

2004; Josiassen, 2011) and thereby discuss implications for policy making in order to develop marketing strategies to meet the needs of immigrants.

## 1.2 Research Context

Migration scholars recognise that many cultural groups maintain their ties to their countries of origin at the same time that they become integrated into the host country that receives them. Many argue that the children of immigrants are unlikely to engage with the same intensity and frequency in their ancestral homes, nor will they be as influenced by home country values and practices. Due to the acculturation process, the values of immigrants may differ from those in the home country. Immigrants are faced with two fundamental questions; one referring to maintaining the home culture, "*Is it of value to maintain my cultural heritage?*" and one referring to relations with other ethno-cultural groups, "*Is it of value to maintain relations with other groups?*" (Berry, 2007). The degree of acculturation is important to consider when developing an enduring marketing strategy based on an adapted marketing strategy, as not all immigrants are equal. It becomes increasingly important to study within-country heterogeneity, as societies become less homogeneous. The subject is of interest, given the length of time these communities have been in place, as well as the behaviours exhibited in support of the maintenance of their society. The extent to which changes take place in the dynamic process of acculturation is equally of interest, especially to those seeking to understand potential segmentation in the markets of goods and services.

There has been a relatively recent tradition amongst marketing professionals to make fairly simple assumptions regarding such population groups. From a US context, acculturation was simply seen to be equivalent to assimilation (Peñaloza and Price, 1993), whilst equally, marketers have made the assumption that immigration is a continuing development and those involved will in time be absorbed into their chosen host culture (Peñaloza, 1994; Jun, Gentry, Ball and Gonzalez-Molina, 1994; Sam and Berry, 2006). Therefore, research is essential to understand subcultural development of ethnic groups. Secondly, both the historical and attitudinal situation faced by immigrants in the host country are important issues to understand within the process of acculturation. Not all cultural groups and individuals undergo acculturation in the same way. There are large variations in how cultural groups seek to engage in the process and these have been termed as acculturation strategies (Berry, 2005). Ethnic identity has been measured to study consumption (Deshpande, Hoyer and Donthu, 1986 in Ogden *et al.*, 2004) and is used in acculturation scales as an indicator of the degree of acculturation (Laroche, Annamma, Hui and Kim, 1990, Laroche, Pons and Richard,

2009; Hirschman, 1981; Deshpande *et al.*, 1986; Donthu and Cherian, 1994). Peñaloza and Gilly (1999) suggest that the strength of ethnic identity influences the level of acculturation. An important part of understanding their role as consumers and any associated market segmentation is to understand their self-perception in terms of acculturation and relative familiarity with either or both host and home cultures.

Understanding culture is important when attempting to market to ethnic groups (Gore, 1998; Burton, 2000; Peñaloza and Gilly, 1999; Jamal, 2003). Consumer behaviour related research articles have gained importance and have increased in cultural-related research in marketing, however there remains insufficient research of ethnic subcultures and consumption (O'Guinn, Lee and Faber, 1986; Kara and Kara, 1996; Ogden *et al.*, 2004). With the growing population of immigrants and therefore growing generations, attention is drawn to these niche segments and targeting strategies to “*minority shoppers*” (Ogden, 2005). The definitions of culture and the Schwartz' Values framework (1992) provide a platform to review cultural studies and how these can be used for the ethnic group of Turkish, in the Netherlands. Focus is given to the individual value priorities of the Schwartz Value Survey to facilitate a better understanding of the non-Western and Western context of individuals.

Marketing research has focused on ethnicity with research on immigrants and acculturation (Thompson and Tambyah, 1999). Much of this initial concern and research was carried out in traditional immigrant receiving countries such as Australia, Canada and the United States. Marketing research regarding immigrants' research has a bias toward U.S. ethnic groups and markets (Burton, 2002). Marketers assume implicitly that assimilation or integration will exist and that immigrants will move towards the host culture (Peñaloza, 1994). Our knowledge on how immigrants' distinguish themselves with the home and host culture is poor or even lacking. This study seeks to operationalise acculturation and develop a conceptualisation of immigrants' consumer behaviour with a focus on consumer acculturation.

Acculturation refers to the notion of culture change that takes place as a result of contact with culturally dissimilar people, groups and environments (Berry, 1997; Laroche and Jamal, 2015). Consumer acculturation is regarded as the application of the acculturation model into a consumption process (Peñaloza, 1994; Ogden *et al.*, 2004). When individuals immigrate to a different culture, a change in consumption may occur, defined as the process of moving and adapting the consumer culture of the host culture (Peñaloza, 1994).

Acculturation studies based on Berry's (1997) work emphasize acculturation strategies namely integration, assimilation, separation and marginalization whereas others highlight the fluid nature of acculturation highlighting culture swapping (Oswald, 1999) and negotiating of multiple identities (Jamal, 2003; Askegaard *et al.*, 2005). An immigrant's preference for adaptation and heritage cultural maintenance may vary across life domains (Keefe and Padilla, 1987; Kim *et al.*, 2001; Arends-Tóth and Van de Vijver, 2004) such as across private (involving family members at home) and with mainstream (interaction involving friends and work colleagues) life domains.

Factors such as education and employment and interaction with host media and friends may influence immigrant consumers' desire to participate in the host culture (Maldonado and Tansuhaj, 2002). Alternatively, immigrant consumers may seek to maintain heritage cultural identity in life domains. Scholarly work argues that the context or a life domain in which a person consumes a product or service has an impact on consumption beliefs and behaviours (Grier, Brumbaugh and Thorton, 2006; Cote, McCullough and Reilly, 1985). Stayman and Deshpande (1989) argued that the situation or one's perception of the situation (life domain) influences immigrant consumers. Immigrant consumers may have multiple identities whereby they behave differently in different situations and with different individuals (Aaker, 1999; Askegaard *et al.*, 2005). Empirical evidence suggests that members of an immigrant group define and redefine not only themselves but also members of the majority group on the basis of their interaction within themselves as well as with 'others' (Jamal, 1998; Luedicke, 2011). Family and peers i.e. social networks are recognized as an integral part of the consumer acculturation process (Peñaloza, 1994). Social interactions i.e. friends from both cultures serve as "dual sets of acculturation agents" (Peñaloza, 1994, p. 49) and impact culture-specific consumption (Keefe and Padilla, 1987; Xu *et al.* 2004). Therefore, a immigrant consumer's preference for own cultural values, customs and traditions in comparison with those towards mainstream culture and its values are likely to impact acculturation strategies that a immigrant consumer adopts. Such strategies will impact consumption choices including preferences to consumer heritage culture or host culture products and services.

According to Schwartz (1992) "Culture consists of the derivatives of experience, more or less organized, learned or created by individuals of a population, including those images or encodements and their interpretations (meanings) transmitted from past generations, from contemporaries, or formed by individuals themselves" (Schwartz, 1992, p. 324). Culture understanding is essential in research on ethnic consumer groups (Burton, 2000; Peñaloza and Gilly, 1999; Jamal, 2003) and emphasized to explain consumption (Askegaard, Arnould, and Kjeldgaard 2011; Deshpande, Hoyer, and Donthu, 1986,

Peñaloza, 1994). Immigrants are exposed to values of the host and therefore are influenced in their consumer decisions (Luna and Gupta, 2001). Consumer acculturation theory identified the need to expand acculturation agents, including cultural models of time (Askegaard *et al.*, 2005). Due to the acculturation process, the values of immigrants may differ from the home country. Values provide potentially powerful explanations of human behaviour because they serve as standards of conduct, universal across cultures, whereas the priorities explain the relative importance and unimportance of a value (Schwartz 1992). Cultural values influence individuals' attitudes and behaviours (Steenkamp *et al.*, 1999). The cultural value in a society help to shape the reward contingencies to which people must adapt in the institutions in which they spend most of their time; families, schools, factories, businesses, and so forth (Schwartz, 1999). Relations among different values at the cultural level reflect the social dynamics of conflict and compatibility that emerge as social institutions (Peñaloza, 1994). As such cultural values are also influenced by the host country in the course of time (Oswald, 1999; Askegaard *et al.*, 2005) The effects on individuals' values are not only the product of the home country, therefore are subject to the conflicts and compatibilities between their own value priorities (Schwartz, 2003) and impact consumer behaviour (Douglas and Craig, 2010; Vincent and Selvarani, 2013).

Bi-culturalism is the degree to which individuals adopt the values of the host culture while at the same time maintaining the heritage culture values (Xu *et al.*, 2004). Bi-cultural individuals' preference relates to the acquisition of the home and host cultural values, in which their decisions are based on life domains. Individuals belong to a heritage culture and are subject to the conflicts and compatibilities between their own values and cultural priorities and of the mainstream host culture (Laroche, 2007; Lenartowicz and Roth 1999). Immigrants may consume home as well as host culture related offerings (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005). The bidimensional acculturation model considers the home and the host culture as an independent process (Berry, 2007) to study ethnic groups and their consumer behaviour. The "home" culture refers to the heritage culture of the ethnic immigrant group, whereas the "host" refers to the culture of the mainstream.

Religion is a central part of life value that is often developed at an early age and therefore it plays a significant role in establishing consumption prescriptions and proscriptions for many individuals (Sheikh and Thomas 1994; Berkman, Lindquist and Sirgy 1997). Second, religion represents the most basic element of the individual's cognitive world. Research remains insufficient to provide an understanding of this phenomenon. Values concerning religion have also a big influence on an individual. The

belief, based on their religion, influence attitude as well as behaviour. Decision making of individuals can be ascribed to their religiosity. As such, it is expected that for example religious individuals are prone to translate their internal religious beliefs into external consumer behavioural activities. Although economic development leads to a shift, traditional religious values remain strong (Inglehart and Baker, 2000). Many non-western immigrants in western countries came from agrarian societies, in which religion was important. As Christians rather spend their free time alone, Muslims prefer to have this in-group performances. Cultural values research also support the affiliation of an individual to a group and/or society. It serves as orientation in complex social fields and facilitates smooth and effective interaction among the members (Bittner and Reisch, 1994; Thomas, 1993). Religion is an important consideration as this variable can have an influence on the individual consumer's behaviour with a Muslim cultural group. Peñaloza (1994,1995) finds that social networks are foundational elements in immigrant consumers' acculturation. This research acknowledges that religion has an impact on ethnic consumers (Lindridge, 2005, 2009; Jafari and Suerdem, 2012). Nevertheless, due to the time restriction and focus this is not to be considered.

### **1.3 Immigration**

In the post-war period, all of the leading Western European economies witnessed diversification of their population through immigration, the Netherlands being one such example. This resulted in a multicultural population, especially in its urban centres, such as Amsterdam and Rotterdam. An example of a recognisable minority ethnic group within the Netherlands is the Turkish population, which is its largest immigrant group, where part of this group now represents the fourth generation with respect to Dutch nationality. This grouping, like any other, holds a potential interest to the marketers of goods and services. As such, targeting of this grouping could be done through recognition of its explicit Turkish heritage, its Islamic faith, its sense of feeling and belonging to the Netherlands, or a combination of these characteristics. The initial recognition of ethnic groups from a marketing perspective occurred in the 1980s (Holland and Gentry, 1999; Burton, 2002), with particular focus on ethnicity and acculturation (Thompson and Tambyah, 1999). Locations including Australia, Canada and the United States with an established record of immigration provided the specific context for such studies, particularly in the area of marketing research (Burton, 2002). The research issues established here have gradually expanded into a more global context, as immigration has involved a greater number of countries, and within them, associated immigrant communities (Berry, 2005; Sam and Berry, 2006).

Immigration is an important topic of this time and of growing importance due to the increasing trend in Western European countries. Compared to the early 1960s when immigration of non-Western “*gastarbeiters*” started (German, from *Gast* 'guest' + *Arbeiter* 'worker') (Oxford Dictionaries, 2013), today many of those immigrants in Western Europe have grown and now represent several generations. Immigrants undergo a process of change and may relate to their heritage and host to differing degrees (Berry, 1997). Factors influencing immigrants' development are challenging. Subcultures, due to migration, maintain parts of their national culture and at the same time develop new unique patterns within the host (Steenkamp, 2001). During the 1980s ethnic groups started to be included in research samples (Holland and Gentry, 1999; Burton, 2002).

Immigration (derived from the Latin word *migratio*) is the act of foreigners passing or coming into a country for the purpose of permanent residence (Daniels, 2002). Immigration is made for many reasons, including economic, political, family re-unification, natural disaster, poverty and/or the wish to change one's surroundings voluntarily. The main reasons for immigration to wealthy Western countries were for a better standard of life and for job opportunities. Today we find marriage of immigrants of increasing interest. This is ascribed to the second and third generation immigrants.

Immigrants choose to go to destinations with which they are acquainted. Such destinations provide informal support structures and social networks. In France citizens of former colonial lands, such as Algeria, are entering in large numbers in search of a better future (Quellet, 2007). In the United States for example Los Angeles is an immigrant destination for Iranians. In Berlin, the district Kreuzberg is known as little Istanbul. For these immigrants it is common knowledge that family and friends live in the same neighbourhood as they do “*back home*”. It becomes more likely that their neighbours or children follow their path. This gathering and interaction of several cultures within national boundaries, or cultural diversity, is widely acknowledged (Quellet, 2007; Leibold and Hugo-Borrows, 1997; Roberts and Hart, 1997). For the world's leading economies, substantial immigration has taken place leading to the development of recognisable sub-populations within specific locations (Van Oudenhoven, Ward and Masgoret, 2006). Within Europe recognition is given to the substantial contribution made by such groups to politics, society and economics (Sandicki, 2011).

According to the Center for Immigration Studies (CIS)<sup>1</sup>, almost 200 million people live in a country other than the one they were born in, which is about 3% of the world population (Camarota, 2001; DeParle, 2007). The number of immigrants is expected to grow to 230 million by 2030 (International Organization for Migration, 2003). Bauman (2000) describes the phenomenon as, the world is on the move. Immigration brings both economic and social opportunities to countries, as well as challenges. The CIS recognises the impact of immigrants over time and reports the overall findings of the study in the US every year.

West European countries are also witnessing the increasing growth of subcultures within their borders. The scale of movement in populations globally is arguably a significant one. Europe is a particular example as a recipient of immigrants, both in absolute and relative terms. The Netherlands, which provides the focus for this specific study, has a diverse population that includes 10% of whom are immigrants, within which, 660,000 households are non-European in origin (CBS, 2005). In the last fifteen years, there have been significant increases in intra-community marriages taking place, the doubling of recorded marriages between Turkish immigrants between 1995 and 2003 being testament to this, which arguably reinforces the identity of the particular community further (Statistics Nederland, 2005). As immigrants are a growing society in Western Europe, the relevance of understanding them or more specifically both cultures in contact (i.e. Turkish and Dutch) is of interest to explain their attitude and behaviour. Immigrant consumers negotiate between cultures when they use and select products (Thompson and Tambyah, 1999; Askegaard *et al.*, 2005). The unique experiences of immigration affect individuals' culture, such as attitudes, norms and actions (Feather, 1985).

### **1.3.1 Turkish-Dutch Consumers in the Netherlands**

The current population size of the Netherlands is approximately 16 million. By 2040 the population is expected to be 18 million, to a large extent caused by the growth of the non-Western population (Alders, 2001). The growth is mainly because of the net net migration and the higher than average fertility of non-Western women. Immigrants are defined by the Central Agency for Statistics Netherlands (CBS) as "allochtoon".

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<sup>1</sup> The Center for Immigration Studies is an independent, non-partisan, non-profit research organisation founded in 1985. It is the nation's only think tank devoted exclusively to research and policy analysis of the economic, social, demographic, fiscal, and other impacts of immigration on the United States. Steven Camarota is the Director of Research.

In the last half-century, leading Western European economies have witnessed diversification of their populations through immigration, with the Netherlands being one such example. Its immigrant population has recently grown to 10%, within a population of about 16 million (CBS, 2014). An example of a particularly recognisable minority ethnic group within the Netherlands is its Turkish population, which is now into its fourth generation and is recognised as the most dominant minority-ethnic group in the country (Arends-Tóth and van de Vijver, 2007). The Turkish population segment is growing in size and purchasing power (CBS, 2013). The Netherlands, however, has particular challenges in that the state has facilitated integration alongside cultural preservation against downward trends in public opinion regarding immigration and greater calls for assimilation (Van Oudenhoven *et al.*, 2006). Although acculturation research in psychology has focused on Turkish immigrants in The Netherlands, the link to consumer behaviour has remained unresearched. Not all cultural groups and individuals undergo acculturation in the same way. Non-Western immigrants, like the Turkish, in Western Europe may hold varying attitudes towards the four acculturation strategies and their actual consumption pattern may vary correspondingly. The importance and realisation of targeting towards ethnic groups has increased and is an accepted practice. Immigrants have begun to change the landscape of marketers (Palumbo and Teich, 2004). Households of Turkish immigrants in the Netherlands are undergoing changes as a result of growing generations and larger number of educated individuals and entrepreneurs becoming active participants in the workforce in contrast to the first generation of Turkish immigrants in the Netherlands (CBS, 2013).

Turkish individuals have a strong connection with their heritage country (Turkey). Equally, however, Turkish-Dutch emphasise the importance of both Dutch and Turkish culture in their lives, but this importance varies across life domains: adjustment to Dutch culture is more emphasised in the public life domain while maintenance of Turkish culture is more emphasised in the private life domain (Arends-Tóth and van de Vijver, 2004). As stated in the definition of consumer acculturation, the choice of the cultural orientation could range from the cultural heritage to the host culture or a blend of the two. (Askegaard *et al.*, 2005).

A growing number of Turkish immigrants are present in the Netherlands, as confirmed by the Dutch CBS (2013). Compared to the early 1960s when immigration started to be noticed, a large increase in immigration has taken place and there are now different generations of immigrants. The Turkish immigrants currently include four generations in Western Europe. They have different values and as a result different needs and habits. Turkish written papers, Turkish radio and Turkish television can be preferred and

influence their behaviour in Western countries (Erdem and Schmidt, 2008). Addressing the differences amongst Dutch and immigrants is interesting, as the immigrant groups constitute the main drivers of population growth in the Netherlands (CBS, 2013). Minority groups are younger on average than the rest of the Dutch population and thus are attractive to marketers (CBS, 2013). This offers a growing market potential. Examining domestic as well as mainstream consumer behaviour offers potential in understanding the bi-cultural perspective and can have beneficial effects.

The construct in this study assumes that the immigrants' consumer behaviour is influenced by acculturation, which is influenced by the domain-specific consumption context, ethnic identity and culture. Acculturation may differ in different life domains, with family and friends, and education influencing consumption. It is therefore influenced by a diversity of interactions (Gibson, 2001).

Culture value researchers have noted that values can change to adapt to new life situations (Schwartz, 2005b). Therefore, an immigrant consumer's preference for own cultural values, customs and traditions in comparison with those towards mainstream culture and its values are likely to impact acculturation that a immigrant consumer adopts. For example, socio-economic factors, modernisation, and economic development lead to certain changes in basic values (Inglehart and Baker, 2000). Inglehart and Baker (2000) found a shift from traditional values to secular-rational values associated with the transition from agrarian society to industrial society. Further evidence revealed that, although economic development leads to a shift, traditional values remain strong. Many non-Western immigrants in Western countries came in the '60s and '70s from agrarian societies, in which, for example, religion was important. Thus, value change of immigrants from non-Western societies is expected, but the exact direction of those changes is not evident. Marketers often assume that immigrants have cultural values prevailing from the country of their ancestors. However, this assumption may not hold and represents a serious simplification. The effects of the heritage and host cultures on consumer acculturation outcomes can be conflicting (Peñaloza, 1994; Askegaard *et al.*, 2005). Immigrant consumers' preferences for cultural maintenance or adaptation across different life domains and the extent to which such preferences may impact on personal consumption choices. In this context, the Netherlands provide a good platform for further research on consumer behaviour, especially with the cultural heritage and diversity of Turkish individuals compared to the Dutch.

This study is particularly interested in the extent of acculturation influences on domestic and mainstream consumption of food and entertainment and their interface of media

usage. This is especially interesting because of the differences between non-Western and Western culture. Trends in household spending patterns in the Netherlands show that the second largest spending (the first is water and electricity) is on recreation and culture (i.e. 15%) and the third largest is on food and entertainment (i.e. 13%) (CBS, 2013). Food and entertainment consumption can provide a symbolic benefit for the consumer (Aaker, 1999), and thus, consumers are likely to select with relevance to their identity (Berger and Heath, 2007). Consumption is used to express identity, has symbolic value (Belk, 1988), and drives consumer preferences and choice (Ustuner and Holt, 2007). Ethnic consumers likely use consumption to manifest their social identity and beliefs to position themselves in the host mainstream culture. The relevance of ethnic consumer behaviour should go beyond the heritage culture only (the “home”) and include a bidimensional approach, implying a social change (i.e. driven by culture, religion, economic or technological forces) within a subculture in time.

Research has recognised that immigrants have different habits, values and behavioural patterns (Andreasen, 1990), which are not constant in the dynamic process of acculturation. Acculturation has implications for research and marketing due to its effect on consumer behaviour. Cultural difference and change is the key of ethnic marketing research (Jamal *et al.*, 2015). Several areas have been detected as underexplored and scholars call for more research of cultural influences, especially of subcultures in a host society. Research indicates that understanding statistical differences in consumption of large ethnic groups will increase knowledge in understanding subcultures (Ogden *et al.*, 2004). Specifically of interest is to determine if behaviour is towards traditional (i.e. domestic) consumption, adaptation to the mainstream consumption patterns, or if immigrants’ consumer behaviour is a blend of the two cultures (Peñaloza, 1989; Laroche *et al.*, 1997). With the growing immigrant population in the Netherlands, as well as countries around the world, and consumer acculturation, with the relationship with immigrants’ consumer behaviour, this research responds to the current growing interest in academics and marketing.

Turkish-Dutch immigrants represent the largest ethnic group in the Netherlands. This segment is reflected in their growth, wealth and education. This has likely an impact on their consumption behaviour. This study is interested in the dynamics of acculturation of the Turkish-Dutch in the Netherlands. This chapter provides an overview and an introduction to the literature with concepts of ethnic marketing and consumer research (Research Objective 1), and the impact of the acculturation life domains on Immigrants’ consumer acculturation (Research Objective 2).

## 1.4 Significance

Immigration increases the focus on acculturation for understanding immigrants' consumer behaviour. From a marketing perspective, understanding the similarities and differences of immigrant culture is important. It is necessary information to effectively target these audiences and also develop products and services that fit their needs and values. Are Turkish-Dutch immigrants in the Netherlands influenced by the powerful host culture or their heritage culture? Acculturation is the process in which individuals learn and adopt the norms and values of a culture different to their own (Berry, 2007).

Behaviour is the result of beliefs and values. Acculturation preferences could explain value priorities and attitude and therefore have an influence on behaviour. Existing research indicates that immigrants, as minority groups within majority groups in the host country, will adapt. However, research has also shown that some value priorities, e.g. religion, remain, and an acculturation attitude towards the heritage culture is preferred. A certain level of knowledge exists in consumer research, however the available research of non-Western immigrants' consumer acculturation process is limited. Cultural research emphasised that research should investigate the impact of acculturation, and thus culture, with the impact on ethnic consumers (Luna and Gupta, 2001; Jung and Kau, 2004). An immigrants' preference for adaptation and cultural maintenance may vary across life domains (e.g., Keefe and Padilla, 1987; Kim et al. 2001; Arends-Tóth and Van de Vijver, 2004) such as across private (involving family members at home) and mainstream (interaction involving friends and work colleagues) consumption life domains.

There is a need for further research into consumer acculturation by a given subculture (Askegaard *et al.*, 2005; Luedicke, 2011; Engelen and Brettel, 2011). It is acknowledged that there has been little research into non-Western Immigrants' consumer acculturation in a Western context. The purpose of this study is to compare the influence of the acculturation phenomena for bidimensional (Turkish and Dutch) consumer behaviour. Cultural and social developments are used to examine the impacts on the individual consumer, generally on identity (e.g. Jafari and Goulding, 2008; Ustuner and Holt, 2007). Scholars emphasise investigating the impact of culture on subcultures and to go beyond the national cultural influences (Jung and Kau, 2004; Craig *et al.*, 2010; Engelen and Brettel, 2011). We know that some cultural differences prevail, and may even get more pronounced even among later generations, affecting consumer behaviour of these immigrant groups (Levitt, 2009).

This growing segment (Turkish) in the Netherlands has not been considered in consumer acculturation research, and there is no information available on marketing strategy to ethnic group in the Netherlands. This research is focused on examining the impact of acculturation on Turkish-Dutch consumers and considers acculturation research conducted with other subcultures in other countries. A study of a non-Western ethnic group, such as the study on Turkish in the Netherlands, and the impact on consumer behaviour is unique. The contribution to knowledge is the benefit of exploring consumer behaviour, marketing implications, and cultures into subcultural consumer behaviour in countries other than the US. One of the limitations in acculturation studies is the operationalisation. This study is focused on operationalisation and conceptualisation of Immigrants' consumer acculturation. A 21<sup>st</sup> century Immigrants' consumer acculturation model will add to the current knowledge and other immigrant receiving countries can benefit from this.

The process of acculturation starts when people migrate to another country (Berry, 1980), thus culture can change due to the process of acculturation (Berry, 2002). The impact of culture on subcultures will go beyond the national cultural influences (Jung and Kau, 2004; Craig, Johnson, Wood, Komarova and Vendemia, 2010; Engelen and Brettel, 2011). Despite the growing interest and importance of acculturation research, these are mainly focused on the US. Similar studies with a non-western group in a western country, such as the Turkish in the Netherlands, however, remains largely under-explored. Most of these studies have looked at Hispanic populations, the immigrants in South America, and European Americans (Briley and Aaker, 2006; Peñaloza, 1994; McCracken, 1986), with very limited studies on other ethnic groups. In a diversity of subcultures, immigrants have culture values affecting their attitude and behaviour (Triandis, 1989).

## **1.5 Rationale of this Study**

The rationale of the study is to examine the impact of bidimensional acculturation on Turkish immigrants' consumer behaviour in the Netherlands. This will be approached by examining the acculturation process, and their ethnic identity and values.

The aim of this study is to provide initial ideas for thinking about Turkish-Dutch immigrants, speculating about their possible behaviour and most important of all, encouraging further research to investigate their consumer behaviour. The presentation of the findings of this study and relating them to the theoretical issues of consumer acculturation and ethnic marketing, with alternative explanation is an attempt to increase

the diversity of theoretical positions, methodological perspectives and empirical approaches available.

To understand the complex phenomenon of Immigrants' consumer acculturation fully, a detailed framework is needed that incorporates several variables; life domains, ethnic identity, media usage and value priorities. The literature review of acculturation, culture and consumer research will develop an understanding of the core concepts relevant to this study. The theories relevant to the research question are acculturation, ethnic identity, culture (i.e. individual value priorities) and consumer behaviour. Consumer behaviour includes food and entertainment. The purpose is to draw a picture of the phenomenon of immigrants in relation to their development, scope, and impact. In addition, a full overview of the phenomenon of immigrants and previous related studies will be given.

## **1.6 The Research Question and Objectives**

The purpose of this thesis is to study the impact of acculturation on immigrants' consumer behaviour in the Netherlands. Immigrant populations are increasing in Western European countries. Today, the existence of ethnic groups and multicultural societies is common. Research has emphasised the importance to investigate the relationship between culture and consumer behaviour (Jung and Kau, 2004), and future research should include consumer behaviours not yet investigated to understand the impact of culture. The aim is therefore to examine the impact of acculturation on Turkish-Dutch Immigrants' consumer acculturations by applying the current concept in the Netherlands.

The purpose of the study is to examine the impact of culture and acculturation, as stated in the research question, and to explore the impact on consumer behaviours of the Turkish immigrants in the Netherlands. Consumer behaviour is examined bidimensionally and defines Turkish (Domestic) and Dutch (Mainstream). The research question is therefore defined as:

**RQ: What is the Impact of Acculturation on Ethnic Turkish-Dutch Consumers in the Netherlands?**

**Research Question 1a:** What are the significant acculturation life domains in determining Immigrants' consumer acculturation?

**Research Question 1b:** What are the significant individual cultural values in determining domestic and mainstream consumer behaviour?

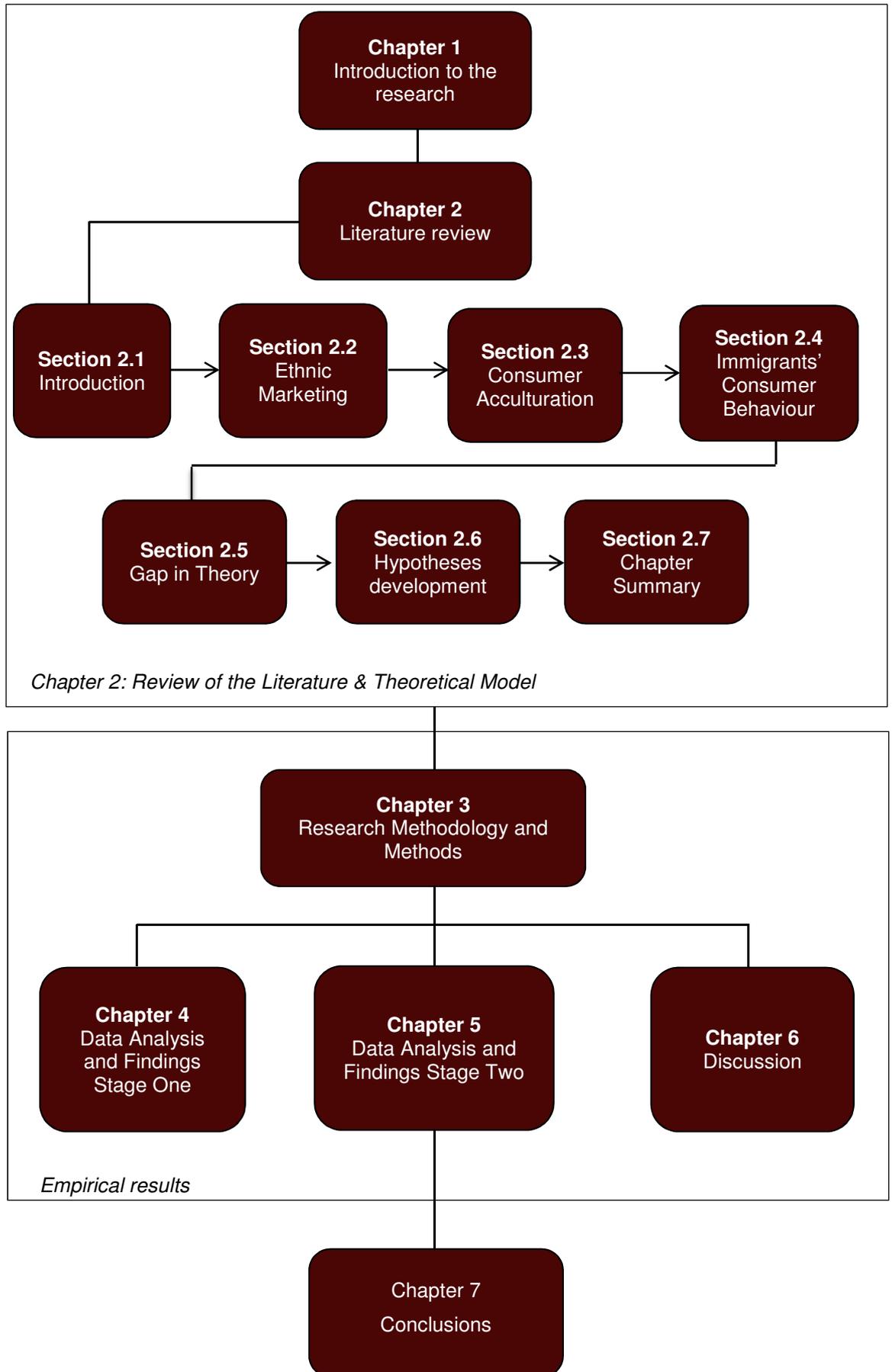
In order to address the above research questions the following objectives are set:

1. To review the relevant literature on ethnic marketing, acculturation and consumer acculturation to assess consumer acculturation phenomena with the aim of identifying the appropriate culture concepts for the context of this thesis.
2. To critically assess consumer acculturation phenomena (dimensions, life domains, ethnic identity, friends, media usage, culture values) and the impact on Immigrants' consumer acculturation.

## **1.7 Structure of the Thesis**

This thesis consists of seven chapters. Chapter One gives an introduction to the importance of research in a subcultural context. The background and development of Turkish immigrants in the Netherlands provides the basis for research. The impact of acculturation provided the gap in research to study this group, specifically looking to understand the impact of the dynamics of acculturation in the host society on their consumer behaviour.

**Figure 1. Structure of the Thesis**



Chapter Two will review the literature to understand ethnic marketing and consumer acculturation. The study will review existing consumer behaviour research with the purpose to clarify acculturation variables and define associated research hypotheses. This study systemizes the literature on the impact of acculturation on ethnic consumers. The literature review considers the concepts of ethnic marketing and consumer acculturation as singular concepts, as well integrating both into a combined concept. The aim is to provide a conceptual framework, integrating academic theory from ethnic marketing and consumer behaviour literature. The concept of ethnic marketing is fundamental for ethnic marketing academics and practitioners for establishing, developing, and maintaining successful marketing strategies. The world appears to be on the move (e.g., Bauman, 2000) and simultaneous occurrence of integration and persistent ethnic, racial and religious differences characterize the marketplace (Cleveland, Laroche and Hallab, 2013). Large immigrant subcultures exist (Jamal, 2003) but members of such subcultures seek to hold on to identities (Cleveland and Chang, 2009) and engage in culture swapping (Oswald, 1999; Jamal, 2003) due to the impact of culture of origin and that of the host culture (Askegaard *et al.*, 2005).

The literature review extends from ethnic marketing to appraise and identify the relevant drivers and outcomes of consumer acculturation. The extent to which ethnic minority segments integrate into a host society remains a major concern in social sciences (Jamal, Peñaloza and Laroche, 2015) and substantial work explores the interplay of ethnicity, identity and acculturation among. Acculturation refers to the notion of culture change that takes place as a result of contact with culturally different people (Berry, 1992; Laroche and Jamal, 2015). Consumer acculturation draws from the theoretical framework of Berry's (1997) and Arends-Tóth and Van de Vijver's (2007) acculturation model. Peñaloza's (1994) consumer acculturation model is discussed to develop the theoretical framework of immigrant's consumer behaviour for this study. This chapter critically reviews the literature in order to operationalise and conceptualise the various concepts of the impact of acculturation on ethnic consumers. The identified conceptual framework forms the foundation for the empirical assessment of the impact of acculturation on ethnic consumers in the Netherlands, which is subsequently presented.

Chapter Three is focused on methodology. The development of the methodology and research design will be detailed, with a description of the underlying principle of positivism. The research design and process used in the study are introduced and discussed. The chapter will give a detailed explanation of the two-stage approach; of the research from the conducting of quantitative data collection, to the methods of analysis employed.

Chapter Four presents results of stage one of the data analysis and interpretations of the quantitative analysis of the survey. The preliminary findings employed in stage one will be provided in detail as the outcome of the pilot survey. The conceptual framework of the research is then presented and forms the foundation of stage two of the quantitative research.

Chapter Five presents the results of stage two of the data analysis and interpretation of the quantitative analysis of the questionnaires. The chapter presents the empirical results and analysis related to the hypotheses tested in the proposed research model. Statistical tests of various hypotheses depicted for the causal relationships between the life domains and the impact on Immigrants' consumer acculturation in the Netherlands, are presented.

Chapter Six will discuss the findings of the current study based on the data from the research survey. The implications of the current study, as well as the limitations, are also elaborated on. This chapter has the objective to identify research areas for possible future research as an extension of this study.

Chapter Seven presents a conclusion to the study and an assessment of the original contribution to knowledge with core managerial implications. The strengths and limitations of the study are acknowledged and furthermore, potential areas for future research are highlighted.

## **1.8 Chapter Summary**

The chapter outlined the background of the study and the structure of the thesis. The research question and the research objectives are defined. Chapter Two will discuss the literature review and present the research concept.

# Chapter Two - Literature Review

## 2.1 Introduction

The purpose of this chapter is to provide a critical review of extant research related to immigrants' consumer behaviour. This chapter provides an introduction and an overview of the literature regarding concepts of ethnic marketing with an emphasis on the concept of culture as it relates to the context of this study (Research Objective 1). The acculturation and consumer acculturation literature is critically reviewed to model a conceptual framework for Immigrants' consumer acculturation (Research Objective 1). The literature on consumer acculturation phenomena (dimensions, domains, ethnic identity, friends, media usage, values) and the impact on consumer behaviour (food and entertainment) is discussed to highlight the significance of life domain concepts when describing Immigrants' consumer acculturation (Research Objective 2). Although various factors, demographics, length of stay and religion are identified as influencers of Immigrants' consumer acculturation, these factors are outside the scope of this study.

The host cultural context may differ from one subculture to another and therefore result in different consumer behaviour related acculturation outcomes. The review will focus on development of ethnic marketing knowledge and consumer acculturation. The bidimensional approach of acculturation (e.g. home and host<sup>2</sup> culture) and the underlying variables identified in consumer research literature with the interface of media usage on the consumer's behaviour will be detailed. To approach ethnic consumer behaviour and therefore ethnic<sup>3</sup> consumers, given the importance and implications for consumer behaviour, acculturation processes of immigrants<sup>4</sup> in any subcultural group is necessary (Kacen and Lee, 2002; Jamal, 2003; Kwon and Kau, 2004; Belk *et al.*, 2005; Barbosa and Villarreal, 2008; Luedicke, 2011).

The literature will outline acculturation and its impact on immigrants' consumer behaviour will be discussed in detail. Immigrants form a growing group of consumers within host countries and have become a major interest for marketers. Due to immigration, many countries are becoming more and more diverse. As emerging ethnic markets continue to become more mainstream in Western Europe, their marketing importance also grows.

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<sup>2</sup> The home and host are defined as the Turkish country of origin and culture and the country of immigration and culture.

<sup>3</sup> The literature uses the terms ethnic, immigrants and subcultures interchangeably in the context of this thesis.

<sup>4</sup> Immigrants are individuals who migrated to another country for permanent residence.

Non-western immigrants are a growing segment in European societies and represent huge potential to marketers.

From a marketing perspective, understanding the Immigrants' consumer acculturation is important as they grow in size and purchasing power. Marketers use subcultural segmentation and targeted marketing to reach these consumers (Geng, 2002; Ogden, 2005). This is necessary information for targeting these audiences well and also in particular for developing products/services that fit their needs and values. Given the visibility and economic power of these consumer groups, this points to a particular area where greater understanding can be achieved. This has both theoretical and practical value. Immigrants' consumer behaviour and their acculturation trends have increasing importance for marketers.

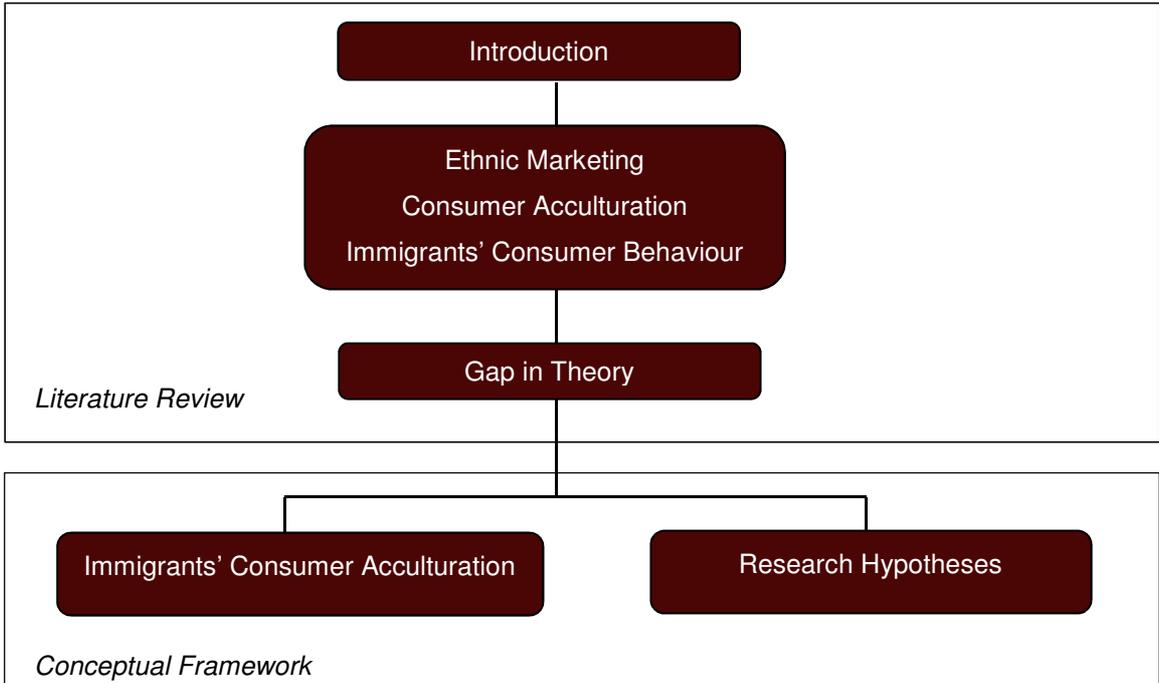
This chapter consists of five sections as indicated in Figure 2. It begins with the introduction (section 2.1) followed by discussions on the concept of ethnic marketing and consumer acculturation (Peñaloza, 1994; Oswald, 1999; Ogden, 2005; Van de Vijver, 2007; Laroche *et al.*, 2009; Craig and Douglas, 2006). The main framework starts with a general discussion of ethnic marketing (section 2.2). As emerging ethnic markets continue to become more mainstream in Western Europe, their marketing importance also grows. Immigrants are a growing interest for marketers. As they increase in size (i.e. also in generations) and purchasing power, marketers use subcultural segmentation and targeted marketing to reach these consumers (Geng, 2002; Ogden, 2005). This has given a rise to the concept of ethnic marketing (Badot and Cova, 1995; Pires, Stanton and Cheek, 2003). Ethnic subcultures, like immigrants, need recognition and require a separate approach and marketing strategy (Chatarraman, Rudd and Lennon, 2009). Consumer research has identified culture as the biggest and most powerful influence (Cleveland and Laroche, 2007).

The second part of the literature review is a detailed discussion on acculturation and consumer acculturation theory and the significance for immigrants' consumer behaviour is discussed (section 2.3). Consumer acculturation focuses on the cultural adaptation prominent in the market to describe the engagement in consumer behaviour in one culture by members of another culture (Peñaloza, 1994), thus measuring the extent to which an individual adapts to a new culture and the influence on behaviour (Ward and Arzu 1999). The process of acculturation starts when people migrate to another country (Berry, 1980), thus culture can change due to the process of acculturation (Berry, 2002). The understanding of ethnic marketing and ethnic consumers has increased with the phenomenon of acculturation i.e. the degree an immigrant prefers to hold on to the

cultural heritage or adapt to the host culture and change as a result of their attempts to live together in multicultural societies<sup>5</sup> (Berry, 1980). Acculturation measures not only the culture influence of the home and host<sup>6</sup> but can also indicate the dynamics of a possible change of culture. The phenomenon of acculturation is therefore valuable in ethnic consumer research. It is essential to analyse the process of acculturation influencing subcultural consumer behaviour. Consumer research has emphasised how immigration, ethnicity and culture explain consumption (Askegaard *et al.*, 2005; Despande *et al.*, 1986, Peñaloza, 1994). The view of consumers being a homogeneous market segment becomes disputable (Firat and Schulz, 1997; Firat and Venkatesh, 1993, 1995; Usunier, 1996; Manrai & Manrai, 1996; Oswald, 1999). Immigrants within a geographic location might be a unique homogeneous sub-group.

The fourth section attempts to focus on variables derived from literature (i.e. public and private life domain, ethnic identity, cultural values) (section 2.4) (Peñaloza, 1994, Jamal, 2003, Van de Vijver, 2004; Xu, Shim, Lotz and Almeida, 2004; Askegaard *et al.*, 2005; Schwartz, 2006). According to Douglas and Craig (1997) immigration is causing a change in consumer behaviour and immigrants change the culture itself when they acculturate. The identified gap in literature will be discussed in section 2.5 and finally the detailed hypotheses of this study will be presented in section 2.6.

**Figure 2. Overview and Structure of Chapter Two**



<sup>5</sup> Society: the community of people living in a particular country having shared customs, laws, and organisations.

<sup>6</sup> Home and Host: in this study the home represents the country of origin and the host represents the country immigrants moved to.

The literature uses several terminologies to define a cultural group of individuals. Academic and practitioner consumer literature accepts several definitions of the terms to indicate a culturally distinct group of individuals within a society. Some of the terms have distinct meanings on the basis of cultural heritage or cultural background. This study uses the term “*subculture*” as a group of individuals within a mainstream host culture that differentiates itself from the larger culture to which it belongs. An ethnic group is a “*socially defined category of people who identify with each other based on common ancestral, social, cultural or national experience*” (Oxford Dictionaries, 2013). An ethnic group can be defined by a shared cultural heritage, ancestry, origin, history, home country, language, and religion. Members of an ethnic group share cultural traditions and history that distinguish them from other groups (James and Garrick, 2010). Immigrants are individuals who migrated to another country for permanent residence. The literature uses the terms ethnic, immigrants and subcultures sometimes interchangeably in the context of this thesis. These terms imply a theoretical relationship of the individuals to a home culture, in which their culture is not equal to the culture of the mainstream. The mainstream culture-group is defined as the dominant “*host*” culture (e.g. Turkish-Dutch immigrants and the “*home*” Turkish culture, the Dutch individuals as the mainstream and the “*host*” Dutch culture). These terms are conceptually consistent with prior research. The term “*mainstream*” refers to the numeric and social majority within a society, and the term “*ethnic*” refers to an ethnic minority group. Throughout this thesis, the immigrant group, Turkish immigrants in the Netherlands, are referred to as Turkish-Dutch.

## **2.2 Ethnic Marketing**

The literature relating to cross-cultural marketing and consumer behaviour provides research on behaviour and attitude. However, most of the widely studied constructs have not been in within-country settings (Engelen and Brettel, 2011). Although cross-cultural research provides many valuable insights into consumer behaviour, existing paradigms of cultural contact are limited (Ogden *et al.*, 2004). This is especially relevant because of the dynamic process of acculturation as a result of immigration. Its relevance is supported by the view of a world economy that is considered increasingly cross-cultural (Luna and Gupta, 2001). Although there have been studies conducted on consumption related to subcultures, these were largely developed in Anglo-American contexts (Peñaloza, 1994; Burton, 2000). The non-Western immigrant market in Europe is a growing segment. The largest group of non-Western immigrants in the Netherlands is the Turkish ethnic group.

The dynamics of acculturation's influence on immigrants has become a topic of increasing importance in consumer research. Acculturation outcomes form consumer identity in different ways (Peñaloza, 1994; Ustuner and Holt, 2007), resulting from switching between the minority and majority cultures (Oswald, 1999). Drivers of consumer behaviour are diverse within, between and across cultures and contexts (Cleveland *et al.*, 2011). Differences in consumption patterns were found between people of various ethnic subgroups (Saegert, Hoover and Hilger 1985). Culture influences the attitudes and behaviours of individuals (Steenkamp, ter Hofstede and Wedel, 1999; Gefen, Karahanna and Straub, 2002; Hofstede, 1991). Immigrants are likely to be affected by the home and the host cultures.

Recognition has been given to the retention amongst "*first generation*" immigrants of habits, language and culture specific to their "*home country*" (Keefe and Padilla, 1987; Mavreas and Bebbington, 1989; Arends-Tóth and van de Vijver and Poortinga, 2006). Equally, there is an assumption that later generation immigrants have had the opportunity to acculturate, and have responded accordingly by demonstrating a greater degree of adaptation and identity with the chosen "*host country*" (Atkinson, Morton and Sue, 1983; Arends-Tóth and van de Vijver, 2004). Immigrants are influenced by education, friends, and media within the host as a result of consumer learning processes (Despande *et al.*, 1986; Askegaard *et al.*, 2005). The degree to which an immigrant acculturates to the host culture may be a more important predictor of consumer behaviour than country of birth (Ogden *et al.*, 2004). Previous consumer acculturation research examined the differences between high and low acculturated consumers (Kara and Kara, 1996; Owenbey and Horridge, 1997). For example, high acculturated Hispanics are more similar to "*Anglos*" (definition of *Anglos* = Non-Hispanics; p.22) as consumers (Kara and Kara, 1996). Although the subculture can be examined with the degree of acculturation (e.g. low and high), research emphasises that more effective methods of categorisation should be explored (Ogden *et al.*, 2004).

Consumer acculturation categories and their influence on consumer behaviour are diverse. Behavioural outcomes relate to the involvement in ethnic and host cultural behaviours (Maldonado and Tansuhaj, 2002). Some examples are celebrations, social interaction activities, and the amount of culture contact (home and host; direct and indirect) in the private and public domain (Jamal, 2003). The American culture has embraced diversity and companies have adapted their marketing strategies to ethnic minority consumers (Burton, 2000), in which marketers reach mainstream and ethnic subgroups. Burton (2000) proposed a conceptual framework to integrate ethnic identity and ethnicity into marketing theory. In the USA companies adapted their marketing mix

strategies to target ethnic minority consumers (Jamal, 2003). This trend however, has not been realised in Europe. Luedicke (2011) indicates a multi-directional acculturation experience between immigrants and the host. The marketing implication given in the above research, implies a mixed-message strategy or an adapted strategy for ethnic consumers (Jimenez, Hadjimarcou, Barua, and Michie, 2013), in which marketers can benefit by responding to both groups, the mainstream as well as immigrants. For example, Deshpande and Stayman (1994) found that a Hispanic spokesperson in an advertisement was important for this ethnic group, and attitudes toward the brand were positively affected. Maintenance and frequent use of the original language is a good indicator that immigrants' prefer to keep their original culture (Arends-Tóth and van de Vijver, 2008). Consumers with a high degree of ethnic identification want to maintain links with their original culture (Josiassen, 2011).

Acculturation research can provide knowledge on the identity and create understanding of the nature of consumer and marketer relations (Peñaloza, 2006). Consumer behaviour is a key component of marketing, and consumer behaviour analysis has attempted to increase the diversity of theoretical positions, methodological perspectives and empirical approaches available to marketing research. Given the development of immigrants within the host society, this study attempts to explore the impact of acculturation on consumption. Acculturation has been found to moderate culture and attitudes (Deshpande *et al.*, 1986). In the context of ethnic consumers, acculturation can explain the culture influence. Thus, acculturation is important in understanding the effects of culture on ethnic consumers. The literature review attempts to identify phenomena of consumer acculturation, therefore the impact of acculturation on food and entertainment consumption, with the interface of media and individual values.

### **2.2.1 Ethnic Consumers**

Recognition of ethnic subgroups by marketers has become relatively well established in the last two decades, with much of the earlier academic work providing substantial focus on identity and, to a lesser extent, social transformation (Burton, 2002). Pre-millennium, assumptions made in marketing practice were arguably crude and simplistic, although acknowledgment had been made to the potential value of ethnic groups, and as such, the necessity to appreciate culture as a means to develop appropriate and effective communication was understood (Holland and Gentry, 1999), given the development of the communities assessed and the complexity of their self-perception relative to their host populations.

Research has shown that factors such as heritage culture have an impact on ethnic consumption (Peñaloza, 1994; Askegaard *et al.*, 2005). The cultural value system is affected by the social and cultural groups the consumer is involved in (Luna and Gupta, 2001). It is assumed that individuals guided by their values priorities are partly the product of shared culture (De Mooij, 2004), and not the product of only one of the cultures. Important patterns of the national culture are preserved within a “*micro-culture*” as well as developing their own unique patterns of dispositions and behaviour (Steenkamp, 2001). National boundaries do not encompass homogeneous societies with a shared culture (Erdem and Schmidt, 2008). The effects on an individual’s culture are not only the product of the home country. Likely the culture is also influenced by the host country over the course of time (Askegaard *et al.*, 2005). Subcultures are defined by influences of the heritage culture as well as influences of the host culture (De Mooij and Hofstede, 2011). Culture is not a characteristic of individuals. It encompasses a number of “*people who were conditioned by the same education and life experience*” (Hofstede, 1991, p.5). Cultural values define the identity and personality of consumers (De Mooij, 2010). Forney (1981) defined an ethnic minority group as a subcultural group within a dominant culture that has a distinct cultural background and is differentiated from the dominant culture through externally visible characteristics, which may be physical or cultural. Subcultures therefore are distinguished by their own beliefs, values, norms, attitudes and behaviour, and are influenced by the home as well as the host culture.

The role of the construct of national culture is acknowledged in marketing research and cross-cultural consumer behaviour (Triandis, 2000; Craig and Douglas, 2006; Engelen and Brettel, 2011). It has gained importance and has increased cultural-related research in marketing (Usunier, 1996; Ger and Belk, 1996; Manrai and Manrai, 1996; Mesdag, 2000). However, the impact of culture should go beyond the national cultural influences (Jung and Kau, 2004; Craig and Douglas, 2011; Engelen and Brettel, 2011). Some cultural differences prevail and may even get more pronounced, affecting consumer behaviour of these immigrant groups (Levitt, 2009). Traditional consumer theories may not be valid for making effective marketing decisions since immigrants are changing due to the formation of culture over time (Sivakumar and Nakata, 2001). This is aligned to the potential benefits of the proposed objectives; immigrants’ consumption patterns and their interface with media. The acculturation process in consumer research can provide more insight into immigrants’ cultural development and the influence on consumer behaviour (Jamal, 2003; Ogden *et al.*, 2004), because cultural values serve as guiding principles in people’s lives, i.e. as criteria they use to select and justify actions and to evaluate people and events (Bilsky and Schwartz, 1987). Studying values and changes in values due to immigration and exposure to the host culture (Luna and Gupta, 2001) will be useful in order to understand a possible change in culture.

When targeting the increasing immigrant population, marketers should not rely only on existing marketing tools. To target ethnic groups with specific behavioural and consumption patterns, adapted target marketing is needed (Burton, 2000). Traditional consumer theories may not be valid for making effective marketing decisions since immigrants' households are changing over time (CBS, 2010). This increases the need to develop Immigrants' consumer acculturation theory models and to conceptualise the determinants to fulfil this need. Research suggests conceptualisation instead of employing traditional consumer behaviour theories when analysing Immigrants' consumer acculturation (Oswald, 1999). The concept of the impact of culture with either the home or the host, creates boundaries (Fletcher and Fang, 2006). Askegaard *et al.* (2005) identified that the nature of culture swapping (Oswald, 1999) is not a clear distinction between the home and host cultures. Immigrant consumers are influenced by both cultures (Thompson and Tambyah, 1999; Askegaard *et al.*, 2005), thus implying a coexistence in which culture is not traditionally defined.

Culture can be perceived as a set of standards shared by members of a society, which produce behaviour that the members consider as acceptable. Reviewing literature from different disciplines, McCort and Malhotra (1993) stated that "*culture impacts virtually every construct of concern to marketers*" (p.120). Culture is therefore an important factor to address in immigrants' consumer behaviour research and is the focus of consumer acculturation (Peñaloza, 1989). Steenkamp *et al.* (1999), for example, has shown that a person's innovativeness reflects his level of attachment to or rejection of a system of values. Vincent & Selvarani (2013) have shown that individual values have significant influences on consumer behaviour. To understand the ethnic consumers in the process of acculturation, values provide knowledge in the dynamics of the culture change. Specifically in ethnic consumption the value priorities of the home are expected to be significant. Therefore, consumer preferences are a direct consequence of the attitudes and behaviours of others and therefore the inclusion of host and home culture is necessary.

The study of consumer cultures and consumer behaviour has implications for designing marketing strategies with the intent of cross-cultural or cross-border investments. Ethnic cultural studies have gained the interest of many consumer researchers. Whilst first generation immigrants may identify more with their home culture and are best approached with products similar to that home culture, later generations may be more similar to their host country's culture in the products and brands that they use. Despite the complexity that underpins market segmentation and associated understanding, there is recognition that the benefits derived from a product or service by an individual sub-

group of consumers is a key characteristic (Aaker and Fournier, 1995). Taking the example of food consumption, religion can play a significant role in consumer choice and product uptake (Sheikh and Thomas, 1994; Berkman, Lindquist and Sirgy, 1997), as well as shaping practices relating to broader social behaviour (Delener, 1994). The dual role of host and home identity, the latter being played out in both private and communal contexts, is particularly pertinent to consumption in this arena (Jamal, 2003), with longstanding differences in consumption between host consumers and their counterparts from the ethnic subgroups being particularly evident (Valencia, 1989; Williams and Qualls 1989).

The understanding of ethnic marketing and ethnic consumers has increased with the phenomenon of acculturation; the degree an immigrant prefers to hold to the cultural heritage or adapt to the host culture and change as a result of their attempts to live together in culturally multiple societies (Berry, 1980). It is helpful to design appropriate marketing strategies to target the selected market. Acculturation measures not only the culture influence of the home and host but can also indicate the change and direction of culture. It is essential to analyse the process of acculturation when examining culture's influence on subcultural consumer behaviour. Acculturation may explain the expected change of values and influencing consumption patterns. Culture changes itself via media influences, different cultural influences by different age groups, changes in economic circumstance and changes in social attitude via the acculturation process (Fletcher and Fang, 2006), and exhibit differences in preference from one product to another.

The next section will analyse the different definitions and conceptualisations for culture and ethnic groups, followed by a review of culture in consumer research. This highlights the importance of ethnic consumer research and indicates that there are differences in the behaviour of immigrants dependent on differences in culture.

### **2.2.2 Culture in Marketing and Consumer Research**

Ethnic groups within nations are increasing in purchasing power (CIS; CBS, 2013). Cross-cultural research has been expanded to focus on Europe and Asia (Engelen and Brettel, 2011; Craig and Douglas, 2011) and not only on the US (Sojka and Tansuhaj, 1995). Marketing literature contains numerous studies concerning behavioural differences in consumers across nations (e.g. Nakata and Sivakumar 1996; Chu, Spires and Sueyoshi, 1999; Steenkamp *et al.*, 1999). Research has mainly focussed on national culture (Engelen and Brettel, 2011; De Mooij and Hofstede, 2011). The patterns of heritage national culture can help explain the differences in consumer behaviour across

nations. These differences in adoption are ascribed to individual nations' cultures (De Mooij, 2000; Takada and Jain, 1991). Culture is defined as values that are shared across people in a society and these underlying values influence individuals' attitudes and behaviours (Gefen *et al.*, 2002; Hofstede, 1991). Cross-cultural research consistently shows that individualists' behaviour is closely linked to attitudes, and collectivists' behaviour is closely linked to norms (Bagozzi, 2000; Lee and Green, 1991).

Consumers are influenced by culture (Usunier, 1996; Ger and Belk, 1996; Manrai and Manrai, 1996; Mesdag, 2000) and this has retained importance in the literature. Research has increased in the attempt to develop a cross-cultural consumer behaviour theory. "One of the most important concepts in developing global marketing strategies is cross-cultural analysis" (Hassan and Blackwell 1994, p. 3). The world economy is considered increasingly cross-cultural (Luna and Gupta, 2001). The role of the construct of national culture is acknowledged in marketing research and cross-cultural consumer behaviour (Douglas and Craig, 2006; Triandis, 2000; Engelen and Brettel, 2011). Cross-cultural consumer behaviour studies have examined adoption of innovations, family purchasing roles, attitudes toward foreign products, information search, temporal consumption dimensions, and involvement (e.g., Mitchell, Yamin and Pichene, 1996; Broderick, Greenley and Mueller, 2007; Steenkamp *et al.*, 1999). Reed *et al.* (2012) states that:-

*"to understand how people implicate their identities in their responses to their outside worlds will allow a better understanding of emerging trends in the marketplace, both from a consumer perspective and from a marketing perspective" (p.33).*

Although national culture measurement has increased, in order to understand the role of national culture (Hofstede, 1991) and to increase knowledge of consumer behaviour, ethnic marketing within countries should consider a broad set of dimensions (Craig and Douglas, 2011; Nakata 2009; Sivakumar and Nakata, 2001).

Literature is not consistent on the definition for ethnic marketing. The review of the various definitions of ethnic marketing will provide the fundamental knowledge for the operationalisation and measurements of immigrants' consumer behaviour in the context of this particular study. According to Cui (1997) ethnic marketing is:-

*"marketing towards and ethnic group and seeks to reach these markets using differentiated marketing mix strategies" (in Pires and Stanton, 2005, p.8).*

This shows that applied market segmentation to ethnic consumers is acknowledged in literature and based mainly in the US. Pires and Stanton (2005) argued that the definition of ethnic marketing is biased towards the United States. Furthermore, they argued that ethnic marketing includes marketing activities, specifically addressing advertising activities emphasising the native language of the ethnic group.

Fam addressed heterogeneity within subgroups and defined ethnic marketing as:-

*“It’s targeting to a small group, an ethnic group of people... They have their own specific values, customs, religious beliefs and such, so you have to take into consideration these characteristics in order to reach them, so they can associate with what you are trying to communicate to them, with their belief” (in Pires and Stanton, 2005, p.8).*

This definition is characterised by differentiation of the home and host culture. The central theme in Deshpande *et al.* (1986) includes culture differences with the mainstream in which ethnicity is central. Laroche *et al.*’s (1997) definition of ethnic marketing is to target specific groups with specific marketing activities developed to reach this specific target group who share common characteristics.

Peñaloza provided a more detailed conceptual definition of ethnic marketing stating:-

*“On the surface it sounds like a very simple question ... but it does tend to be quite complicated. I guess, for me, it’s a convention of tailoring marketing campaigns for goods and services – so there’s certainly an aspect of it that’s designed to generate business – and that convention is targeting a group of people that are designated by what we now recognise as ethnicity. Which begs another definition, but, for me, I think of it more in cultural terms, and I mean that as much sociologically as geographically in that sense. So we’re talking about a group of people that typically is identified in terms of – some kind of geography, language, often a belief system, sometimes a form of religion, sometimes not, as well as physical characteristics like colour, race, as well as coming back to the sociological social class. So there’s a kind of a composite.” (Interview in Pires and Stanton, 2005, p.8).*

Pires and Stanton (2005) concluded in their review that ethnic marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for ethnic identified customers, clients, partners and communities, and for society at large” (p.9). The authors seem to share similar themes in the academic definitions and in the conceptualisation of ethnic marketing. The definitions in literature point to a consensus that ethnicity is a central construct. Ethnicity is the identification to a group with similar cultural characteristics (Laroche, Kim and

Tomiuk, 1998), including for example, culture as well as belonging to a cultural subgroup, religion, race and common language. Therefore ethnic identity is the association with a group based on their cultural heritage (Laroche *et al.*, 2009), depending on the home culture context.

The definitions include a culture of ethnic groups distinguished from the majority culture. National boundaries do not encompass homogeneous societies with a shared culture. Subcultures are defined as the individual behaviour within a nation or society. Research attempts to develop theories and frameworks to understand the impact of culture on consumer behaviour (Craig and Douglas, 2006; Engelen and Brettel, 2011). Cross-cultural literature describes culture according to characteristics or values. Characteristics can be defined in terms of personality, identity, beliefs and lifestyle (De Mooij, 2004). Cultures are comprised of people who share values, beliefs, assumptions, norms, and meanings of events or words that are learned over a period of time and often taken for granted by the people living within them (Earley and Singh, 1995; Tayeb, 1994; Zapf, 1991). To understand and examine the cultural influence on Immigrants' consumer acculturation and design marketing strategies for ethnic consumers, both cultures instead of only the national culture seem to be important (Steenkamp *et al.*, 1999; Craig and Douglas, 2006).

Consumer behaviour related research articles have gained importance and increased cultural-related research in marketing, however there remains insufficient research of ethnic subcultures and consumption (Engelen and Brettel, 2011; Ogden *et al.*, 2004; O'Guinn *et al.*, 1986; Kara and Kara, 1996). Within the minority ethnic communities, linkage to country of origin is well-established, particularly within the setting of the United States (Guarnizo, 1997), whilst social networks established within these communities underpin the importance of the cultural heritage and adaptation to the host culture of its members with regard to their consumer behaviour (Peñaloza, 1994; 1995). This is perhaps particularly relevant within non-Western communities where daily lifestyle practices are preserved as part of a broader endurance of a cultural identity impact on their consumer behaviour, whilst there is recognition within this consumer group of the advantages afforded in home country investment as a means of identity preservation and economic advantage (Palumbo and Teich, 2004).

Although much of this initial concern and research was carried out in traditional immigrant receiving countries such as Australia, Canada, and the United States, these issues have become more and more important in the rest of the world, where massive population contacts and transfers (as is the case of expatriates, holidaymaker, but mainly

of immigration) are taking place (Berry, 2005; Sam and Berry, 2006). Research suggests that immigrants typically display an increasingly strong orientation toward the host culture over generations (Montgomery, 1992). This does not imply however, that they resign the home culture. People must adapt in the institutions in which they spend most of their time (families, schools, businesses) in order to function smoothly and effectively (Smith and Schwartz, 1997; De Mooij, 2004). It is likely that immigrants shift and adapt due to new life situations.

Understanding culture is important when attempting to market to ethnic groups (Gore, 1998; Burton, 2000; Peñaloza and Gilly, 1999; Jamal, 2003; Askegaard, Arnould, and Kjeldgaard 2011). Peñaloza (1994) recommended that research in different countries would encourage further insight into and awareness of similarities and differences cross-culturally. Her research stresses that it is "...crucial to the development of theory pertaining to the nexus of subcultural and international consumer behaviour" (Peñaloza, p.52). Ethnic consumer behaviour has mainly been examined via the acculturation model. The process of acculturation starts when people migrate to another country (Berry, 1980). Burton (2009) shows that significant differences of ethnic minorities exist and research should include these ethnic minorities and not ignore their existence. To be able to understand the consumption behaviour of immigrants it is essential to analyse the process of acculturation affecting their consumption behaviour (Jamal, 2003; Lindridge and Dibb, 2003). The assumption was made that differences in consumer behaviour are reduced with the globalisation of markets (Levitt, 1983), and in the process of acculturation. Contrary to this assumption, recent research has shown that factors such as culture and ethnic identity have an impact on consumption (Peñaloza, 1994; Xu *et al.*, 2004, Askegaard *et al.*, 2005). Scholars have argued even the revival of the cultural heritage.

Ethnic consumer behaviour research (Laroche *et al.*, 2009; Craig and Douglas, 2006; Ustuner and Holt, 2007) should integrate more research for ethnic groups in survey data (Burton, 2002; Cappellini and Ai-wan Yen, 2013). Specifically, surveys test and measure behavioural aspects of consumers and provides outcomes to implement marketing strategies. Many immigrants in Western countries come from non-Western countries like the Middle East and Northern Africa. Immigrants will hold on to parts of their culture even though they will accept and adapt European ideals and values. Numerous reasons exist for this phenomenon. For example, those whose physical features set them apart from the society of settlement (e.g. Koreans in Canada, or Turks in The Netherlands and Germany) may experience prejudice and discrimination, and thus be reluctant to pursue adaptation to the host culture (Berry, Kim, Power, Young and Bujaki, 1989). From a

marketing and consumer perspective, this would imply that ethnic consumers are not fully adapting to the host culture by acculturation, but would require a strategy by country of origin. Research has shown that culture is the foundation of certain consumer behaviour processes (Arnould, 1989). Acculturation has been found to moderate culture and attitudes (Deshpande *et al.*, 1986). For example, attitudes toward models in advertising (Ueltschy and Krampf, 1997), and behaviours and family roles in consumer decision making (Ganesh, 1997; Webster, 1994), and general consumption patterns (Wallendorf and Reilly, 1983). This research indicates implications for designing marketing strategy to reach ethnic consumers.

Research has recognised that there is a lack of understanding and awareness of consumer behaviour of ethnic groups (Ustuner and Holt, 2007). Nevertheless, marketers must create messages that mix both aspects of that new identity. To only divide the markets into national culture is insufficient. It is more important to understand the acculturation process, as the preference can take any direction of acculturation influencing consumer behaviour. Consumer acculturation is of importance, specifically for understand how immigrants display culturally defined consumption skills, knowledge, attitude and behaviours. National culture is insufficient and research cannot use the culture of origin only. Due to acculturation immigrants can display a unique cultural style in different domains. Thus, consumer acculturation is dynamic and an understanding of cultural consumer values is needed. Our knowledge on how immigrants' distinguish themselves with the home and host culture is poor or even lacking.

The previous sections reviewed the pattern of cross-cultural marketing and consumer research development and defined ethnic groups. The following section will review the theory of consumer acculturation, and highlight Berry's acculturation framework/theory in order to have a better understanding of the framework for Immigrants' consumer acculturation. The phenomenon of acculturation is valuable in consumer research. To understand Immigrants' consumer acculturation a detailed review of acculturation is needed. The focus of the following section is to discuss implications for consumer behaviour research and discuss the context important for non-Western immigrants in a Western country.

### **2.3 Consumer Acculturation**

Drivers of consumer behaviour are diverse within, between and across cultures and contexts (Cleveland *et al.*, 2011). Cultural differences between countries and cities has resulted in multicultural or bi-cultural marketplaces (e.g. Australia, Canada, The

Netherlands) (Fletcher and Fang, 2006). The acculturation process involves both the home and the host culture. A subcultural consumer segment within a country, like immigrants, need a separate approach and marketing strategy. Acculturation helps the understanding of immigrants' consumer behaviour with the possible cultural change over time and is important when creating an enduring marketing strategy based on an adapted market.

Within the context of ethnic consumer behaviour, the phenomenon of acculturation is valuable for consumer research. Acculturation is based on examining the cultural context involving both the home and the host culture. Research has shown that factors such as heritage culture have an impact on ethnic consumption (Peñaloza, 1994; Askegaard *et al.*, 2005). Research in the USA has shown that immigrants from Haiti, the Dominican Republic, El Salvador, India, the Philippines and Cape Verde maintain strong ties to their home countries as well as making financial investments in the host country, especially in home ownership (Guarnizo, 1997). In Europe immigrant groups influence economics, social environment and politics (Sandikci, 2011). In the host country ethnic networks are established to preserve and express their distinctive cultural identity. Turkish immigrants generally maintain strong ties with the home (mother) country (e.g. by making repeat trips back home), traditional values (religion) and remain attached to their original culture (social activities and communities) (Kücükcan and Güngör, 2009).

Acculturation measures the extent to which an individual adapts to a new culture and the influence on behaviour (Ward and Arzu 1999). Significant research has been undertaken into acculturation, particularly in psychological and behavioural contexts with relevance in the geographical region/setting related to immigration. Specifically, Europe (Neto, 2001; Neto, Barros and Schmitz, 2005; Arends-Tóth and van de Vijver, 2009; Yagmur and van de Vijver, 2012), North America (Berry, 1992, 1997, 2005; Kwak and Berry, 2001; Wiley, Perkins and Deaux, 2008; Sam and Berry, 2010) and Oceania (Ward and Kennedy, 1994; Ward, Bochner and Furnham, 2008) are all represented, consistent with recognition made by Van Oudenhoven *et al.* (2006) that these locations represent the most significant places for migrant destination.

Acculturation grew out of a concern for the effects of European domination of native people. Later, it focused on how immigrants changed following their entry and settlement into receiving societies. Currently, much of the work has been involved with how ethno-cultural groups relate to each other and change as a result of their attempts to live together in multicultural societies (Berry, 2005). Of increasing concern is the acculturation that is taking place among the long-settled populations as they strive to

maintain their societies in the face of increasing cultural diversity. Initial acculturation research started with the traditional immigrant receiving countries (e.g. Australia, Canada, New Zealand, United States), however due to immigration worldwide the rest of the world is also of importance (Berry, 2005; Sam & Berry, 2006). Consumer theories developed mainly in the US may not be taken as universal theories for Immigrants' consumer acculturation in a European context.

Acculturation is used to investigate the consumption patterns of ethnic minority consumers. Understanding culture is important when attempting to market to ethnic groups (Gore, 1998; Burton, 2000; Peñaloza and Gilly, 1999; Jamal, 2003). Numerous studies have used acculturation to investigate the consumption patterns of ethnic minority consumers (Lee, 1993; Hui *et al.*, 1992; Peñaloza, 1994; Owenbey and Horridge, 1997; Shoham, Segev and Ruvio, 2009). Consumer behaviour literature provides research in the measurement of acculturation and ethnic identity. The measurement factors used are language, reference groups, intermarriage, identity, culture (Laroche *et al.*, 1998; Lee and Um 1992; Peñaloza 1989; Suinn, Rickard-Figueroa, Lew and Vigil, 1987; Valencia 1985), and religion (Hirschman 1981). Consumer research has emphasised how immigration, ethnic identity and culture explain consumption (Engelen and Brettel, 2011; Askegaard *et al.*, 2011; Deshpande *et al.*, 1986; Peñaloza, 1994). Immigrants' exposed to the culture of the host are influenced in their consumer decisions (Luna and Gupta, 2001). Askegaard *et al.* (2005) showed that each micro-culture provides another combination of cultural practices.

The acculturation literature aims to understand specifically the individuals who are in contact with both the home and host cultures (Berry, 2005). Andreasen (1990) stated the importance of the study of acculturation processes for consumer behaviour research as follows: "*it allows us to study in stark relief basic consumer behaviour processes that are difficult to see in the slower moving, less dramatic evolution of our typical middle class 'native' subjects.*" (1990, p.848). The role of acculturation is important in understanding immigrant consumer behaviour and what impact this has on consumption. Research should include ethnic minorities and not ignore their existence (Burton, 2009). As acculturation studies focus on the cultural change of ethnic groups resulting from their participation in and adaptation to the host culture, consumer acculturation focuses on the cultural adaptation prominent in the market to describe the engagement in consumer behaviour in one culture by members of another culture (Peñaloza, 1989). The field of consumer acculturation research was significantly shaped by fourteen influential studies (Luedicke, 2011) and is mostly derived from the sociological and psychological work of Berry (1980, 1997, 2001) and colleagues (Berry *et al.*, 1989), with an emphasis on the

consumption contexts. To understand immigrants' consumer behaviour, either with adaptation, with integration, or as some researchers argued, with a revival of the cultural heritage (Douglas and Craig, 1997; de Mooij, 2000) separation, a detailed overview of acculturation is important.

### **2.3.1 Berry's Acculturation Framework**

According to Berry (1997) immigrants are faced with two fundamental questions, one referring to maintaining the home culture, "Is it of value to maintain my cultural heritage?" and one referring to relations with other ethno-cultural groups, "Is it of value to maintain relations with other groups?" (Berry, 1997; Wiley *et al.*, 2008). Acculturation is defined as:-

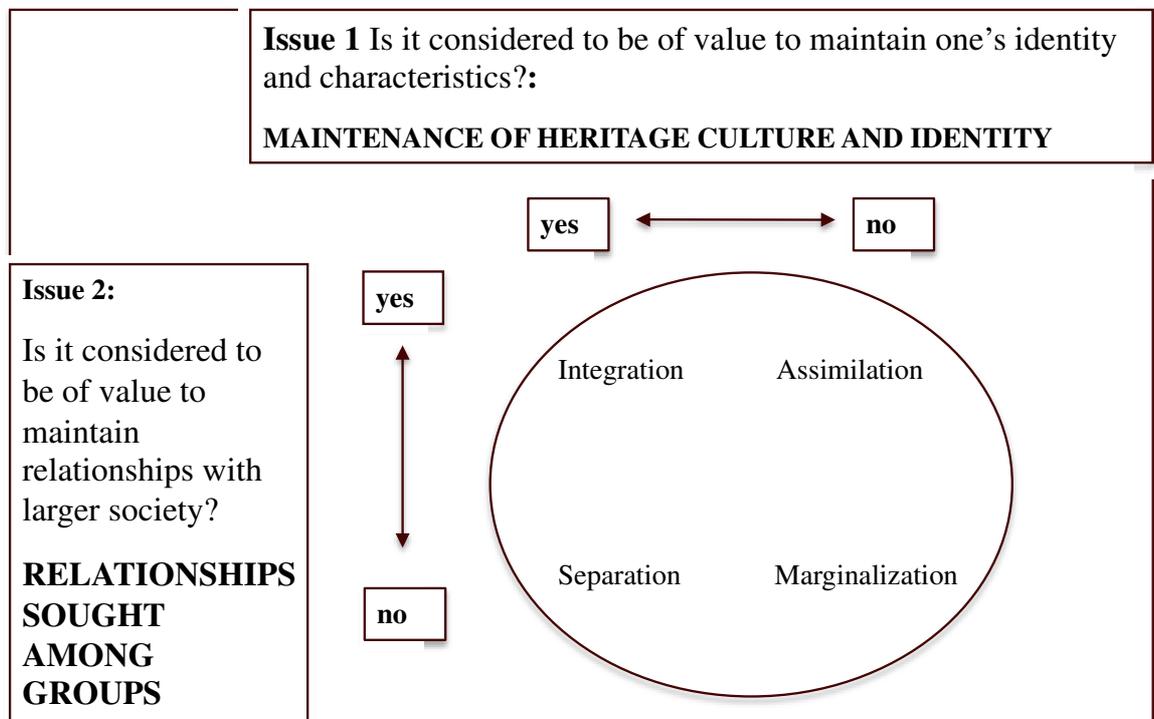
*"Cultural change that is initiated by the conjunction of two or more autonomous cultural systems ... it may be the consequences of direct cultural transmission; it may be derived from non-culture causes, such as ecological or demographic modifications induced by an impinging culture; it may be delayed, as with internal adjustments following the acceptance of alien traits or patterns, or it may be a reactive adaptation of traditional modes of life. Its dynamics can be seen as the selective adaptation of value systems, the processes of integration and differentiation, the generation of developmental sequences, and the operation of role determinants and personality factors." (Social Science Research Council, 1954 cited in Peñaloza, 1989, p.111).*

Berry (1980, 1989) proposed an acculturation framework widely used in consumer behaviour research (Maldonado and Tansuhaj, 2002; Lerman Maldonado and Luna, 2009; Jimenez *et al.*, 2013). His framework reflects the degrees of cultural identification with the heritage culture (home) and the identification with the dominant culture (host). Four acculturation strategies are generated; integration, assimilation, separation, and marginalisation. The strategy underlies the preference and orientation of identification with an attachment to the dominant culture (Laroche *et al.*, 2007) and the extent to which the cultural identity and characteristics of the home culture are maintained (Kim, Laroche and Tomiuk, 2001).

The assimilation strategy is defined as when individuals do not wish to maintain their cultural identity and seek daily interaction with other cultures. In contrast, separation is when individuals place value in holding on to their heritage culture and avoid interaction with other cultures. When there is an interest in both maintaining one's heritage culture whilst having daily interactions with other cultural groups, this is defined as integration (Berry, 1997). Finally, marginalisation is when there is little possibility or interest in

cultural maintenance of the home, and little interest in having relation with the host. (Figure 3).

**Figure 3. Acculturation Strategies by Berry (1997, p.10)**



Immigrant groups may hold varying attitudes towards these four acculturation strategies and their actual behaviours may vary correspondingly. Attitudes towards these four alternatives have been measured in numerous studies (Berry *et al.*, 1989). Much of the research on immigration within psychology has an emphasis on acculturation. Berry and his associates conducted numerous empirical studies to assess the acculturation strategies of various immigrant groups in North America (Berry *et al.*, 1989). In a study of adolescents with an immigrant background in Portugal to understand preferences in acculturation strategies the results obtained showed that integration was the preferred mode of acculturation, followed either by assimilation or separation, while marginalisation was the least preferred mode of acculturation (Neto, 2001). Studies have suggested that in plural societies, and even in relatively mono-cultural societies, integration is the most adaptive form for immigrants, and marginalisation is the least adaptive (Berry, 1997). Similarly, immigrants and ethnic minorities living in plural societies that follow integration policies are suggested to have better psychological adaptation.

Migration scholars recognise that many cultural groups maintain their ties to their countries of origin at the same time that they become integrated into the host country.

This indicates that generations assimilate over time, thus implying the cultural change toward the host culture. However, some researchers have argued that cultural values are passed on to the next generation (Triandis, 1995), implying that the heritage culture is stable and does not change. Although acculturation research indicated that immigrants adapt to the host culture ("*over-assimilation*" Wallendorf and Reilly, 1983), other researchers argue that the heritage culture will renew its importance (Mehta and Belk, 1991; Douglas and Craig, 1997; de Mooij, 2000).

In line with the assumption that cultural values are passed on, thus not changing towards the host, Peñaloza (1994) and Oswald (1999) showed how acculturation does not lead to assimilation, thus following a linear path of adapting to the host culture influencing the consumer behaviour. In line with this research Askegaard *et al.* (2005) contributed to the post-assimilationist acculturation with a sample in a non-North American consumer context. Many argue, that the children of immigrants are unlikely to engage with the same intensity and frequency in their ancestral homes nor will they be as influenced by home country values and practices. Levitt (2009) argues that the culture of the home cannot be completely disregarded and at the same time cannot be maintained at the same level (Levitt, 2009). Research has shown that acculturation moderates the effect of culture on consumer behaviour (Deshpande *et al.*, 1986; Ueltschy and Krampf, 1997; Roslow and Nicholls, 1996; Ganesh, 1997; Webster, 1994; Wallendorf and Reilly, 1983; Kara and Kara; 1996).

A number of contextual factors are relevant for understanding acculturation. Firstly, there are the general orientations that a society and its citizens have towards immigration and immigrants, e.g. conflicts between a group of the mainstream and immigrants (Luedicke, 2011); discrimination and even racism of immigrants (Crul, Schneider, Lelie, 2013), unacceptance bias on religious beliefs, "*Islamisation*". Some societies are accepting of cultural pluralism resulting from immigration taking steps to support the continuation of cultural diversity as a shared communal resource. This position represents a positive multicultural ideology (Berry and Kalin, 1995) and corresponds to an expectation that the integration strategy will be the appropriate way in which cultural communities should engage each other. Other societies seek to eliminate diversity through policies and programs of assimilation, and still other societies attempt to achieve the separation or marginalisation of their diverse populations.

Secondly, the important issue to understand for the process of acculturation is both the historical and attitudinal situation faced by immigrants in the host country (Luedicke, 2011), and the course of development of immigrants. There is no set classification or age

at which strategies are used (Ho, 1995), and therefore is outside the scope of this study. Over the period of acculturation, individuals explore various strategies and select one that is more satisfying than the others. Not all cultural groups and individuals undergo acculturation in the same way; there are large variations in how cultural groups seek to engage in the process. These have been termed as acculturation strategies (Berry, 1980).

These issues require commentary as preferences for one acculturation strategy over others is known to vary, depending on context and time period (e.g. length of residence). Firstly, there is usually an overall coherent preference for one particular strategy (Berry *et al.*, 1989). However, there can also be variation according to one's location. In more private spheres or domains (such as the home, the extended family, the ethnic community) more cultural maintenance may be sought than in more public spheres (such as the workplace, or in politics), and there may be less intergroup contact sought in private spheres than in the more public ones. Secondly, the broader national context may affect acculturation strategies, such that in explicitly multicultural societies individuals may seek to match such a policy with a personal preference for integration. In assimilationist societies, acculturation may be easiest by adopting an assimilation strategy for oneself (Krishnan & Berry, 1992). That is, individuals may well be constrained in their choice of strategy, even to the point where there is a very limited role for personal preference. Thirdly, there is evidence that during the course of development, and over the period of major acculturation, individuals explore various strategies, eventually settling on one that is more useful and satisfying than the others (Berry and Kim, 1988).

Acculturation refers to the phenomena that result when different cultures meet and interact (Luedicke, 2011) and substantial consumer research (Berry, 1980; 1997; Maldonado and Tansuhaj, 2002; Lerman, Maldonado, and Luna, 2009; Jimenez, Hadjimarcou, Barua, and Michie, 2013) identifies and applies four modes of acculturation associated with adjustment to and adoption of the host culture by immigrant consumers. Two fundamental considerations underpin such phenomena: the extent to which an immigrant consumer (or group) feels a sense of identification with the heritage culture and the need to relate to the host culture (Berry, 1980). Berry's framework has been applied by other researchers in a consumer context. Peñaloza's (1994) study with Mexican Americans added profound knowledge to consumer acculturation. Peñaloza's framework is similar to Berry's framework with separation (i.e. maintenance of the home culture), integration (i.e. a hybrid combination of the home and host culture), assimilation into the host culture and marginalisation (i.e. resistance of both cultures).

Korzenny and Korzenny (2005) also differentiate four strategies. Their approach involves language dominance. The ethnic dominant group (defined as Hispanic dominant group), is equal to Berry's separation strategy. The composition of this ethnic dominant group depends on the ethnic language. The ethnic language determines the learning process of new products and services. The bi-cultural or acculturation strategy (i.e. equal to Berry's integration strategy and Peñaloza's hybrid culture) constitutes the second group. Individuals in this outcome "*navigate between the Hispanic and Anglo cultures*" (Korzenny and Korzenny, p.141). Bi-cultural individuals' preference relates to the acquisition of the home and host cultural values, in which their decisions are based on situation (i.e. private and public life) and reference groups (i.e. peers). The third strategy outlined by Korzenny and Korzenny (2005) is defined as assimilation. Assimilated individuals do not identify themselves with the ethnic identity. The final strategy is assumed to be culturally unique (i.e. Berry's marginalisation strategy) and individuals are assumed to develop a unique identity. This group does not identify themselves with the ethnic identity or the host identity.

Maldonado and Tansuhaj (2002) also applied Berry's framework. Their study concluded in three acculturation strategies; separation, integration and assimilation. The marginalisation strategy was not considered. The authors of the study argue that a marketplace's success is not a dominant subject in marginalisation, because they resist both cultures and associated products or services (Peñaloza, 1994). Madonado and Tansuhaj (2002) state in their segmentation study the application difficulties of reaching marginalised individuals for surveys. These research frameworks are all derived from Berry (1980) and have the same underlying concept with variation in acculturation outcomes.

From a US context, the perception of acculturation amongst marketers barely deviated from assimilation (Peñaloza, 1993), where generation-by-generation, assumption was made that eventual incorporation into the chosen host culture would occur. O'Guinn, Imperia and MacAdams (1987) defined acculturation as "the process by which those new to a society adopt the attitudes, values and behaviours of the dominant host culture" (p.78). Immigrants were seen as relinquishing identification with the home culture and "progressing" towards identification with the host society and adopting their cultural traits, values, attitudes and behaviours (Olmedo, 1979). In short, acculturation was equated to assimilation. The acculturation strategy of assimilation has also dominated marketing (Peñaloza, 1994). In a directional sense, this may appear to concur with Arends-Tóth and van de Vijver (2004), although these authors pointed to generation-by-generation integration and cultural preservation being upheld, with their study of Mexican

immigrants locating to the United States. The study reflected the complexity of the acculturation process in their consumer behaviour exhibiting characteristics that went way beyond the anticipated assimilation (Peñaloza, 1994). Research has shown that acculturation does not follow a linear process starting from the heritage culture and moving towards the host culture, but rather it is a more cyclical process (Jun *et al.*, 1994).

Criticism of the simplicity of these assumptions to assimilation is long established, with recognition given to the ongoing changes in patterns of immigration into the United States, and with this, variation in the related processes of acculturation (Jun *et al.*, 1994), particularly given differences in language and culture relative to that of the United States as the host. Ethnic groups are heterogeneous in their composition, with recognisable differences in consumer behaviour that is driven more potentially by demography (Burton, 2002), with acculturation attainment in the consumer sense being measurable by age, educational achievement, income, duration of residence and social class (Jun *et al.*, 1994). Consumer acculturation showed that the culture change of ethnic groups is not linear (Peñaloza, 1994), and is not demonstrated in the host culture. Within a European context Askegaard *et al.* (2005) has examined a minority group in Denmark to confirm the theory of non-linearity. The study of Askegaard *et al.* provides valuable knowledge and confirms the post-assimilationist position. This phenomenon of cultural change over time from the perspective of non-Western immigrant consumers, negotiating between the home and the host culture (Oswald, 1999; Thompson and Tambyah, 1999; Askegaard *et al.*, 2005), could be examined within subcultural groups.

Inglehart and Baker (2000) found that a shift from traditional values to secular-rational values associated with the transition from agrarian society to industrial society. Further evidence revealed that, although economic development leads to a shift, traditional religious values remain strong. Many non-Western immigrants in Western countries came from agrarian societies, in which religion was important. Religion is a central part of life that is often developed at an early age and therefore plays a significant role in establishing consumption prescriptions and proscriptions for many individuals (Sheikh and Thomas 1994; Berkman *et al.* 1997). Secondly, religion represents the most basic element of the individual's cognitive world. There is insufficient research to provide an understanding of this phenomenon. The importance of understanding acculturation and therefore the preferred value in marketing is stated by Aaker and Fournier (1995, p.52): "if there is a 'most useful' segmentation variable, it would be benefits sought from a product, because the selection of benefits can determine a total business strategy". It is important to generate solutions for daily practices for which products may be relevant.

However, research has also shown that some value priorities, e.g. religion, towards the heritage culture are preferred and influence consumption.

Immigrants exposed to two cultures, the home and the host (e.g. subculture segments within countries) need recognition and a separate approach and marketing strategy. To have an enduring marketing strategy based on an adapted market, segmentation acculturation helps the understanding of immigrants' consumer behaviour with the possible cultural change over time. The change of culture over time as argued in cross-cultural consumer behaviour and marketing (Douglas and Craig, 1997; de Mooij, 2000) is fundamental to understand the influence on Immigrants' consumer acculturation. For marketing knowledge and marketing management, a consumer-oriented strategy coordinated with target customer attitudes and values has a greater prospect of success (Cleveland *et al.*, 2011).

There is still little research being carried out into how acculturation influences different ethnic groups' consumer behaviour, especially among the non-Western immigrants in Western countries. It will be useful to study the extent to which acculturation influences ethnic consumers due to immigration and thus exposure to the host culture. Individuals may be at different levels of acculturation in occasions, and social activity, depending upon the situation (O'Guinn *et al.* 1986; Stayman and Deshpande, 1989). Individuals may experience changes more than once, and therefore the acculturation process should be viewed as a fluid, never-ending process (Berry, Trimble, and Olmedo, 1986).

In psychology, acculturation research has become an important area (Arends-Tóth and Van de Vijver, 2004, 2006, 2007, 2011). A range of studies has considered acculturation. For example acculturation strategies (Berry, 1980), the role of cultural awareness (Keefe and Padilla, 1987) and acculturation on the group and on the individual level (Berry, 1997). Scholars have researched generational differences among Asian families (Kwak and Berry, 2001) and acculturation strategies and attitudes (Navas *et al.*, 2005). Further studies included unidimensional and bidimensional models of acculturation (Arends-Tóth and Van de Vijver, 2006) and separation in life domains (Arends-Tóth and Van de Vijver, 2004) and the importance of language orientation (Yagmur and Van de Vijver, 2012). Acculturation has the underlying interest of varieties of adaptation (Berry, 1997). Peñaloza (1994) sees the acculturation process as a movement, translation and adaptation similar to Berry's framework. Other scholars applied this acculturation framework to study consumer acculturation. Consumer acculturation is described as "the general process of movement and adaptation, to the consumer cultural environment in one country by persons from another country" (Peñaloza, 1994, p.33). The difference

between acculturation and consumer acculturation is the consumers' adaptation of the attitudes and behaviours of the host culture (O'Guinn *et al.*, 1986), therefore has an implications for ethnic consumers' behaviour.

It is expected that non-Western immigrants in a host society do not acculturate from the home culture to the host culture (Oswald, 1999). Acculturation research places consumers into groups, i.e. acculturation modes. Some researchers question whether this is appropriate categorisation for immigrants (Askegaard *et al.*, 2005). Defining and targeting different market segments is recognised as being highly challenging, with segments being shaped around consumer geography, personal demographics and lifestyle indicators (Solomon, 2002; Kotler, 2003). It is important to recognise the heterogeneous nature of the consumer to develop market segmentation strategies (Bock and Uncles, 2002). It is acknowledged that consumers are not homogeneous (Oswald, 1999), and thus traditional approaches around mass marketing and segmentation based on established demographic measures is becoming obsolete (Addis and Podesta, 2005). This complexity is found particularly within ethnic minority groups where marketers have recognised the need to target such consumers through initiatives that do not rely on the simplest of labels, but encompass a full range of characteristics (Holland and Gentry, 1999), including values and common interests (Firat and Dholakia, 2006). In this context, the following section discusses the review of consumer acculturation theory.

### **2.3.2 Peñaloza's Framework**

Peñaloza (1989) introduced the term 'consumer acculturation', which is used to describe the engagement in consumer behaviour in one culture by members of another culture. Consumer acculturation is relevant for this study because past research has outlined several cases of how culture influences consumption in international marketing, in cross-cultural consumer behaviour, and of subcultures. Moreover, assumptions are made that culture changes over time moderated by acculturation, which is especially important to the study of immigrants. Consumer acculturation focuses on the development of immigrants' consumer behaviour, and therefore requires an examination of immigrants' consumer acculturation (Peñaloza, 1994), and also an explanation of generational differences. As such, consumer acculturation is a part of acculturation and is defined as "general term that encompasses intercultural interaction and adaptation and includes assimilation of a new culture, maintenance of the old culture, and resistance to both new and old cultures" (Peñaloza and Gilly, 1999, p.84).

The consumer acculturation definition suggests that acculturation can result in any direction of change in an individual's value, attitude, or behaviour due to their direct contact with a culture other than their original culture and is therefore accepted for this study. This definition shows the importance of understanding that it is a long process that can go on for several years or even throughout a person's entire life. Rajagopalan and Heitmeyer (2005) propose that "consumer acculturation is a process by which an individual raised in one culture acquires through first-hand experience the consumption related values, behaviour, and customs of a foreign country" (p.85). In most respects consumer acculturation is an extension of acculturation used in the field of psychology. The main difference is that it relates to the consumers' learning process in and from the host culture.

Immigrants may differ in their acculturation process in term of their attitude, which can result in assimilation, integration or separation and have an impact on consumer behaviour. Some individuals may integrate into the host culture and maintain their cultural heritage, implying that both cultures influence their behaviour. Other individuals may completely assimilate into the host culture. However past research has shown that the assimilation theory is under-explored and it is argued to be a fixed and expected outcome for ethnic groups (Peñaloza, 1994; Askegaard *et al.*, 2005). To understand the impact of acculturation on immigrants' consumer behaviour, all options need to be considered when examining ethnic groups with acculturation as a moving process.

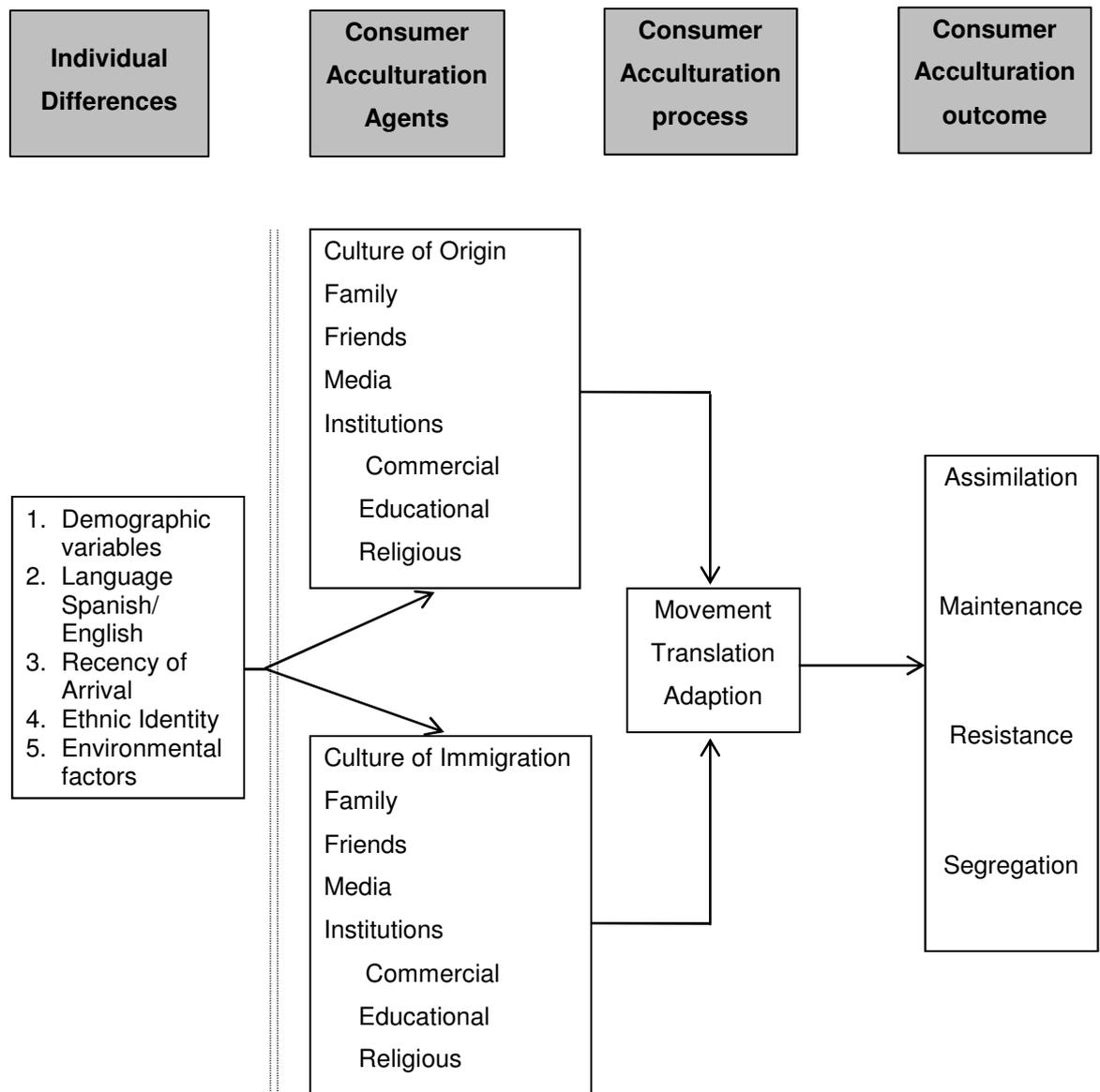
Consumer acculturation theory demonstrates that the acculturation process does not follow a linear pattern of progressive cultural assimilation but takes "multiple, simultaneous and less direct paths" (O'Guinn *et al.*, 1986, p.579). Although, acculturation has been defined as immigrants' "acquisition of traits of the host culture" and "maintenance of traits of the culture of origin" (Laroche *et al.* p.34), consumer acculturation considers immigrants' preference to the home cultural values as well as the host cultural values. In contrast to Berry (1980, 1997), Peñaloza (1994) avoids a fixed position of acculturation and refers to "culture of origin" and "culture of residence". Research has indicated that Haitian immigrants, for example, choose clothes and accessories that they associate with their home or host culture, and swap between the two cultures (Oswald, 1999). Consumer acculturation is a dynamic and fluid process rather than a fixed identity position (Luedicke, 2011). Oswald (1999) recognised that local and ethnic goods are used as resources for migrant identity construction. Furthermore, the influence of "acculturation agents" (Peñaloza, 1994) such as mass media can affect immigrants' acculturation outcomes (O'Guinn *et al.*, 1986). Desphande *et al.*'s insightful study (1986) demonstrates that the use of media not only differs

between ethnic and dominant consumers, but also among ethnic consumers with different strengths of “ethnic identification.” Much ethnic and immigrant consumption research published since the 1990s no longer assessed ethnicity via socio-demographics such as consumers’ country of birth, language, or surname, but through self-proclaimed identification with an ethnic group. Demographic variables are insufficient in consumer acculturation research with the changing ethnic demographics in a host country (Ogden *et al.*, 2004).

Acculturation research focused frequently on his or her identity (e.g. Jafari and Goulding, 2008; Ustuner and Holt, 2007) with the impacts on the individual consumer. Immigrants were seen as relinquishing identification with the home culture and “*progressing*” towards identification with the host society, adopting their cultural traits, values, attitudes and behaviours (Olmedo, 1979; Peñaloza, 1993). Although studies report the impact of ethnic identity on consumer behaviour (Chung and Fisher, 1999; Deshpande *et al.*, 1986; Donthu and Cherian, 1994; Hirschman, 1981; Laroche *et al.*, 1998; Phinney, 1992; Xu *et al.*, 2004), recent empirical work has moved beyond the assumption that acculturation is determined with the identity formation resulting in the acculturation outcome (“*identity position*”) (Askegaard *et al.*, 2005, p.168) which implies one degree of acculturation strategy.

The model of Peñaloza (1994, p.49) depicted in Figure 4 indicates that individual differences, demographic variables, language, recency of arrival, ethnic identity, and environmental factors have an influence on consumer acculturation behaviour. Peñaloza’s (1994) focus on the culture of origin and culture of immigration addressed the influence of “dual sets of acculturation agents” (p.49) including family, friends, media, and social and religious institutions from both cultures. Acculturation agents were originally defined as “those individuals or institutions who serve as sources of consumer information and/or models of consumption behaviour” (Peñaloza 1989, 116). Immigrants are influenced by the home and host (Oswald 1999) in their attempt to adapt to the host culture (Berry and Sam 1997; Peñaloza 1994).

**Figure 4. Empirical Model of Consumer Acculturation, Peñaloza, 1994, p. 48**



The model of immigrant consumer acculturation is based on the work of Berry (1980). Berry's concept of acculturation (outlined in Figure 3) highlights four strategy outcomes; assimilation, integration, separation and marginalisation. Peñaloza (1994) mentioned in the a priori model three strategies, Assimilate Culture of Origin, Maintain Culture of Immigration and a third mode of "hybrid culture" could emerge, characterised as "marginalisation" in Berry (1980). The assumption of a hybrid culture is based on research on Chicanos in the Southern and Western U.S. whose culture is not Mexican but also not American. The empirical model conceptualizes the acculturation process starting from the heritage culture with the host culture adaptation to the acceptance or rejection of the host culture and the maintenance or rejection of the heritage culture. Acculturation is influenced by the culture of origin and from the host culture result in

different acculturation outcomes (Peñaloza, 1994).

It can be agreed that not all cultural groups and individuals undergo acculturation in the same way. There are large variations in how cultural groups seek to engage in the process. The overall coherent preference for one particular strategy is argued in consumer acculturation, especially the linearity towards the host culture. It is assumed that individuals are partly a product of shared culture and partly a product of unique individual personality and experience (De Mooij, 2004), and not only the product of one of the cultures (Askegaard *et al.*, 2005). It is assumed that immigrants negotiate between the home and host culture and as such this affects consumption (Oswald, 1999). Acculturation studies considered outcomes of acculturation following a bidimensional model. Consumer acculturation research examined the differences between high and low acculturated consumers, and showed that high acculturated individuals are more similar to the mainstream individuals, and thus are more likely to adapt to the host (Kara and Kara, 1996). Ethnic groups' consumer behaviour differs based on the level of acculturation (Jamal and Shukor, 2014).

In the previous section and highlighted in Peñaloza's model (1994) it is mentioned that acculturation strategies vary dependant on context, and contextual factors are therefore important. Individuals may play different roles in their daily lives and that acculturation is situation dependent (Stayman and Deshpande, 1986). The next section will review contextual factors i.e. "acculturation agents" as defined by Peñaloza (1994).

## **2.4 Immigrants' Consumer Behaviour**

Research has identified important consumer acculturation phenomena; antecedents, e.g. demographics, language, recency of arrival, ethnic identity and environmental factors (Peñaloza, 1994; Oswald, 1999; Ustuner and Holt 2007), cultural models, acculturation agents (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005), and socio-cultural structures (Ustuner and Holt, 2007). Due to the effects of the multiple role demands of multiple reference cultures, uncertainty in consumer acculturation may result in an increased adoption and consumption of products associated with the new culture (Peñaloza, 1994). Although Peñaloza (1994) has highlighted "recency" of arrival in her concept, Ustuner and Holt (2007) point out that current research lacks consideration of time and recency of arrival and needs to be considered in the analysis. The acculturation process is accepted as an enduring process. Socio-Demographic variables (age, social class, gender, work status, language ability, recency of arrival) are important and are

highlighted in consumer acculturation research. However, it is argued that demographics alone are insufficient (Ogden *et al.*, 2004, Cleveland *et al.*, 2011).

The role of “dual sets of acculturation agents” (Peñaloza, 1994, p.49), particularly the media from both cultures, is acknowledged, with Oswald (1999) referring to two distinct agent groups, “*home*” and “*host*”. There is a belief that the cultural impact on consumer behaviour is non-generalisable (Cleveland, Laroche, Ranim, 2013), given the uniqueness of certain subcultures located in particular national settings. Some cultural differences prevail and may even get more pronounced in time affecting consumer behaviour of these immigrant groups (Levitt, 2009).

Peñaloza (1994) examined Mexican immigrant consumers in the United States and found that the impact of the consumer environment in the United States affected Mexican immigrant “consumer acculturation”. The behaviour of Mexican immigrants related to the purchase and usage of products and services, such as clothing, cars, and money in a bank account, corresponded to that of the American culture. This may also relate to later generations and the degree of high and low acculturation, who are more exposed to and influenced by the host country and their behavioural patterns and are more likely to resemble those of the host country (Kwak & Berry, 2001). Later generations generally are fluent in the host language and are more exposed to the values at school, to same aged friends/peers, as well as exposure to the host media and influences of education, community, and family and friends (Despande *et al.*, 1986; Askegaard *et al.*, 2005).

Media preferences between low and high acculturated Hispanics have also shown differences. Ueltschy (1997) found that low acculturated Hispanics preferred Spanish as the language in advertisements, whereas high acculturated Hispanics preferred English as the language. In addition it is assumed that the ethnic identity (Xu *et al.*, 2004), influenced by ethnic associations and ethnic media usage, as well as the negotiation between the private and public life domain (Jamal, 2003) have an effect on consumption which counters the adaptation (e.g. assimilation) into the host culture. It is therefore assumed that home culture, i.e. restricted adaptation to the host, of ethnic consumers has a negative impact on consumer acculturation. Research into integration or the degree of acculturation (high versus low) impacting consumer behaviour within a subculture has been limited largely to the US.

The behavioural dimension of acculturation relates to immigrants’ participation in host (mainstream) and home (ethnic) related behaviours. Language has been the most

popular consideration in the behavioural dimension. The importance of language measurement has been highlighted in acculturation research with immigrant groups (Craig and Douglas, 2006; Korzenny and Korzenny, 2005; Laroche *et al.*, 2009). Language use relates to many domains, such as work, school, speaking with friends and family, watching TV and listening to music, reading newspapers and shopping (Hui *et al.*, 1992). Language measurement is important to understand the influence of acculturation impacting ethnic consumers, language measurement is important (Laroche *et al.*, 1991; Arends-Tóth and van de Vijver, 2008). A single-item measure of language use can indicate important aspects of the acculturation process of ethnic consumers. Language usage is considered one of the most important components of ethnic identity (Laroche *et al.*, 1998; Phinney, 1992), a key factor in consumer acculturation (O'Guinn and Meyer 1983; Peñaloza, 1994) and has been widely assessed across acculturation instruments (Zane and Mak, 2003). However, language may not be sufficient for all acculturating groups (Maldonado, and Tansuhaj, 2002). Language use is a good measurement and should be combined with other behaviours (Jun *et al.*, 1994; Lerman *et al.*, 2009) and may underlie other domains (O'Guinn *et al.*, 1986), for example, language at home (Valencia, 1985), with friends and family (Van de Vijver, 2007) or language of preferred media (Hui *et al.*, 1992). However, these conceptual findings have contributed to consumer acculturation knowledge, in the assessment of consumer acculturation via socio-demographics (e.g. country of birth, language and surname) (Ogden *et al.*, 2004). Immigrants' consumer acculturation within one subculture can differ as a result of acculturation or as a result of the host culture immigrants live in.

According to Luedicke (2011) consumer acculturation process affects immigrants and members of the majority culture (the host). His alternative consumer acculturation model identifies the immigrant and the mainstream consumers in a recursive system of cultural adaptation and form new identities (Askegaard *et al.*, 2005). The underlying assumption is that a migrant consumer continuously negotiates and renegotiates identity projects based on their understanding of and willingness to adopt or reject the push (pull) effects associated with multiple acculturation agents (Peñaloza, 1994). Luedicke (2011) argues that the acculturation process is not primarily voluntary. Therefore, the acceptance from the mainstream host society influences the acculturation process (Berry and Kalin, 1995; Crul *et al.*, 2013).

Host society and the majority group can become rejective and assimilative in their orientation towards cultural diversity (Verkuyten and Yildiz, 2007) demanding superior status and power and requiring immigrant consumers to conform. For immigrants, the process of sociocultural adaptation to the host culture i.e. acculturation, encloses all

aspects of their lives (Luedicke, 2011). Immigrant consumers may negatively construe such efforts as too controlling and as a threat to their group identity and culture (Verkuyten and Thijs, 1999). At the same time, immigrants often value certain aspects of host culture (Jamal 2003), wish to survive economically and become successful in the society and therefore adapt to the host culture to some degree. Therefore, it seems plausible that immigrant consumers may attach different values and importance to heritage and host culture that they value and admire most (Arends-Tóth and Van de Vijver, 2003). The preference of the home culture (or host culture) may impact immigrant consumer's acculturation and consumption choices such as the decision to consume ethnically relevant (opposite) products.

Large ethnic minority subcultures exist across the Western world (Jamal, 2003) facilitating the maintenance of the heritage culture, which reflects social processes by which immigrant consumers learn, maintain and reinforce their own heritage culture. Research suggests that immigrant consumers incorporate multiple acculturation forces into their consumption choices (Luedicke, 2011). Scholarly work (Jamal, 1998; 2003; 2005) provides support by describing the extent to which ethnic commercial institutions, community networks and religious institutions take an active interest in ethnic identity creation and reinforcement of ethnic minority consumer culture.

Immigrant consumers are more prone to consuming ethnically consistent products (food, music and dress) when the consumption context is ethnically relevant (e.g., spending time with family and hence within the context of private life domain) than when it is associated with the mainstream life domain or another ethnic group (Stayman and Deshpandé, 1989; Jamal, 2003). Empirical studies involving immigrant consumers (Arends-Tóth and Van de Vijver, 2006 and Van de Vijver and Phalet, 2004) reveal that integration is a preferred choice in the public domain, while separation is more favoured in a private domain. A migrant consumer who values heritage culture is more likely to consume heritage cultural products than a person who values host culture

In order to understand the concept of ethnic consumers with a focus on Turkish immigrants in the Netherlands, the following section will explore literature on consumer acculturation phenomena (i.e. life domain, ethnic identity, dimension, values) in relation to ethnic consumers.

### 2.4.1 Bidimensionality in Acculturation

Acculturation measurements have largely moved from unidimensional to bidimensional models (Korzenny and Korzenny, 2005; Maldonado and Tansuhaj, 2002; Yagmur and van de Vijver, 2012). It has become increasingly clear that the adaptation towards the host culture and the loss of the heritage culture are non-sequitur outcomes of immigration. Bidimensional models are usually based on two underlying dimensions: Does the immigrant want to maintain the heritage culture and does the immigrant want to establish contacts with or want to adopt the culture of the country of destination? (Berry, 1997). The bidimensional model, takes both cultures (i.e. the host and the home) into account. Acculturation categories are a function of an individual's identification with their ethnic culture and their relationship or interaction with the host culture. The bidimensional strategy can be defined as multicultural (Mendoza, 1989), however Korzenny (2008) argues against multiculturalism of an individual as this implies having several cultures in one's identity. He argues that multiculturalism is the society (i.e. the total of individuals in a society) and not the individual, and therefore an individual cannot be multicultural. Recently the bidimensional model, in which an individual maintains the home culture and simultaneously acquires the host culture is defined as bi-culturalism (Korzenny and Korzenny, 2005; Chatarraman *et al.*, 2009).

Individuals belong to a particular national culture and are subject to the conflicts and compatibilities between their own values and cultural priorities (Laroche 2007; Lenartowicz and Roth 1999). Bi-culturalism is argued to be the intermediary (Chatarraman *et al.*, 2009). Some researchers argue that bi-culturalism is not transitional, but is a final stage in the acculturation process (Korzenny and Korzenny, 2005; Chatarraman *et al.*, 2009). Research by Chatarraman *et al.* (2009) on the Hispanic market revealed that the bi-cultural segment demonstrated no differences in mainstream-relevant and ethnic product attributes. They argue that marketers may need to revise ethnic marketing strategy in future, and adapt to the growing bi-cultural segment. Immigrants may consume home as well as host culture related offerings without losing their ethnic identity (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005). Research by Cleveland *et al.* (2009) also showed that immigrants' do not lose their home culture and simultaneously may adopt host culture values, in which their ethnic identity can be retained or strengthened during the process of acculturation.

The behaviour of an individual is the manifestation of their cultural values (Steenkamp, 2001). Cultural values influence individuals' attitudes and behaviours (Steenkamp *et al.*, 1999; Gefen *et al.*, 2002; Hofstede, 1991). The cultural value in a society helps to shape

the reward contingencies to which people must adapt in the institutions in which they spend most of their time; families, schools, factories, businesses, and so forth (Schwartz, 1999). Relations among different values reflect the social dynamics of conflict and compatibility (Peñaloza, 1994). These relations are not necessarily the same as those at the individual level (Berry and Sam, 1997). Consumer acculturation research is a two level phenomenon that simultaneously occurs at the individual and the group level (Peñaloza, 1994).

Recognition has been given to the role played by immigration in changing consumer behaviour (Douglas and Craig, 1997), with acculturation moderating both culture and attitudes (Deshpande *et al.*, 1986). The process is crucial to the tandem development of new behaviours as well as the preservation of national norms within a “*micro-culture*” (Steenkamp, 2001). The role of “dual sets of acculturation agents” (Peñaloza, 1994, p49), particularly the media from both cultures, is acknowledged, with Oswald (1999) referring to two distinct agent groups, “home” and “host”. Some cultural differences prevail and may even get more pronounced, affecting consumer behaviour of these immigrant groups (Levitt, 2009). Many immigrants in Western countries come from non-Western countries, the Middle East and Northern Africa in particular. As detailed in Chapter One, diverse ethnic groups in Western countries, such as The Netherlands, are from non-Western countries such as Turkey, Morocco, Surinam, Antilles and Aruba (CBS, 2013). Other Western European countries, like United Kingdom, Belgium, Germany and France show a similar diversity of ethnic groups.

Research has shown that ethnic consumers are influenced from a bi-cultural perspective (i.e., the degree to which individuals adopt the values of the host culture while at the same time maintaining the values of their own ethnic group) (Xu *et al.*, 2004). The influence of culture is fundamental to understanding the influence on Immigrants’ consumer acculturation. Along with cultural influence, the level of acculturation can help to explain observed behaviours of immigrants. It’s likely that the culture changes are also influenced by the host country over the course of time. Therefore the effects of individuals are not only the product of the home culture. To be able to understand the consumption behaviour of immigrants it is essential to include culture when analysing the process of acculturation affecting their consumption behaviour (Jamal, 2003; Lindridge and Dibb, 2003). The two-dimensional measurement seems to be the more appropriate method of acculturation dimensions, including the host and the home culture i.e. heritage and mainstream. Acculturation can be measured in life domains and is likely to be an effective instrument (Arends-Tóth and van de Vijver (2006). The two-dimensional

measurement analyses the degree to which the individual identifies with the home and host culture independent of each other.

#### **2.4.2 Public and Private Life Domain**

In consumer acculturation, uncertainty due to the effects of multiple role demands of multiple reference cultures may result in increased adoption and consumption of products associated with the new culture (Peñaloza, 1994). Consumer acculturation relates to consumption-related skills and knowledge that are acquired as a result of contact between the two cultures. The context in which products are consumed has an impact on consumption beliefs and behaviours (Grier, Brummbough and Thorton, 2006; Cote, McCullough, and Reilly, 1985). Ethnic consumers may use ethnic-oriented products in private consumption contexts (e.g. with family) rather than in public consumption contexts (e.g. at the workplace) (Ratner and Kahn 2002; Richins 1994).

Research has emphasised the importance of covering both public and private domains in assessment procedures (Navas, Garcia, Sanchez, Rojas, Pumares and Fernandez, 2005, 2007; Arends-Tóth and van de Vijver, 2007). Public domains involve life areas where immigrants have contact with the dominant groups, such as education (Arends-Tóth, *et al.*, 2006). Private domains refer to the life within the family and personal spheres of life, such as language use with parents and socialisation patterns. The distinction between private and public life (Arends-Tóth and van de Vijver, 2007) may reveal different behavioural patterns. These differences have an influence on immigrants as a result of consumer learning processes (Despande *et al.*, 1986) influenced by education, community, family and friends (Askegaard *et al.*, 2005).

Ethnic consumers may use ethnic-oriented products in private consumption contexts (e.g. with family) rather than in public consumption contexts. In addition, ethnic consumers will use more ethnic-oriented private goods than ethnic-oriented public goods (Ratner and Kahn 2002; Richins 1994). Jamal (2003) for example, studied ethnic minority and mainstream consumers in the UK to investigate the food consumption differences between the two groups. The ethnic consumers maintained their original cultural identity both at the private and public level. At private levels, they consumed their traditional ethnic meals and celebrated their cultural/religious festivals on a regular basis. In a study of Asian Americans, research showed that the perceived parental cultural identification tended to strengthen the ethnic identity (Xu *et al.*, 2004).

Immigrant groups show more cultural maintenance in the private domain and more adjustment in the public domain. However, another study of Turkish in the Netherlands revealed differentiation between acculturation in the public and the private domains (Arends -Tóth and van de Vijver, 2007). The Turkish culture was more valued than the Dutch culture in the private domain, with both cultures being equally favoured in the public domain. A study of acculturation attitudes conducted by Arends-Tóth *et al.* (2006) among 293 first- and second- generation Turkish immigrants revealed that integration is the preferred choice in the public domain, while separation is more favoured in the private domain. This may vary depending upon: in more private spheres or domains (such as the home, the extended family and the ethnic community) more cultural maintenance may be sought than in more public spheres (such as the workplace or in politics): and there may be less intergroup contact sought in private spheres than in the more public ones.

Social beliefs and norms influence consumption consumed in public more than for those that are consumed in private (Bearden and Etzel 1982). People are more likely to consume ethnic consistent products when the consumption context is ethnically relevant than when it is associated with the mainstream or another ethnic group (Stayman and Deshpandé, 1989). While first-hand contact between individuals may produce changes in attitudes, values, and behaviours, one important component of acculturation relates to changes in cultural identity. It is widely agreed that identification with both the home country and the host country is an important component of identity in immigrant groups in consumer acculturation.

### **2.4.3 Ethnic Identity**

In understanding acculturation's impact on Immigrants' consumer acculturation, ethnic identity is considered a part of the acculturation process. Peñaloza's (1994) conceptual model of consumer acculturation lists ethnic identity as one of the individual differences that ultimately affect the level of acculturation within an individual, besides the inclusion of demographics such as age, language, length of stay within the host country, and environmental factors (Figure 4). Literature suggests that the strength of ethnic identity influences the level of acculturation (Peñaloza and Gilly, 1999). Acculturation is said not only to affect the behaviour of the immigrants, but also their ethnic identity (subjective ethnicity) (Birman, 1994). Ethnic identity and acculturation are even believed to influence and shape each other (Ogden *et al.*, 2004). Ethnic identity is the aspect of acculturation that focuses on the subjective sense of belonging to a group or culture (Phinney, Horenczyk, Llebkind and Vedder, 2001).

Ethnic identity could be viewed as a process that involves perceptions, cognition, affect, and knowledge structures about how a person thinks and feels about himself and others in the society (Cuellar, Nyberg, and Maldonado, 1997; Tajfel, 1981). Ethnic groups are "...any group which is defined or set off by race, religion, or national origin, or some combination of these categories" (Gordon, 1964, p.27). Consumer acculturation is a process in which the immigrant consumer learns the behaviours, attitudes and values of a culture that are different from those of their culture of origin (Lee and Tse, 1994; Ogden *et al.*, 2004). The shared identity of a group of people (i.e. nationality, religious affiliation and language (Forney, 1981) is defined as ethnic identity. Ethnic identification is often used to describe individuals within ethnic groups

Ethnic identity can be used as a measure in the study of consumption (Deshpande *et al.*, 1986; Ogden *et al.*, 2004) and used in acculturation scales as an indicator of the degree of acculturation (Laroche *et al.*, 1990; Hirschman, 1981; Deshpande *et al.*, 1986; Donthu and Cherian, 1994). While ethnic identity and acculturation are related and affect immigrants' adaptation, research on their relationship is inconsistent. Some view ethnic identity as influenced by acculturative changes in the new culture over time (Ward, Furnham and Bochner, 2001). Others argue that ethnic identity affects acculturation (Peñaloza, 1994). Consumer research indicates that the strength of ethnic identification significantly impacts on the consumption of varied products (i.e. ethnic apparel, food, soft drinks, entertainment). The studies of Laroche *et al.* (1998) and Xu *et al.* (2004) have found that higher levels of ethnic identity positively affect the consumption of ethnic products. The study of Donthu and Cherian (1994) with Hispanic consumers revealed higher loyalty towards brands used by family and friends, as compared to Hispanic consumers with low ethnic identification. This provides valuable information in line with Peñaloza's (1994) argument against assimilation. People are more likely to consume ethnic consistent products when the consumption context is ethnically relevant than when it is associated with the mainstream or another ethnic group (Stayman and Deshpandé, 1989).

To divide the markets into national culture is insufficient and research cannot use the culture of origin only. It is more important to understand the acculturation process, as the preference can take any direction of acculturation influencing consumer behaviour. Consumer acculturation is of importance, specifically to the understanding of how immigrants display culturally defined consumption skills, knowledge, attitude and behaviours. Due to acculturation, immigrants can display a unique cultural style in different life domains. Thus, consumer acculturation is dynamic and an understanding of cultural values is needed.

#### 2.4.4 Cultural Consumption Values

Immigrants' relations with home and host culture can change their consumption choices (Cleveland and Chang, 2009). The main concern in consumer acculturation, specifically for immigrants' consumer behaviour, is the cultural level and the change of culture over time (maintaining the cultural heritage values or the host culture) influenced by the host country immigrants live in. National culture must be of influence, however this unit of analysis excludes studies that test the generalisability of frameworks across nations or cultures (Engelen and Brettel, 2011). Ethnic groups have different cultural values due to their countries of origin (Hofstede, 1991). Some examples of differences in cultural value orientations that may be related to differences in consumer acculturation processes are individual versus group (Schwartz, 1992; Peñaloza, 1994). Cultural values are mirrored in learning processes and behaviours within a given culture (Rotheram and Phinney 1987). Despite the recognition of the power of ethnic groups in determining the behaviour of consumers among marketers (Holland and Gentry, 1999), there is still very little research being carried out on how consumer values in different ethnic cultures influence consumer behaviour, especially among the non-Western immigrants in Western countries.

The effects on individuals' values are not only the product of the home country. Immigrants can "swap" between culture identities. As such, cultural values are also influenced by the host country over the course of time (Oswald, 1999; Askegaard *et al.*, 2005). Steenkamp (2001) has stated that important patterns of the national culture are preserved within a "micro-culture" as well as developing their own unique patterns of dispositions and behaviour. The cultural value system is affected by the social and cultural groups the consumer is involved with (Peñaloza, 1994; Luna and Gupta, 2001). Cultural values influence individuals' attitudes and behaviours (Steenkamp *et al.*, 1999; Gefen *et al.*, 2002; Hofstede, 1991). The individuals' preference for one cultural orientation over another (e.g. consumer learning processes of immigrants) or a hybrid culture may exist (Despande *et al.*, 1986; Wallendorf and Reilly 1983). A hybrid culture, also termed as bi-culturalism, is the choice in which immigrants form a new culture with blends of the culture of origin (home) and the culture of migration (host) (Wallendorf and Reilly, 1983; Peñaloza, 1994; Korzeny and Korzeny, 2005).

To understand and examine the cultural influence on Immigrants' consumer acculturation and to capture the core of the immigrants' culture, adoption of only national culture is not sufficient. The re-classification of immigrants' culture, to examine their "new" culture, will be valuable in understanding the influence on consumption. As Firat and Venkatesh

(1995) remarked, “*all consumer behaviours (are) primarily sociocultural phenomena that must, therefore, be discussed in sociocultural terms*” (p.4), taking into account that culture also includes beliefs and values. The dual role of the host and the home culture (Oswald, 1999) in a particular context (e.g. within the mainstream and ethnic group) causes differences in consumption (Jamal, 2003). The process is crucial to the tandem development of new behaviours as well as the preservation of national norms within a “*micro-culture*” (Steenkamp, 2001). Micro-cultures develop their own patterns within the acculturation process, influence consumption (Steenkamp, 2001) and provide another combination of cultural practices (Askegaard *et al.*, 2005).

A study of Hispanic families demonstrated that the second-generation and younger immigrants adjust more to the majority culture and display weaker family norms than first-generation and older immigrants (e.g. Sabogal, Marin, Otero-Sabogal, VanOss Marin, & Perez-Stable, 1987). Other studies reported that family relationships were strengthened during the process of acculturation. For example, acculturated Mexican Americans reported more contact and support among family members and hold on to their Mexican identity (e.g. Keefe & Padilla, 1987). Cultural awareness is shown to decrease substantially from first to second generation Mexican-Americans and continued to decline gradually; however ethnic loyalty showed only a slight decrement over the first two generations and then remained fairly stable. In contrast, Atkinson *et al.* (1983) described changing patterns over three generations of immigrants, noting that the first generation is often separatist, retaining a strong identity with the heritage culture; the second generation more closely approximates to the host culture; and the third generation often identifies with the host culture. In contrast, the third generation is referred to as “*reaffirmationists*” with a renewed interest in ethnic customs, values and behaviours (Ward *et al.*, 2001).

Consumption values emerging from an individual’s culture are difficult to measure (Peñaloza, 1989). Value-expressive goods can be regarded as a vehicle for carrying cultural meaning, and therefore symbolic meaning, of self-identity. Research can examine consumer acculturation outcomes based on culture (McCracken, 1986). Craig and Douglas (2006) argue that the change in culture i.e. the extent to which immigrants adopt the host culture, should be examined on the individual level, in which culture mediates the individuals’ behaviour in specific life domains. The literature review so far suggests that culture has an important influence on consumer behaviour and therefore on the purchase of products and services. It is also clear that culture has a fundamental role to play in the consumer acculturation process.

#### 2.4.5 Bi-Culturalism

Immigrants face new life situations and are exposed to the prevailing value priorities in the new (host) country. The value priorities of the latter may be opposite to the values of the immigrants' home country. A key reference for Hispanics is family (Peñaloza, 1994), inferring collectivism. For example, non-Western immigrants from a collectivistic society in origin are likely to emphasise conservation values, whereas the conflicting dimension of openness-to-change is considered more important in the individualistic Western countries (Schwartz, 1992; Steenkamp *et al.*, 1999). These value priorities have an influence on consumer behaviour. A key element in conservation values is religion. The influence of religion on consumption and acculturation is often overlooked (Lindridge, 2005; 2009; Jafari and Suerdem (2012). Although economic development leads to a shift, traditional religious values remain strong (Inglehart and Baker, 2000). Many non-Western immigrants in Western countries came from agrarian societies in which religion was important. As such, religious individuals are prone to translate their internal religious beliefs into external consumer behavioural activities. Values concerning religion also have a big influence on an individual. Beliefs based on their religion influence attitude as well as behaviour. As Christians would rather spend their free time alone, Muslims prefer to have in-group performances. Although it is acknowledged that religion is an important factor to consider, this is outside the scope of this study, as indicated in the introduction of this chapter.

Values research also supports the affiliation of an individual to a group and/or society. It serves as orientation in complex social fields and facilitates smooth and effective interaction among members (Bittner and Reisch, 1994; Thomas, 1993). There is recognition that a key characteristic is the benefits derived from a product or service by an individual sub-group of consumers (Aaker and Fournier 1995). Immigrant consumers acquire the "*skills and knowledge relevant to engaging in consumer behaviour*" in a foreign cultural context (Peñaloza 1989, p.110). Differences extend beyond language and include culture and habits compared to the majority of the population (Erdem and Schmidt, 2008). However, changes in values may occur because of education and economic development (Schwartz, 2005). Moreover, values may change as a result of psychological changes and adaptation to new life situations. For example, values attached to marriage were particularly strong amongst immigrants from the first-generation compared with their counterparts one generation on (Arends-Tóth and van de Vijver, 2009). Both family values and loyalties were recognised as being stronger for the first-generation immigrants compared with their host counterparts. The second generation did not differ from the Dutch mainstream and as such, representing another indicator of

acculturation shift (Arends-Tóth and van de Vijver, 2008). There is trend evidence that ongoing generations exhibit greater adaptation and identity with the chosen “*host country*” compared to their predecessors, with some associated loosening of their ethnic culture, although connection to it remains strong in absolute terms (Arends-Tóth and van de Vijver, 2004).

In contrast to the above, there is evidence that relatively strong family ties between generations have been retained within Asian families compared with their Western counterparts, although there is a desire for greater freedom in subsequent generations. Importantly, the nature and magnitude of these differences are also specific to particular ethnic sub-groups (Kwak and Berry, 2001), and as such, the varying minority populations cannot be treated as single, homogeneous entities. This is in line with Arends-Tóth and van de Vijver (2009), who witnessed differences in attitudes by ethnic sub-groups relating to the family and associated roles and relationships, the ranking of which further correlates with their esteem amongst the established population. Links between private and publicly demonstrated perceptions of self-worth also differ between generations and by ethnic grouping (Wiley *et al.*, 2008). In examining the four largest ethnic subgroups in the Netherlands (Turkish, Moroccan, Suriname and Antillean) Arends-Tóth and van de Vijver (2009) found significant differences in cultural values among these subgroups in which the Turkish revealed the highest score on traditional values. Values attached to marriage were particularly strong amongst first-generation Turkish immigrants in the Netherlands, compared with their counterparts one generation on (Arends-Tóth and van de Vijver, 2009).

Many argue that the children of immigrants are unlikely to engage with the same intensity and frequency in their ancestral homes nor will they be as influenced by home country values and practices. Levitt (2009) argues that home country influences cannot be entirely discounted as well as not maintained to the same level of activism in their home country (Levitt, 2009). The study of Arends-Tóth and van de Vijver (2004) showed that Turkish immigrants, for example, emphasised the importance of both Dutch and Turkish culture in their lives (thereby supporting the popular notion of integration), but the importance varied across domains: adjustment to Dutch culture was more emphasised in the public domain, while maintenance of Turkish culture was emphasised in the private domain (Arends-Tóth and van de Vijver, 2004). An individual's preference for adaptation and cultural maintenance may vary across life domains (Keefe & Padilla, 1987; Kim *et al.*, 2001), thus supporting the bidimensionality in consumer acculturation research. The effects on individuals' values are not only the product of the home country. It is likely the values are also influenced by the host country over the course of time (Kara and Kara,

1996). Immigrants are influenced by the home and host (Oswald, 1999) in their attempt to adapt to the host culture (Berry and Sam 1997; Peñaloza 1994).

Research indicates that immigrants are influenced by more than one culture (Østergaard and Ger, 1998; Sandıkçı and Ger (2010). It is necessary to include home as well as the host culture in the study of Immigrants' consumer acculturation (Peñaloza, 1994). Non-Western immigrants face new life situations and are exposed to the prevailing cultural values in the new (host) country. Human values serve as guiding principles in the life of a person or social entity. Including human values for Immigrants' consumer acculturation would be valuable in the development of marketing strategies. Related research should therefore focus on values; what they mean, how they evolve and how they are manifested in products as perceived by target consumers (Allen, 2001).

#### *2.4.5.1 Measurement of Values*

The impact of national culture on consumer behaviour is widely accepted in cross-cultural marketing (see section 2.3). The literature supports the conceptualisation of culture that is most appropriate for undertaking subcultural research. In ethnic marketing, the use of national culture as the unit of analysis is argued (Luna and Gupta, 2001; Craig and Douglas 2006; Laroche *et al.*, 2007; Engelen and Brettel, 2011). Cultural differences are a general explanation for differences in value priorities (Schwartz (2006). Individuals in a society are socialised to internalise the values of that society. However, when people such as immigrants live in two cultures, a Western culture (host culture and public domain) and a non-Western culture (home culture and private domain), the value priorities are likely affected by both cultures (Peñaloza, 1994). The substantial meaning of culture lies in the forms of perception and methods of thinking which shape the feelings, experience and behaviour of individuals. Schwartz's (1992) model is based on human values and his framework is based on empirical analysis of country-level responses from large groups of people. Value emphasis expresses conceptions of what is good and desirable and may be the most central feature of culture. Schwartz (1992) defines values as desirable, trans-situational goals varying in importance that serve as guiding principles in people's lives. The items are broader than Hofstede's work-related items. Schwartz's items were developed to measure individual-level value dimensions. The strong theoretical foundations offer great potential for marketing research (Steenkamp, 2001; Craig and Douglas, 2006).

Identifying relationships between values and consumer behaviour could play an important role in explaining the acculturation process, which suggests that underlying

values are influenced by acculturation and motivate consumers' behaviour (Luna and Gupta, 2001). Understanding these underlying values and motives would be particularly useful for understanding the target market and implement strategies e.g. marketing communication of product attributes, better addressing consumers' needs and desires.

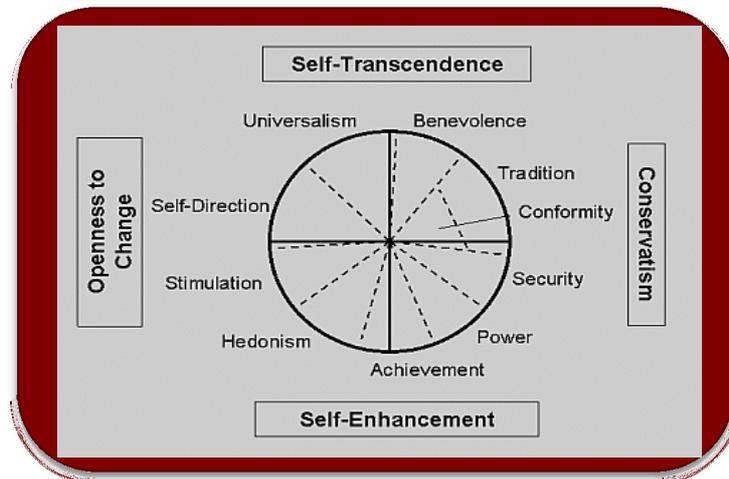
All value types are present in a person, though the relative importance may vary between individuals. The combination of the importance of all values are related to variables like attitude, behaviour, and group membership. A particular value may be very important to one person but unimportant to another. For example, one value for immigrants is the strong identification with the habits and language of their ancestors. Family values, for example, have great importance in some cultural groups. Parents from individualistic countries raise their children towards independence, whereas parents from collectivistic countries prefer their children to live in the parental home until they get married. Values support the affiliation of an individual to a group and/or society. They serve as orientation in complex social fields and facilitate smooth and effective interaction among the members (Bittner & Reisch, 1994; Thomas, 1993).

Schwartz (2006) found significant differences between Western and non-Western countries. For example, Schwartz (2006) examined cultural value orientations in Western Europe and the Muslim Middle East. His research showed that important values in Western Europe are broadmindedness, curiosity, creativity, pleasure, and an exciting and varied life. Important values in the Muslim Middle East countries are tradition, security, social order, obedience, wisdom, ambition, success, power, authority, and wealth. Western countries emphasise openness to change and self-transcendence, whereas non-Western countries emphasise conservation and self-enhancement. Societal emphasis on the cultural orientation at one pole of a dimension typically accompanies a de-emphasis on the conflicting pole (Schwartz, 2006).

Values of individuals represent central goals that relate to all aspects of behaviour and are directly influenced over the course of time by experiences in changing ecological and socio-political contexts. Schwartz's value dimensions represent individualistic or collective values or a combination of the two (Schwartz, 1992, 1994, 2006). In order to understand the conceptual organisation of value systems, Schwartz (1992) developed a theory of the dynamic relations amongst these value types. He postulated that each type of value have psychological, practical, and social consequences that may conflict or may be compatible with the pursuit of other types. For example, pursuing achievement values may conflict with pursuing benevolence values: seeking personal success may obstruct actions aimed at enhancing the welfare of others. Competing value types emanate in

opposing directions from the centre; complementary types are in close proximity around the circle (Figure 5).

**Figure 5. Theoretical Model of Relations Among Ten Motivational Types of Value, Schwartz, 2012, p. 9**



The circular structure in Figure 5 portrays the total pattern of relations of conflict and congruity among values. The entire circle of values constitutes a motivational continuum. Competing value types emanate in opposing directions from the centre; complementary types are in close proximity around the circle. The further away around the circle any two values are located, the more dissimilar motivations they express (Schwartz, 1992). The value type indicates that some values can be compatible, while others are opposite of each other. The total pattern of conflict and compatibility among value types yielded the theoretical structure of value systems portrayed.

Pursuing value types are the opposite of each other, causing a conflict between values (Schwartz, 1992). The simultaneous pursuit of these value types is compatible because both involve intrinsic motivation for openness to change. Stimulation emphasises challenge, risk, and change and is located opposite of conformity, security and tradition emphasizing self-restriction. Simultaneous pursuit of both groups of value types would give rise to psychological and social conflict (Schwartz, 1992). Because value types form an integrated motivational structure, Schwartz further postulated that the value types relate as a total system to other variables of interest; attitudes, behaviours, group membership, etcetera. (Schwartz, 1996).

The natural way to pursue values is to behave in ways that express them or promote their attainment. Each individual holds values with varying degrees of importance. A particular value may be very important to one individual but unimportant to another. Giving importance to power values, for example, implies striving for power at work, at home, with friends, and so forth (Bardi and Schwartz 2003). People pursue security values by acting in ways that promote their personal safety, and they pursue hedonism values by engaging in pleasurable activities. Most behaviour can express more than one value. The combination of the importance of all ten value types seems related to variables such as attitudes, behaviours and group membership. The crucial aspect that distinguishes among values is the type of motivational goal they express.

The bipolar dimension of self-enhancement versus self-transcendence:-

*“arrays values in terms of the extent to which they motivate people to enhance their personal interests (even at the expense of others) versus the extent to which they motivate people to transcend selfish concerns and promote the welfare of others, close and distant, and of nature” (Schwartz, 1992, p.236).*

Self-transcendence encompasses the value types of universalism and benevolence. Benevolence focuses on concern for the welfare of all people and for nature. Underlying the self-enhancement pole are the value types of power and achievement. The motivational goal of power is social status, prestige, and control over people and resources. The defining goal of achievement is personal success through demonstrating competence. Individuals pursue tradition values by acting in ways that promote family ties, and pursue self-direction values by choosing their own goals.

When domains are adjacent to each other, such as benevolence and universalism, this means that these values likely occur together. When domains are located opposite each other (such as tradition and hedonism), conflict between these value types exists. An individual cannot pursue both value types at the same time. For example, individuals who give much importance to following the customs handed down by their religion or family (tradition) will be less open to making their own decisions about what to do, and not to depend on others (self-direction). Thus, pairs of compatible value types are located adjacent to each other, whereas conflicting value types are situated opposite each other. In addition to the types, Schwartz defined four higher order value dimensions (openness-to-change, conservation, self-enhancement, and self-transcendence). These higher order dimensions are often described in pairs; openness versus conservation and self-enhancement versus self-transcendence.

Marketers often assume that immigrants have cultural values prevailing from the country of their ancestors. Research has shown that some values, e.g. religion, remain and acculturation attitudes towards the heritage culture are preferred (Lindridge, 2005, 2009; Cleveland *et al.*, 2013). According to Craig and Douglas (2006) immigration is causing a change in consumer behaviour and immigrants change the culture itself when they acculturate. Differences in consumption patterns were found between people of various ethnic groups (e.g. Haitian-American, Mexican-American, Greenlandic-Danish, Turkish-German immigrants), in which ethnic groups have different cultural values (e.g. Gentry, Tansuhaj, Manzer and John, 1988). In examining three ethnic groups in Singapore (Chines, Malays and Indians) Jung and Kau (2004) showed significant differences of traditional values among the ethnic groups. Although significant differences were found, the remaining cultural dimensions did not support the cultural influence on consumer behaviour. Jung and Kau argue that this may be the lack of validity of the Hofstede dimensions and usage for consumer behaviours (Fletcher and Fang, 2006). Hofstede's dimensions were not developed in the context of consumer behaviours. The effects of the social structural variables associated with national value priorities can be considered as supplementary explanations of the differences in value priorities of immigrants.

The importance people attribute to their personal values depends on the prevailing cultural orientations in a society. People belong to a particular national culture and are subject to the conflicts and compatibilities between their own values and cultural priorities (Steenkamp *et al.*, 1999). The individual-level measurement of culture is thought to be the most appropriate for ethnic consumer research. The cultural value system is affected by the involvement of the social and cultural groups of the consumer. According to Craig and Douglas (2011) the first step is to define the unit of analysis and emphasise that research on culture must be specified with the role of culture:-

*“this step is particularly critical as the concept of “national culture” is becoming increasingly less relevant and the appropriate culture unit for examination is often a smaller, more homogeneous grouping within a given geographic location” (p.625).*

Measurement on the individual level adds further value and insight to a fuller understanding of the differences between immigrants and non-indigenous individuals. As pointed out earlier, the individual level measurement aims to provide an understanding of the role of consumer values in the process of acculturation and behaviour. As indicated in Chapter One, the Netherlands is particularly suited to research of this nature because of its cultural diversity i.e. multicultural country. Acculturation indicators, with basic cultural measures, i.e. values, can improve the

operationalisation of acculturation and explain basic attitudes, beliefs, and behaviours (Cuéllar, Arnold and Maldonado, 1995). Accordingly, the focus of acculturation is the extent to which immigrants behave towards the host society but also appreciate their cultural heritage (Marin and Gamba, 2003). From the perspective of the assimilation of immigrants, cultural heritage will be lost and adaption of the host values assumed. From the integration perspective, both cultures will influence consumers, therefore suggesting that immigrants will be culturally sensitive. This requires examination of the specific values in order to develop adequate strategies to target this segment.

## **2.5 Gap in Theory**

Consumer acculturation theory has developed useful and profound knowledge of ethnic subcultural consumer behaviour. Existing concepts of immigrants' consumer acculturation mainly focus on understanding the concept of acculturation strategies and state one outcome, which is that acculturation does not lead to assimilation (Peñaloza, 1994; Oswald, 1999). Askegaard *et al.* (2005) has contributed to the post-assimilationist perspective in a non-North American context. Assimilation assumes that individuals will gradually lose their ethnic identity. Ethnic consumers do not take a position on one acculturation category based on their culture (i.e. home or host) (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005; Ustuner and Holt, 2007).

The literature uses various phenomena to describe the ethnic consumers. However, the concept of consumer acculturation research showed a gap in the operationalisation and conceptualisation of the concept. This gap is also acknowledged in recent literature. An analysis of the content of the most respected journals in the field (Journal of Consumer Research (JCR), Journal of Marketing (JM), Journal of Marketing Research (JMR), European Journal of Marketing (EJM), International Market Research (IMR), International Journal of Research in Marketing (IJRM), Association of Consumer Research (ACR) and Journal of Business Research (JBR) showed that research with ethnic consumers is underexplored. Since the year 2000, less than 150 papers have been published in these journals. Furthermore, references of these papers are lacking in recent literature. Overall, the papers are biased towards the US, Canada, and Australia, with an increased interest in enhancing ethnic consumer' research in the UK. Professor Padilla (2015) indicated at the Ethnic Marketing Conference in Montreal, Canada that acculturation research with ethnic consumers lacks in recent operationalisation of acculturation research.

The literature review found that the first limitation is the use of acculturation measurements of the 20<sup>th</sup> century in 21<sup>st</sup> century research. Secondly, acculturation levels and outcomes are old instruments from the '80s and '90s. Immigrants can prefer all four outcomes of acculturation in their consumption choice, but differ in their life domain because acculturation is context-sensitive. Research should enhance consumer acculturation and ethnic marketing in any subgroup. Ethnic marketing is distinct from cross-cultural and multicultural marketing (Cui, 1997). Therefore creating marketing strategy to reach an ethnic target group and reach ethnic consumers requires operationalisation and conceptualisation of Immigrants' consumer acculturation models with new instruments that add to knowledge.

Firstly, authors agree to consider the bidimensional measurement approach to ethnic consumers, and therefore, Immigrants' consumer acculturation research. The bi-cultural approach is central to the home and the host culture. Secondly, the extension of two dimensions appears to differ in literature. The domains, ethnic identity and media usage are applicable, but not equal to all groups. The concept of acculturation depicts an independent process of the home and the host (Berry, 2009). Research shows a gap based on the methodological approach to conceptualise consumer acculturation. Studies on Immigrants' consumer acculturation and integrative concepts remain underdeveloped (Lerman *et al.*, 2009). Any subcultural or ethnic study provides different outcomes of consumer acculturation (Askegaard *et al.*, 2005; Ustuner and Holt, 2007; Jafari and Golding, 2008). The complexity in consumer acculturation research and difficulties in the operationalisation of the concept has made their application difficult (Luedicke, 2011). This is mainly due to the lack of a framework from which to study consumer acculturation.

Consumer marketing literature encompasses geographic, demographic, decision-making process, behaviour, personality, lifestyle, psychographic, segmentation, etcetera. (e.g. Aaker and Fournier, 1995; Kotler, 2003; Jung and Kau, 2004). These different approaches make it difficult for marketers to select and implement strategies in order to treat consumers as a heterogeneous group instead of homogeneous (Bock and Uncles, 2002). Holland and Gentry (1999) state that:-

*“companies targeting an ethnic market do not limit themselves merely to the use of the group's native language in their advertisements, but draw on a full range of communication tools and cultural symbols” (p.5).*

Language use is a good measurement, however, it should be combined with other behaviours (Jun *et al.*, 1994; Lerman *et al.*, 2009) and may underlie other domains (O'Guinn *et al.*, 1986). For example, language at home (Valencia, 1985), with friends and family (Van de Vijver, 2007) or language of preferred media (Hui *et al.*, 1992). Today, most ethnic subcultures have access to at least one mother-language television station, as with satellite-TV broadcasting services and internet, ethnic subcultures are reached (Craig and Douglas, 2006).

Literature suggests that the strength of ethnic identity influences the level of acculturation (Peñaloza and Gilly, 1999). In understanding the process of acculturation's influence on immigrants' consumer behaviour, ethnic identity is considered as part of the acculturation process. Ethnic identity has been measured in studies of consumption (Deshpande *et al.*, 1986; Ogden *et al.*, 2004) and used in acculturation scales as an indicator of the degree of acculturation (Laroche *et al.*, 1990; Hirschman, 1981; Deshpande *et al.*, 1986; Donthu and Cherian, 1994). Palumbo and Teich (2004) argue that minority groups in Europe will not lose their identity gradually and assimilate, but rather that immigrants will in fact hold on to parts of their culture even though they will accept and adapt to European ideals and values. Ethnic identity has shown a widespread role, which varies among group members (Oswald, 1999; Xu *et al.*, 2004; Cleveland and Chang, 2009; Cleveland *et al.*, 2013).

Culture has been identified as the biggest and most powerful influence in cross-cultural consumer behaviour (Cleveland and Laroche, 2007). Marketing research emphasises that the inclusion of culture is advancing academic discipline (Steenkamp, 2005; Douglas and Craig, 2006). The patterns of national culture help explain the differences in consumer behaviour across nations and these differences in adoption are ascribed to individual nations' cultures (De Mooij, 2000; Takada and Jain, 1991). A host of variables have been shown to influence the acculturation process, including age, motivation for migration, social support, and ideologies in the host country about how immigrants should adapt (Berry, 1997, 2001). Behavioural measures include ethnic friendship (Xu *et al.*, 2004), acculturation agents (Peñaloza, 1994), ethnic identity (Laroche *et al.*, 1998; Askegaard *et al.*, 2005), and culture (Oswald, 1999). There is criticism however, that researchers have relied on a variety of instruments to measure acculturation (Lerman *et al.*, 2009). Immigrants are not equal in culture and history (e.g. non-Western and Western), ethnicity (e.g. Hispanics, Turks, Asian) and the host culture they live in (e.g. United States, United Kingdom, Denmark, the Netherlands) which all influence their attitudinal situation. Therefore, immigrants cannot be classed as equal (Arends-Tóth and van de Vijver, 2009; Luedicke, 2011). Consumer acculturation and ethnic marketing has

increased our knowledge of ethnic consumer segments. The contribution of further research and the operationalisation of the acculturation concept should enable marketers to implement marketing strategies and reach these ethnic consumers who are growing in size.

### **2.5.1 Summary**

The aim of this chapter has been to review the concept of immigrants' consumer acculturation. This has involved examining the literature on the concepts of ethnic marketing, acculturation and its influence on consumer behaviour. The review examined the literature on ethnic marketing, culture, acculturation, consumer acculturation and values.

Section 2.2 examined the concept of ethnic marketing. The concept of ethnic marketing suggests that acculturation should be studied in the consumption context of ethnic consumers within countries. This section elaborated that culture is the most influential concept in ethnic marketing and consumer behaviour.

Section 2.3 first examined the concept of acculturation. This is further examined in the context of consumption i.e. consumer acculturation.

Following the concept of consumer acculturation, section 2.4 examined and considered various factors influencing immigrants' consumer behaviour. The studies reviewed presented a bidimensional model of acculturation and identified life domains, ethnic identity and values associated with the dynamic process of acculturation influencing ethnic consumers. This section considered immigrants consumer behaviour in an acculturation context.

Section 2.5 outlined the gap in theory and therefore, the literature review on acculturation, consumer acculturation and values provides a theoretical background for the next section, which presents a conceptual framework for the research and introduces the hypotheses.

Based on the literature review, the following will be used to design the concept of the impact of acculturation on Turkish-Dutch immigrants in the Netherlands, Immigrants' consumer acculturation and the hypotheses for this study. To understand the complex phenomenon of Immigrants' consumer acculturation fully and to develop the concept, the

objective is to assess consumer acculturation phenomena i.e. dimensions (Turkish and Dutch), domains (private and public, language, friendship), ethnic identity and media usage. Some of the relevant theoretical issues will be repeated for the development of hypotheses in order to achieve greater coherence in the presentation of the study. The hypotheses will address the gaps found in literature. Firstly, a scale of acculturation from psychology will be applied, including the bidimensional measurement of life domains, to have an integrative approach to measure acculturation (Ogden *et al.*, 2004; Van de Vijver, 2006). Secondly, individual values (i.e. reference to country of origin and country of host) is addressed to examine bi-culturalism (Kara and Kara, 1996). The concept of home and host culture (Oswald, 1999) is compared to examine the culture influence on immigrants' acculturation impacting consumer behaviour. Ogden *et al.* (2004) argued the lack of integrative approaches to measure acculturation and empirical research is required to identify indicators of consumer acculturation and to test the validity of scales. This study uses several measures, including demographics, use of language in communications, ethnic identity, media consumption, as well as individual values, as the antecedent of consumer behaviour, and simultaneously to operationalise consumer acculturation. A study of ethnic consumers like the non-Western Turkish in a mixed society such as the Netherlands, a Western country, is largely under-explored.

## **2.6 Immigrants' Consumer Acculturation**

The acculturation research in consumer behaviour established in the literature recognises the limitations and challenges for future research (Ogden *et al.*, 2004; Luedicke, 2011). The complexity in measurement has led to a variety of measures and made their application difficult. According to Lerman *et al.* (2009) a framework to study consumer acculturation can be found in cultural psychology. The bidimensional acculturation measurement scale developed by Van de Vijver (2006), inspired by Berry's model of acculturation (1980), is useful. The Berry model is extensively adopted in marketing literature (Askegaard *et al.*, 2005; Holland and Gentry, 1999; Ogden *et al.*, 2004). The measurement scale of Van de Vijver (2006) is an assessment of an individual's acculturation using a two-statement measurement (home and host) method with separate scales for a set of domains (public and private). Acculturation research should be advanced and develop standardised and acceptable measurement methods (Ogden *et al.*, 2004). The theory based two-statement measurement tool (independent measurement of acculturation dimensions in the mainstream and heritage culture), including different domains and situations, has the potential to increase the role of acculturation in consumer behaviour. The purpose of this thesis is to examine the impact

of the bidimensional model of acculturation and seeks at the same time to determine the influence of the identified context of acculturation on immigrants' consumer behaviour.

Two cultural issues underlie the framework of consumer acculturation; cultural maintenance, and contact and participation with the host cultural group. The terminology of the acculturation outcomes are defined as assimilation, integration, separation and marginalisation (Berry, 1997; Peñaloza, 1994). Acculturation is based on the issues of "maintenance of the home culture" and "contact and participation with the host culture". Consumer acculturation occurs throughout everyday experiences of individuals, in public and private domains, at work and social occasions, adapting to the consumption values from the home to the host culture. This determines the relationship of an individual and the degree of identification with the ethnic and host culture. Some research considers the levels of acculturation and their effect on consumer behaviour (Kara and Kara, 1996; Owenbey and Horridge's, 1997; Rajagopalan and Heitmeyer, 2005). The levels of high and low acculturation in this research indicate that low levels of acculturation show higher levels of involvement in ethnic behaviour. Acculturation outcomes refer to categories based on consumers' involvement in both host and home culture. Acculturation outcomes in consumer behaviour research can be used to extend studies and compare groups within a subgroup (Maldonado and Tansuhaj, 2002). Higher levels of acculturation show lower levels of ethnic behaviour. However, these studies show a gap in explaining the consumer behaviour of individuals who are between the two extremes of high and low acculturation. Other research considers various outcomes of acculturation and their implications for marketing. Acculturation outcomes in consumer behaviour research with Berry's model (Peñaloza, 1994; Maldonado and Tansuhaj, 2002; Korzenny and Korzenny, 2005) were found to be useful in segmentation. This is valuable knowledge for marketers in order to implement effective marketing strategies to reach ethnic consumers. Acculturation outcomes have the advantage of differentiation between high and low acculturated individuals and those who are between these extremes.

The focus of this study is to examine and compare the effects of acculturation on the consumer behaviour of this ethnic consumer group. Different ethnic groups are expected to have different acculturation attitudes and behaviour and other aspects of identity and values. Based on this, the first stage of analysis is to identify the domains for the Turkish immigrant consumers. The aim is to identify the domains, which impact ethnic consumers in their acculturation process, instead of differentiating between high and low levels of acculturation. Furthermore, the purpose of this study is to operationalise and conceptualise consumer acculturation to immigrants' consumer behaviour. The

relevance of life domains, given the importance of implementing marketing strategies, assumes that immigrants cannot be placed in one continuum. Instead, the impact on consumption is related to the importance immigrants' attribute in their life domains as well as ethnic identity. This study considers examining individual values. Individual values may vary and result in differences in acculturation (Ogden *et al.*, 2004) and life domains. It is interesting to consider whether identified acculturation processes with the inclusion of individual values could be differentiated in terms of domestic and mainstream food and entertainment consumption patterns. This study will take note of the differences of bi-culturalism in Immigrants' consumer acculturation.

Following the review of literature, it is acknowledged that acculturation outcomes are not static. Secondly, the host cultural context may differ in one subculture and result in different consumption-related acculturation outcomes and therefore cannot be treated as a homogenous segment. To approach cross-cultural consumer behaviour, and therefore ethnic consumers, given the importance and implications for consumption patterns, acculturation processes of immigrants in any ethnic subcultural group are necessary (Barbosa and Villarreal, 2008; Kacen and Lee, 2002; Jamal, 2003; Kwon and Kau, 2004; Belk *et. al.* 2005; Luedicke, 2011) and add understanding to current knowledge (Peñaloza, 1994; Oswald, 1999; Askegaard *et. al.*, 2005; Cleveland and Laroche, 2007; Luedicke, 2011). This study responds to the call for further research into consumer acculturation for a given subculture (Askegaard *et. al.* 2005; Luedicke, 2011; Engelen and Brettel, 2011). It is acknowledged that little research has considered non-Western Immigrants' consumer acculturation in a Western context.

The purpose is to explore the bidimensional approach of acculturation with respect to the home and host culture, and the underlying variables identified in consumer acculturation literature (i.e. domain-specificity, language, ethnic identity, friendship orientation, values) with the inclusion of media usage on Immigrants' consumer acculturation. The Netherlands provides a good platform for further research on Immigrants' consumer acculturation, especially with the cultural heritage and diversity of Turkish individuals compared to Dutch individuals. The following will design the hypothesis for the present study.

Bidimensional models of acculturation examine the extent to which an individual holds onto the heritage culture (home) and the dominant culture (host). Acculturation measures attempt to determine the extent to which an individual has adapted to the dominant host culture (Ogden *et al.*, 2004). Consumer acculturation is the process in which the consumer adopts values and behaviour from the host culture different than the home

culture specific to the consumption process. However, acculturation can occur when some elements of the host culture are adopted alongside maintaining the home culture i.e. integration, and assimilation is the full adoption of the host values. Literature and different disciplines use the terms inconsistently (Ogden *et al.*, 2004). To have consistency in terminology this study terms bidimensional acculturation for the Dutch dimension as “*Dutch Acculturation*” and for the Turkish dimension as “*Turkish Identification*”.

## **2.6.1 Hypotheses Development**

### *2.6.1.1 Private versus Public Domain*

The distinction between private and public life (Arends-Tóth and van de Vijver, 2007) is of importance since these two life domains may reveal different behavioural patterns. Ethnic consumers may use more ethnic-oriented products in private consumption contexts than in public consumption contexts. If the consumption context is ethnically relevant, individuals are likely to consume ethnic products (Stayman and Deshpandé, 1989). Jamal (2003) for example, studied ethnic minority and mainstream consumers in the UK to investigate the food consumption differences between the two groups. The ethnic consumers maintained their original cultural identity both at a private (e.g. with family) and public level (e.g. the workplace). Turkish-Dutch individuals emphasise the importance of both Dutch and Turkish culture in their lives. However, this varies in life domains. Adjustment to Dutch culture is more emphasised in the public domain while maintenance of Turkish culture is more emphasised in the private domain (Arends-Tóth and van de Vijver, 2004). Consequently, this context influences ethnic consumers in their life domains and their consumption patterns. Thus, it is expected that life domains exert an influence on consumption, in which the Turkish culture i.e. Turkish identification, is more valued in both domains and the Dutch culture i.e. Dutch acculturation, only in the public domain. Therefore, it is assumed that Turkish identification has an impact on domestic consumption and Dutch acculturation has an impact on mainstream consumption.

H<sub>1a</sub>: Turkish identification has a positive impact on domestic consumption.

H<sub>1b</sub>: Dutch acculturation has a positive impact on mainstream consumption.

Ethnic Crossover is defined as “when a product intended for one ethnic minority group gains significant penetration among consumers outside that referent ethnic group”. (Grier

*et al.*, 2006, p.35). In this study, ethnic crossover is defined as “when a product intended for one ethnic group, i.e. mainstream, gains significant penetration among other ethnic groups, i.e. immigrants”. This definition is in line with Gibbs’ (1999) definition that a product designed for one target segment meets acceptance in another segment. Immigrants adjust to the mainstream culture in certain life domains. The consumer learning process, i.e. education, workforce, media, allows consumers to participate in the host culture (Maldonado and Tansuhaj, 2002). The process of acculturation in the private domain, e.g. family, exhibits a strong attachment to the host culture and impacts on host cultural behaviour (Hui et al., 1992). Simultaneously, ethnic consumers may consume mainstream products as a result of changes in their public life domains, e.g. workforce. Maldonado and Tansuhaj (2002) stated that an individual can move between the home and host culture in the process of acculturation as a result of close friendship or partnership (i.e. private life domain) with a person from the mainstream culture. In the context of this study, for a Turkish-Dutch immigrant for example, who has a partnership with a Dutch individual in their private life, this implies that the Turkish-Dutch immigrant will more likely consume mainstream products. The studies of Hutnik and Barrett (2003) concluded that all four strategies of acculturation (integration, assimilation, separation and marginalisation) occur and exist. Therefore the life domains in acculturation require further research and examination. The impact of ethnic identity on ethnic consumption is shown in previous research, however the impact of various acculturation domains on crossover are not identified.

H<sub>1c</sub>: Domestic and mainstream consumption is impacted by the culture-specific domains, Turkish and Dutch.

#### 2.6.1.2 *Ethnic Identity*

Ethnic identity is an important predictor in studying ethnic consumers (Josiassen, 2011). In a study of Asian Americans it was shown that the perceived parental cultural identification tended to strengthen the ethnic identity (Xu *et al.*, 2004). The ethnic identity of these young adults was shown to influence their consumption choices with regard to ethnic food and entertainment in general. In addition, the interaction of acculturation and ethnic identification had a positive influence. This provides valuable information in line with Peñaloza’s (1994) argument against assimilation. Laroche *et al.* (2007) emphasises the importance of children’s purchase influence (CPI) to understand family consumption behaviour. The study of CPI examined the effects of cultural adaptation of Hong Kong Chinese immigrants in Canada, including the ethnic identification and the role of acculturation. The study revealed that acculturation influenced CPI positively and ethnic

identification negatively. In addition, the interaction of acculturation and ethnic identification had a positive influence.

For many immigrants, their ethnic (national) identity has been taken for granted and often the national identity of this group is simplified and considered similar to that of the country of origin. However, immigration radically alters this perspective. Migration offers immigrants the choice to either maintain their heritage culture, adapt totally or partially to the new host culture. The dynamic process of acculturation as the result of immigration is beyond one strategy. While first-hand contact between individuals may produce changes in attitudes, values, and behaviours, one important component of acculturation relates to changes in cultural identity. It is widely agreed that identification with both the home country and host country is an important component of identity in immigrant groups in consumer acculturation. The Turkish view themselves as a “bit more Turkish than Dutch”, their children as “a bit more Dutch than Turkish” and their grandchildren as “more Dutch than Turkish” (Arends-Tóth and van de Vijver, 2004). Research indicates that the ethnic identity and the extent of acculturation (i.e. adoption to the mainstream consumer environment) of ethnic minority consumers are likely to impact on their consumer buying behaviours (Peñaloza, 1994; Jamal, 2003). Ethnic identity, with the ethnic group membership of friends, impacts on their preference for entertainment activities (Keefe and Padilla, 1987). Xu et al. (2004) has also shown that ethnic friendship orientation has a positive impact on domestic consumption, in-line with findings by Keefe and Padilla (1987) with Mexican Americans. Family, friends, media, and social and religious institutions from both cultures serve as “dual sets of acculturation agents” (Peñaloza 1994, p. 49).

Immigrants will hold on to parts of their culture even though they will accept and adapt European ideals and values. Numerous reasons exist for this phenomenon. For example, those whose physical features set them apart from the society of settlement (e.g. Koreans in Canada, or Turks in The Netherlands and Germany) may experience prejudice and discrimination, and thus be reluctant to pursue assimilation (Berry *et al.*, 1989). Nevertheless, marketers must create messages that mix both aspects of that new identity. Today, many Turkish immigrants, for example, identify with their Turkish roots and own a passport from the host country. They feel emotionally rooted in the Turkish culture, an imagined community, while they could not imagine living “*there*”. The first generation lives mostly in the home country again after retirement, whereas later generations are building a future in the host country. Research by Arends-Tóth and van de Vijver (2004) show a pattern of increasing adaptation of the Turkish immigrants to the host culture (Dutch) across generations. The fact that the first wave of Turkish

immigrants, entered in the '60s and '70s, is mainly analphabetic and cannot speak the host language, will hinder acculturation and adaptation, and causes strong identification with fellow immigrants from the same culture.

Ethnic identity indicates the level of attachment to home values and behaviours, the degree of which results in ethnic customs, home language and ethnic media consumption (Cleveland *et al.*, 2013). The context (public versus private domain) reflects the ethnic identity position (Oswald, 1999). It is expected that acculturation is influenced by the degree of ethnic identity. Therefore, acculturation agents (e.g. family, ethnic friends and ethnic media) influence Turkish individuals to hold on to their ethnic identity. Ethnic identity is sensitive to context (Cleveland and Laroche, 2007) and likely reflects the relationships of the home and the host culture. For example, ethnic friendship orientation has been shown to influence ethnic consumer behaviour (Xu *et al.*, 2004). Quester *et al.* (2001, p.8) stated that:-

*“acculturation is related to consumer behaviour; how much an individual identifies with a given ethnic group may largely determine the individual's commitment to cultural norms and the degree of influence exerted by a particular culture”.*

Similarly, Berry and Sam (1997, p.294) state that people “vary greatly in the degree to which they participate in these community changes”. The ‘reference group’ to which an individual relates is an important consideration in consumer acculturation (Peñaloza, 1994). Peers influence individuals and support maintaining the group identity (Bearden & Etzel, 1982; Xu *et al.*, 2004). Peers and reference groups impact ethnic consumers (Sekhon and Szmigin, 2011). Immigrants’ consumer acculturation is likely influenced by the identification with the home or host. Individuals who identify with ethnic (e.g. Turkish-Dutch) friends are likely to consume domestic products instead of mainstream products (Maldonado and Tansuhaj, 2002). This contributes to the formation of their values, affects ethnic identity and impacts consumption (Bearden and Etzel, 1982). Ethnic identity has shown to be ‘salient’ (Cleveland *et al.*, 2013; Oswald, 1999) and drives consumption (Peñaloza, 1994). It is assumed that ethnic identity influences ethnic identification and thus has an influence on consumption. Ethnic friendship orientation is assumed to moderate this influence (Peñaloza, 1994; Xu *et al.*, 2004).

H<sub>2a</sub>: Ethnic friendship orientation has a positive effect on ethnic identity.

H<sub>2b</sub>: Ethnic identity has a positive impact on domestic consumption.

H<sub>2c</sub>: Ethnic identity has a negative impact on mainstream consumption.

### 2.6.1.3 Media Usage

Media communicates a meaning of culture to particular consumer goods. Subcultures are distinguished by their own beliefs, values, norms, attitudes and behaviour (Gentry *et al.*, 1988). Media can activate a positive response leading to consumption by communicating the beliefs, and values of particular groups. Despande *et al.* (1986) demonstrated that the use of media differs not only between ethnic and mainstream consumers, but also among ethnic consumers. According to Peñaloza (1994) media represents an acculturation agent within consumer acculturation in line with O'Guinn *et al.* (1986) indicating that American mass media can affect immigrants' assimilation path and outcome. Devising appropriate marketing campaigns aimed at particular ethnic groupings is not simply a translation into the native language of the target audience.

Cleveland *et al.* (2013) showed that the ethnic identity of the Lebanese has a positive impact on consuming ethnic media. Erdem and Schmidt (2008) pointed to the inter-ethnic integration from a marketing perspective, alongside the use of the Turkish language and media outlets to promote goods and services for the second-generation and arguably onwards. These authors point to the cultural duality (e.g. Mexican immigrants in the US) posing a challenge to the individual, whilst the Turkish based media is seen as playing a positive role in developing trust and maintaining cultural heritage in the marketing arena. Turkish written papers, Turkish radio and Turkish television can be preferred and can influence their consumer behaviour in Western countries (Erdem & Schmidt, 2008). Cross-cultural research consistently shows that individualists' behaviour is closely linked to attitudes, and collectivists' behaviour is closely linked to norms (Bagozzi, 2000; Lee and Green, 1991). Media opens the possibility to the local communities and to the lifestyles of the countries of origin and connects the immigrants with their home country. With media and especially satellite TV immigrants are fully informed about the political and the social life in the home country. They can watch the same channels, news, and soap operas as their relatives in the home country.

There are various studies that have assessed the cultural impact on consumer behaviour and the associated influence of media (Luna and Gupta, 2001; Cleveland *et al.*, 2011). One example of differences in cultural value orientations that may be related to differences in consumer acculturation processes is individual versus group (Schwartz, 1992). Societies characterised by having the group orientation, collectivism, may have stronger influence on consumer learning than mass media, following these interpersonal sources of consumer information (Xu *et al.*, 2004). It is therefore assumed that the media

choice of the home or host impacts consumption i.e. Turkish media use impacts domestic and Dutch media use impacts mainstream consumption.

H<sub>3a</sub>: Turkish media use has a positive impact on domestic consumption.

H<sub>3b</sub>: Dutch media use has a positive impact on mainstream consumption.

Consumer acculturation theory should include cultural models of time (Askegaard, *et al.*, 2005). According to Triandis (1995) values are passed on to the next generation. Immigrants are exposed to values of the host and therefore influence consumer decisions (Peñaloza, 1994; Luna and Gupta, 2001). The differences in individual cultures may relate to consumer learning processes of immigrants (Deshpande *et al.*, 1986) influenced by education, community, family and friends (Askegaard *et al.*, 2005).

National and individual culture is typically distinguished. The cultural value in a society helps to shape the reward contingencies to which people must adapt in the institutions in which they spend most of their time; families, schools, factories, businesses, and so forth (Schwartz, 1999). The members in a society share many value-relevant social experiences and come to accept similar values. The average value priorities of societal members are due to unique experiences of heredity (Berry, Segall and Kagitcibasi, 1997). These average societal priorities point to the underlying common cultural values. Culture is therefore one of the external influences that impact consumers.

In a study of various immigrant groups and mainstream members in the Netherlands results confirmed that family values scored higher for non-Western immigrants (e.g. Turkish) with no significant differences in gender-roles. Family values are part of immigrants' cultural identity (Arends-Tóth and van de Vijver, 2009). In addition, the comparison between the first and second generation Turkish-Dutch and the mainstream i.e. Dutch, showed differences between the two groups. On the other hand, results also showed that marital values, for example, decrease across generation. Generational research with Turkish immigrants is difficult, as there are first generation immigrants classified as the first wave who entered the Netherlands in the 60s and 70s as "gastarbeiter" (guest worker). A second wave of first generation immigrants has entered the Netherlands since the 90s due to intermarriage, expat, study or as a referee.

To be able to understand the consumer behaviour of immigrants it is essential to analyse their individual values, process of acculturation and their influence on attitude and behaviour. Acculturation refers to the various ways that groups and individuals seek to

acculturate. At the group level, it involves changes in social structures and institutions and in cultural practices. At the individual level, it involves changes in a person's behavioural schedule (Berry, 2005). This research uses Schwartz's Individual Cultural Framework to operationalise culture to provide an examination of possible changes of immigrants' value priorities. The bi-culturalism of the Turkish-Dutch, thus value change of Turkish immigrants from the non-Western societies, is expected, but the exact direction of those changes is not evident.

H<sub>4</sub>: Individual values have an impact on consumer behaviour.

Based on the literature review and the above discussions in section 2.6, the hypotheses statements stated below.

H<sub>1a</sub>: Turkish identification has a positive impact on domestic consumption.

H<sub>1b</sub>: Dutch acculturation has a positive impact on mainstream consumption.

H<sub>1b</sub>: Domestic and mainstream consumption is impacted by the culture-specific domains, Turkish and Dutch.

H<sub>2a</sub>: Ethnic friendship orientation has a positive effect on ethnic identity.

H<sub>2b</sub>: Ethnic identity has a positive impact on domestic consumption.

H<sub>2c</sub>: Ethnic identity has a negative impact on mainstream consumption.

H<sub>3a</sub>: Turkish media usage has a positive impact on domestic consumption.

H<sub>3b</sub>: Dutch media usage has a positive impact on mainstream consumption.

H<sub>4</sub>: Individual values have an impact on consumer behaviour.

Bidimensional acculturation refers to the home as well as the host culture. The two distinct cultures are labelled as "Turkish Identification" and "Dutch Acculturation", referring to the home and host respectively. The acquisition of the host cultural traits by the immigrant group is defined as acculturation (Kim *et al.*, 2001).

## **2.7 Chapter Summary**

The culture swapping, therefore the influence of multiple cultures (Luedicke, 2011) depends on context (Østergaard and Ger, 1998). This has been considered, to a certain degree, by examining Immigrants' consumer acculturation in the public and private domain as the context has an impact on consumption (Grier *et al.*, 2006; Xu *et al.*, 2004; Askegaard *et al.*, 2005). In addition, Jamal (2003) has shown that immigrants persist with ethnic consumption in the private as well as public domain. With respect to the growth of

immigrants (CBS, 2013), the importance of context also arises due to formations of a variety of ethnic associations as well as ethnic media resources e.g. student associations, local community institutions, mosques, satellite TV, ethnic entertainment (e.g. Turkish cinema broadcast in local cinema's, concerts, fairs etc.) and social media. The empirical examination of any subculture could add knowledge to theory and be useful for practice.

The current literature does not provide information about this growing cultural group of non-Western Turkish immigrants in Western Europe and their consumer behaviour. The output of such research has the potential to extend related knowledge around cross-cultural consumer research and marketing. Existing research indicating that immigrants as minority groups within majority groups in the host country will adapt, therefore assimilate, is outdated. This implies a cross-cultural homogeneity (Cleveland *et al.*, 2013). The culture influence of both the home and the host, resulting in plural acculturation outcomes, strengthens consumer acculturation theory (Oswald, 1999; Askegaard *et al.*, 2005). The literature identified the determinants (bidimensional, life domains, ethnic identity, cultural values) and acculturation agents impacting consumption which appear not to have been examined and therefore is limited for non-Western immigrants in a Western society, despite the growing importance of this consumer segment. There have been studies conducted on consumption related to subcultures, largely developed in Anglo-American contexts (Peñaloza, 1994; Burton, 2000). In contrast, studies conducted on the non-Western immigrant consumers in Western countries have been limited. This study has the purpose to compare the influence of the acculturation antecedents i.e. life domains for food and entertainment consumer behaviour. Firstly, this growing segment in the Netherlands has not been considered in consumer acculturation research, and secondly, there is no information available on marketing strategies for ethnic groups in the Netherlands. A study of a non-Western ethnic group, such as the current study on Turkish in the Netherlands, and the impact on consumption behaviour is unique. Marketers can benefit from this and design appropriate marketing strategies to target ethnic consumers (Pires and Stanton, 2005).

The focus of this study is to examine food consumption (Jamal, 2003), entertainment consumption (Xu *et al.*, 2004) and the interface with media usage (Peñaloza, 1994). The phenomenon of acculturation (Berry, 1980) is valuable in ethnic consumer research as a potential antecedent to the behaviours listed (Peñaloza, 1994; Askegaard *et al.*, 2005). Acculturation will be examined bidimensionally in which the importance of the public and private domain is included. Given the notion that culture is the most influential factor in marketing and consumer behaviour, (Luna and Gupta, 2001), bi-culturalism (Arends-

Tóth and van de Vijver, 2007) is valuable to understand the argued and expected culture change of an ethnic group (Oswald, 1999), and with it, the impact on consumption (Peñaloza, 1994).

The scope of acculturation impact on ethnic consumers could be affected by other aspects of consumer acculturation, which are not included in this study. Various factors, such as demographics, length of stay and religion are identified as influencers of immigrants' consumer behaviour. Prior research indicated the relationship of demographics to the acculturation process (Kara and Kara, 1996; Berry, 1997; Ogden *et al.*, 2004). Study of generations may reveal an explanation of the process of acculturation, and therefore provide knowledge to the assumption those ethnic groups in non-Western countries hold onto their cultural heritage resembling the home instead of changing towards the host.

This study focuses on food and entertainment and aims to contribute to knowledge in a fairly general sense because it did not focus on one single product. The selected consumption items are value expressive and can be regarded as carrying cultural meaning and therefore embracing symbolic meaning of self-identity. Ogden *et al.* (2004) pointed that such research should consider utilitarian products in acculturation research, specifically the concept of value expressive versus utilitarian products should be applied. Value expressive is defined as hedonic goods, and consumption is characterized by fun, pleasure and excitement, such as clothes and music (Holbrook and Hirschman, 1982). Utilitarian goods are functional and instrumental in aspects of consumer value, e.g. fridge, microwave or personal computer. Religion, for example in explaining food and entertainment consumption, can play a significant role in consumer choice and product uptake (Sheikh and Thomas, 1994; Berkman, Linqvist, and Sirgy, 1997), as well as shaping practices relating to broader social behaviour (Delener, 1994). Religion (Lindridge, 2005, 2009; Jafari and Suerdem, 2012) is an important value of most Turkish individuals' lives. The need for including religion is an important consideration as this factor can have an influence on the individual consumer's behaviour within a (Muslim) cultural group (Østergaard and Ger, 1998). This study acknowledges that other factors may influence ethnic consumers. However, these factors are outside the scope of this study.

Chapter Three will present the research design and cover research methodology, sample selection and technique, questionnaire design, and the analytical procedure selected for this study.

# Chapter Three - Methodology

## 3.1 Introduction

In order to understand the philosophical ideas behind the research concept, data collection and analytical procedures, a research design must be established (Creswell, 2003). The research design is a roadmap to support a framework for data collection and data analysis for research (Bryman, 1989; Henn, Weinstein and Foard, 2009). Research design is defined by Hakim as “Design deals primarily with aim, purposes, intentions and plans within the practical constraints of location, time, money and availability of staff” (1987, p.1). Research is a strategy to construct the study and address the identified research problem.

In order to define research design two questions have to be answered. First, what methodologies and methods will be employed in the proposed research? Secondly, how are the use of methodologies and methods which are chosen for the proposed research study justified (Crotty, 1998). The research design situates the researcher in the empirical world and connects the research question and the data. Punch (1998) defines this process as:-

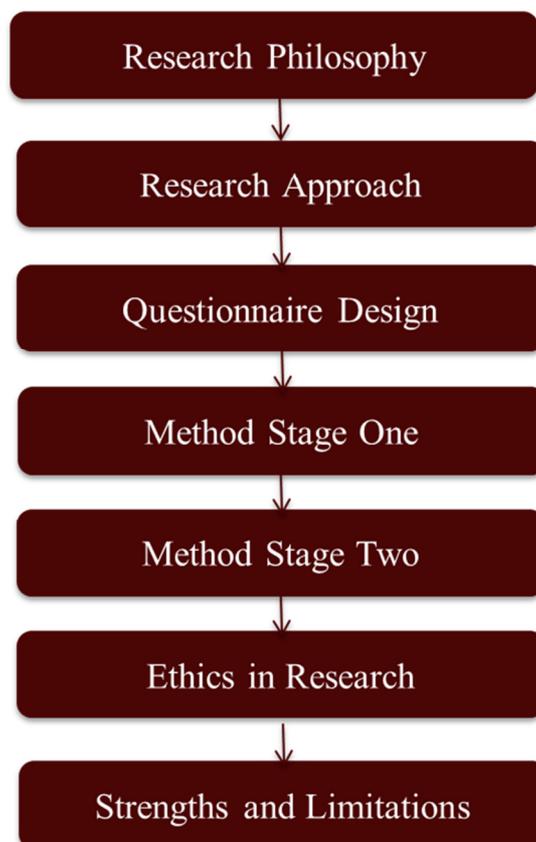
*“It is the basic plan for a piece of research, and includes four main ideas. The first is the strategy. The second is the conceptual framework. The third is the question of whom or what will be studied. The fourth concerns the tools and procedures to be used for collecting and analysing empirical materials. Research design thus deals with four main questions, corresponding to these ideas: the data will be collected (and analysed) following what strategy? Within what framework? From whom? How?” (Punch, 1998, p.66).*

Therefore, the research design encompasses the methodology, sample and location of the sample, methods for collecting data, and discussions of strategies for analysing the data. The elements of the research process include epistemology, methodology, theoretical perspective and methods (Crotty, 1998).

This chapter describes and clarifies all aspects used to execute this research; the research philosophy, the research design (including the sampling design), the data collection techniques, and survey design as well as the procedure for data analysis. This chapter is divided into four sections (Figure 6) in order to establish a consistent structure in which to examine the consumer behaviour of the Turkish-Dutch in the Netherlands.

The second section will discuss the research paradigm and the different approaches to research (philosophy) (section 3.2). Section three outlines the research design and the development of the studied model, including the sample selection and technique for data collection (section 3.3). This followed by questionnaire design in section 3.4. The methods of the study and analytical procedures of Stage One and Stage Two will be outlined in section five and six respectively (section 3.5 and 3.6). Ethics in research are outlined in section 3.7. The chapter concludes with a discussion of the strengths and limitations of the study.

**Figure 6. Structure of Chapter 3**



### **3.2 Research Philosophy**

The philosophy of science can be defined as the philosophical thought used to approach and conduct research, referred to as the research paradigm (Bryman, 1988). The research philosophy encompasses the purpose of the research, i.e. seeking to answer the research question (Crotty, 1998). To answer the research question, the research philosophy, including the underlying assumption need to be clarified. The research philosophy encompasses assumptions of the researchers' views and assumptions that

underpin the research strategy and methods chosen as part of the strategy to conduct research (Krauss 2005).

The different philosophical views, forming the foundation of the methods and techniques to collect information, is determined with the epistemological position (Henn *et al.*, 2009). To develop a research proposal two questions (Crotty, 1998) are addressed: what methodologies and methods will be employed in the proposed research and how are these justified and used? The research process involves defining the epistemology (informing the theoretical perspective), theoretical perspective (the methodology in question), methodology (choice and use of methods), and the proposed methods. It is also important to outline the ontological and epistemological assumptions. Research philosophy is the approach used to understand and examine the knowledge that is gained by conducting the research.

### **3.2.1 Ontological Assumptions**

Ontology refers to the question of reality and therefore the reality of existence. It relates to the question “what is knowledge” (Creswell, 2003) in regards to the form and nature of social reality. Therefore, ontology are the assumptions about what the world is.

The positivist ontology assumes that there is a single, external and objective reality (Carson *et al.*, 2001), outside of the researchers’ mind (Hudson and Ozanne, 1988). Reality is seen as a structure constructed with relationships among its parts (Hudson and Ozanne, 1998). Measurements and observations of the world are possible (Bagozzi, 1980) because the reality is divisible and fragmental (Hudson and Ozanne, 1988). The positivist takes a structural approach to conduct research and assumes that human behaviour is determined.

In contrast, the interpretivists do not assume that one real world exists. Reality is socially constructed (Hudson and Ozanne, 1988). Interpretivists assume that “all human knowledge is developed, transmitted, and maintained in social situations” (Berger and Luckman 1967, p.3 In Hudson and Ozanne, 1988 p.509). The real world is defined by different individual perspectives, and adopt multiple realities which are constantly changing. In the interpretivist approach the researcher must understand the context of studying behaviour, as social beings construct reality and give it meaning based on the context. However, if the setting for research changes with the research setting being fragmented (e.g. positivist ontology) their context can also change. The main aim of an

interpretivist approach to research is understanding rather than predicting behaviour. It is a process rather than an end product. Researchers may interpret their own understanding of the subject, in which their current interpretations influence future ones.

### **3.2.2 Epistemological Assumptions**

Epistemology refers to the theory of knowledge and how we know what we know, and this can be described as the nature of knowledge. The epistemological assumptions about the nature of knowledge demand different approaches to research. These assumptions relate to the relationship between “who” and “what” and the outcome of this relationship.

Epistemology describes the theoretical perspective and provides a context for the methodology (Crotty, 1998). Crotty (1998) argues that ontological issues and epistemological issues merge together, as theoretical perspectives include understanding of what is (ontology) as well as the way of understanding what it means to know (epistemology). According to Bryman (1988) a paradigm is:-

*“a cluster of beliefs and dictates for scientists in a particular discipline influence what should be studied, and how research should be done, how results should be interpreted, and so on” (p.4).*

The research philosophy representing the research approach is called a paradigm. The four elements of a paradigm are illustrated in Table 1.

**Table 1. Four Elements of the Research Paradigm**  
**(adopted from Crotty, 1998, p.2-4)**

<b>Four elements</b>	<b>Description</b>
Epistemology	The theory of knowledge embedded in the theoretical perspective and thereby in the methodology
Theoretical perspective	The philosophical stance of informing the methodology and thus providing a context for the process and grounding its logic and criteria
Methodology	The strategy, plan of action, process or design lying behind the choice and use of particular methods and linking these to the desired outcomes
Methods	The techniques or procedures used to gather and analyse data related to some research question or hypothesis

The research philosophy provides a context for the process and grounds its logic and criteria. Research philosophy can help to clarify research design (Easterby-Smith *et al.*, 2002). The methodology is ascribed to the process of choice and use of methods to have the desired outcome and answer the research question. Techniques are used to collect data on specific situations. According to Davies & Elder (2006), successful completion of the research highly depends on its research methodology. The method is the technique to gather and analyse data related to the research question and hypotheses. The proposed method is the process of fulfilling this purpose and answering the research question. Easterby-Smith *et al.* (2002) argued that failures in philosophical issues, such as the relationship between data and theory, will affect the quality of managing research.

### **3.2.3 Research Paradigms**

Social science distinguishes between the positivist and interpretivist paradigm. These two paradigms are seen as opposed to each other (Henn *et al.*, 2009). The differences of the two positions are the views about the status of claims to knowledge and how to judge knowledge claims.

The positivist assumes the social world is an objective reality regardless of how it is interpreted. Positivists tend to assume that the world of social phenomena is a single, real objective coupled with the autonomous existence outside. This ontological assumption informs the epistemological perspective that knowledge is created with

observation from an objective point of view (Henn *et al.*, 2009). The positivist believes that the world is external and objective, with the observer being independent. With this objective view, knowledge should be value-free. Research is focused on generalisation and abstraction through existing theories and hypotheses. The research concentrates on description and explanation (Carson *et al.*, 2001).

The interpretivist assumes the world is a subjective reality, which is a summary of experiences and associated meanings (Hudson and Ozanne, 1988). Interpretivism is focused on searching for meaning. The interpretivist views reality as being relative, with no one real world or absolute. An objective knowledge, such as the positivist approach, does not exist and all knowledge is relative. Science therefore, is creating interpretive knowledge of the world instead of generating universal theories. The epistemological perspective looks to understand the subjective meanings in order to know something of this world (Carson *et al.*, 2001). The world is socially constructed and subjective. The observer is part of what is observed and knowledge is driven by human interest.

The primary difference of positivist and interpretivist approaches (time and context free and time and context bound) is of generalistic versus particularistic focus respectively (Hudson and Ozanne, 1988). Determining the focus is fundamental in selecting the most effective research approach. Positivism focuses on facts rather than meanings, and searches for causality and fundamental laws. The phenomena are reduced to the simplest elements to formulate hypotheses for testing (Easterby-Smith *et al.*, 1991). The particular focus of interpretivism determines to look at the total of every situation under observation, in which ideas are developed through the introduction of data. The findings therefore will differ from case to case depending on the interaction between the researcher and the subject being studied.

The positivist and interpretivist paradigms are distinguished by the methodology as outlined earlier. The philosophical views and assumptions are illustrated in Table 2. The following subsection will discuss the paradigms in further detail.

**Table 2. Carson et al., 2001 (p.6)**

<b>Ontology</b>	<b>Positivist</b>	<b>Interpretivist</b>
Nature of 'being'/ nature of the world Reality	Have direct access to real world Single external reality	No direct access to real world  No single external reality
<b>Epistemology</b>		
'Grounds' of knowledge/ relationship between reality and research	Possible to obtain hard, secure objective knowledge Research focus on generalisation and abstraction Thought governed by hypotheses and stated theories	Understood through 'perceived' knowledge Research focuses on the specific and concrete Seeking to understand specific context
<b>Methodology</b>		
Focus of research	Concentrates on description and explanation	Concentrates on understanding and interpretation
Role of the researcher	Detached, external observer Clear distinction between reason and feeling Aim to discover external reality rather than creating the object of study Strive to use rational, consistent, verbal, logical approach Seek to maintain clear distinction between facts and value judgements Distinction between science and personal experience	Researchers want to experience what they are studying Allow feeling and reason to govern actions Partially create what is studied, the meaning of phenomena Use of pre-understanding is important Distinction between facts and value judgements less clear Accept influence from both science and personal experience
Techniques used by researcher	Formalised statistical and mathematical methods predominant	Primarily non-quantitative

### 3.2.4 Philosophical Assumptions

One assumption essential in the positivist approach is that the responses to the information of the research problem can be studied with a structured approach. This enables the researcher to identify complex relationships for unstudied variables (Hudson and Ozanne, 1988). The positivistic assumption is based on cognitive theory that the human nature is perceived as a "rational information processor who forms beliefs,

attitudes and intentions that are causally determinants of his behaviour” (Anderson, 1986, p.160 in Hudson and Ozanne, 1988). The research ontology assumes that the reality is real and knowledge is statistically generalised to a population by statistical analysis of observations. The nature of social beings is the idea that human behaviour is determined. For example, individuals behave reactively; this is demonstrated by the belief that the influence of the private life domain leads to ethnic-relevant consumption by ethnic consumers (Jamal, 2003). Behaviour is explained as being determined by the state or life domain. Positivist epistemology encompasses a quantitative approach by identifying components of a phenomenon and explaining these in terms of constructs and the relationships between constructs (Denscombe, 2003).

According to Hunt (1991), consumer research claims that causal relations or explanations are prominent in “positivistic social science”. Hudson and Ozanne (1988, p.512) state: “The positivists, with their goal of explanation and prediction, place a high priority on identifying causal linkages.” The positivist epistemology aims to explain and predict with an emphasis on identifying causal linkages. The assumption is based on the belief that human behaviour can be explained as the result of real causes that anticipate behaviours (Hudson and Ozanne, 1988) with the aim to make context-free generalisations possible. This is supported by the ontological assumption that human behaviour is deterministic, with the aim to identify the cause of individuals’ behaviours. The positivist attempts to distance themselves from the participants and claim to distinguish between fact and value judgement, to seek objectivity and use rational and logical approaches to research (Carson *et al.*, 2001; Hudson and Ozanne 1988). This supports the research to be neutral and provides the ability to make clear distinctions between reason and emotion. The researcher is assumed not to influence and is distant from the subject.

Positivism takes a deductive approach. The study focuses on theories developed in prior studies, which guide the researcher (Malhotra, 2009) and uses these for testing further methods (Easterby-Smith *et al.*, 2002). The inductive approach focuses on either observed or elicited enquiry from respondents in particular contexts. Broad ideas are identified for discussion. Through in depth questioning and observation, respondents help to explain the nature of the issues (Malhotra, 2009). The research area has already been identified through prior studies, however with little or no theoretical framework (Easterby-Smith *et al.*, 2002). In an inductive approach the researchers seek to develop their own theories.

The positivist takes a controlled and structured approach to conducting research. The approach seeks to identify, first, the research topic, followed by construction of appropriate research question(s) and hypotheses. This supports the selection and adoption of a suitable research methodology. The deductive approach in positivism, determines the variables prior to data collection, as opposed to inductive studies where variables become apparent as data analysis progresses.

*“The deductive approach closely follows the path of logic. The reasoning starts with a theory and leads to a new hypothesis. This is then put to the test by confronting it with observations that lead to either a confirmation or a rejection of the hypothesis” (Snieder and Larner, 2009, p.16).*

Consumer and Marketing researchers use two paradigms (Malhotra and Birks, 2005), the positivist paradigm and the interpretivist paradigm (Hudson and Ozanne, 1988). The positivists attempt to apply the methods and principles of the natural science model to the study of consumer behaviour (Hunt, 1993). According to Mackenzie & Knipe (2006), positivism is the oldest and most widely used philosophy in research papers. Positivism is the dominant paradigm within consumer research (Bagozzi 1980; Hunt 1993; Peter and Olson 1983). The interpretivist is related to qualitative research. The interpretivist or subjectivist view defines consumer research as a way of interpreting the inter-subjective meaning of consumers' views (Marsden and Littner 1996).

### **3.2.5 Methodological Assumptions**

The positivist approach takes a fixed structure of the research and allows for “accurate answers” to research questions (Hudson and Ozanne, 1988, p.512). Positivists assume that true knowledge is scientific knowledge, which is described and explained by observable phenomena. The positivist uses quantitative methods. The positivist researcher should focus on facts by formulating hypotheses to test. The method includes operationalising concepts to be measured by taking large samples. Statistical and mathematical techniques are central in the research methods adopted by positivist researchers. Structured research techniques are used to examine single and objective realities. The research techniques adhere to the scientific protocol and take a step by step approach to the research design. The research design is a fixed structure which is used to find answers to research questions. The use of pre-test and a pilot test enables the study to evolve, and allows the design and the hypotheses to become fixed at some point.

A positivist approach to consumption has the aim to identify consistencies with law-like, causal effect on individuals' actions (Fisher, 1990). Positivism aims to explain causal regularities which are believed to underlie human behaviour, characterised by the deductive approach. For example, the causal regularity is assumed in the relationship between acculturation, specifically life domains and the ethnic consumption. The condition (private or public life domain), the ethnic consumer (the object), and the purchase behaviour of ethnic products, will be chosen reflecting their choice in the private life domain which is influenced by the condition to purchase ethnic products. This is opposed to the condition of the public life domain which is influenced by consumption (the outcome).

However, positivism rarely considers perfect regularity (Fisher, 1990), and holds the position to accept close to universal law-like statements in most instances. For example, consumer acculturation has focused on assimilation documented in the first wave of theory (Luedicke, 2011), mainly to the adoption of immigrants to the host culture with a focus on socio-demographics (e.g. country of birth, ethnic identity). For instance, Desphande *et al.* (1986) showed that the strength of ethnic identity has an influence on acculturation outcome. However, regularities may not extend over time or between cultures (Fisher, 1990). The second wave of consumer acculturation research (Luedicke, 2011) has documented that the strength of ethnic identity is not a fixed position, and that immigrants "swap" between cultures and multicultural identities (Oswald, 1999, p.303).

Positivism is the dominant paradigm within consumer research (Anderson, 1986; Bagozzi 1980; Hunt 1993; Peter and Olson 1983). Consumer researchers apply the methods of the natural sciences to the study of social beings (Ozanne and Hudson, 1989) and usually define their research goals as the discovery of 'general laws' (Hudson and Ozanne, 1988). Ozanne and Hudson (1989) indicate that in terms of research problem solving ability, positivist consumer research has "added to the bridge" of knowledge.

Interpretive researchers argue that consumers can be studied with a positivist approach, and generally hold that researchers must consider the meaning of the phenomena from the perspective of the consumers involved (Ozanne and Hudson, 1989). However, it can be problematic if the researchers' national cultural characteristics influence the study, in which case this suggests ethnocentrism (Triandis, 1995; Engelen and Brettel, 2011). Ethnocentrism refers to the tendency to use one's own group standard (the researcher) as the only standard when viewing other groups (ethnic consumers), which results in the inability to interpret data from a cultural perspective correctly. In the context of this study,

the researcher would be biased in interpreting the data of the Turkish-Dutch consumers because the researcher might filter her own interpretation of data from her own culture through the cultural predetermination of the Turkish and Dutch cultures (Hall, 1989; Cavusgil & Das, 1997). Although interpretivism offers potential in problem solving (Ozanne and Hudson, 1989), in this study it can be concluded that interpretivism limits problem solving.

Positivist social scientists have utilised scientific approaches to discover a number of regularities pertaining to consumer behaviour (Cleveland *et al.*, 2011, 2013). These regularities have been empirically validated and have achieved the status of 'law-like generalisations' (Ehrenberg, 1982). Bass (1995) has defined empirical generalisation as "a pattern or regularities that repeat over different circumstances and that can be described simply by mathematical, graphic or symbolic methods. It does require a pattern but the pattern needs not be universal over all circumstances" (p.7). This definition does not claim causality. Bass (1995) argues that researchers would agree that more precise generalisations are not superior to those that are less precise. In this perspective, Ehrenberg (1982) noted that "...the law like relationships of science are descriptive generalisations, often at quite a low level. But the variables which do not appear in the equation greatly aid our understanding (e.g. that the type of gas...). They are also the building-blocks of higher theory and explanation" (in Bass, 1995, p.7). Consumer acculturation research has shown that differences exist between ethnic groups, and also among ethnic groups (Deshpande *et al.*, 1986), which implies that patterns might not be universal over all circumstances.

This study is interested in the relationship between acculturation and consumption. The research question is: "What is the extent to which acculturation influences ethnic consumers in the Netherlands?" Consistent with the positivist epistemology, and the assumption of causality, this study has derived the phenomena from theory established in previous research to form this relationship. The positivist approach is evident here to follow research protocol. At all times, it is also important that the researcher remains distinguished from the subjects. The research output of literature review and the research concept attempts to establish the hypothesised relationship between acculturation and consumption. A pre-test and a pilot test in the positivist approach enable the structure of the study to evolve and to produce hypothesised relationships which become fixed (Hudson and Ozanne, 1988). This implies that the nature of reality is objective, real and stable (Bower, 1981). The positivist assumption in problem solving is consistent with the purpose of the study. According to Bower (1981) all basic science is to create theories that are generalisable.

The selection of the research strategy, methods and methodologies for a research project must be securely and appropriately linked to the research question and to the sources of data collected (Creswell, 1994). In view of this, a quantitative strategy is the most appropriate for this research study. By adopting the positivist approach, this research involves the development and use of scales, scale items and measurement of Immigrants' consumer acculturation in a Turkish-Dutch setting deduced from literature.

The current study attempts to draw generalisations by studying the Turkish-Dutch in the Netherlands. The various roles of multiple cultures may result in an increased adoption to the new culture (Peñaloza, 1994). Arends-Toth and van de Vijver (2004) indicated that the Turkish-Dutch gradually adapt to the host (mainstream). Later generations are influenced by education, friends, and media within the host as a result of consumer learning processes (Despande *et al.*, 1986; Askegaard, Kjeldgaard and Arnould 2005). Although influential research of the past ten years (Askegaard *et al.* (2005) has shown a post-assimilationist position, implying that ethnic consumers will not gradually adapt to the new culture. It is argued that the acculturation outcome is fixed for ethnic groups (Peñaloza, 1994; Askegaard *et al.*, 2005), therefore assimilation, i.e. resisting the heritage culture, is not the outcome of immigration. It can be assumed that the second and third generation has similarities as well as differences. The ethnic identity (Xu *et al.*, 2004), the negotiation between the private and public life domain (Jamal, 2003), and culture (Oswald, 1999) have an effect on consumption. All these factors are certain to have significant impact on the consumption patterns.

### **3.3 Research Approach**

The methodology must align appropriately with the chosen epistemological direction. This section will outline the reasons for using a quantitative research approach in this study. Quantitative research is defined as a methodology that aims to quantify data and uses some form of statistical analysis (Malhotra, 2004). This methodology is appropriate for the positivist perspective, where the researchers gather large representative samples and analyse the data statistically. Quantitative techniques have been found to be effective for conducting consumer surveys (Solomon, 2002) and are suitable for rating and measuring behaviours (Creswell, 2003). This reflects the positivist research philosophy.

Quantitative methods commonly utilise structured questionnaires in order to collect data (Malhotra and Birks, 2005). According to Creswell (2003), the method uses surveys with closed-ended questions and predetermined approaches to gather numeric data to test or

verify theories or explanations. Quantitative methods are valuable when analysing large datasets (Malhotra, 2004). Statistical procedures to analyse the numerical data allow the research to test reliability and validity of data (Easterby-Smith, Thorpe and Lowe, 1991). Surveys have the advantage of being cost effective and data can be obtained quickly. A disadvantage is that surveys sometimes lack in-depth information (Malhotra, 2004). Easterby-Smith, Thorpe and Lowe (2002) argues that one important feature of quantitative techniques is that the process of data collection becomes distinct from analysis. In contrast, the qualitative research approach collects small non-representative and non-statistical data and statistical analysis is not used. The purpose is to gain qualitative understanding of the underlying reasons behind the collected data (Malhotra, 2004). The qualitative research approach is more consistent with the interpretive research philosophy (Creswell, 1994).

### **3.3.1 Research Methodology in this Study**

The theory and methods are established on the underlying assumptions and goals of this study. The literature review and hypotheses provide support and clarification for the research process employed in this study. Positivism aims for generalisations, researcher objectivity, and to discover the 'truth' (Ozanne and Hudson, 1989). Hunt (1993) stated that scientific knowledge "must be objective in the sense that its truth content must be inter-subjectively certifiable (p.243)." This implies that the same theory can be tested by different researchers and receive the same results. However, as concluded in Chapter Two, consumer acculturation is different due to the environment immigrants' life i.e. the host culture dynamics (e.g. the Turkish individuals in The Netherlands, Hispanics in the United States). Therefore it is unreasonable to find fundamental truths in this study. This study uses theory (Chapter Two) with the positivist approach. The core of positivism is that social reality research should be conducted through objective approaches.

The relationship between the phenomena is of interest to the positivist. The current research of Immigrants' consumer acculturation of the Turkish-Dutch in the Netherlands attempts to examine the impact of acculturation on ethnic food and entertainment consumption. To measure consumer attitudes and behaviour and conduct consumer surveys the quantitative technique is commonly used via attitude and behavioural scales. The positivist research paradigm is adopted to study the consumer behaviour of the Turkish-Dutch in the Netherlands. The positivist approach is associated with quantitative research which aims to quantify data, with an emphasis on measurements in data collection and analysis (Malhotra, 2009). This is a deductive approach, in which the focus is on testing theories. It incorporates a single external reality (i.e. positivist

ontology) and the function of theory is to generate hypotheses which can be tested. Establishing the epistemological position for research, the next step is to decide on the type of data to collect and then how to analyse it (Eastery-Smith *et al.*, 2002).

The findings of the research will provide valuable insights into the Dutch market. The knowledge and understanding of ethnic consumers will support marketing strategy in order to approach the targeted consumers. The findings will provide insights into the Turkish-Dutch immigrants. Subcultures cannot be seen and accepted as an equivalent (Arends-Tóth and van de Vijver (2009). Drivers of consumer behaviour are diverse within, between and across cultures and contexts (Cleveland *et al.*, 2011). The examination of this sub-culture, in the specific context of Turkish-Dutch immigrants in the Netherlands, yields a theoretical contribution to specific socio-cultural discourses and consumption practices (Luedicke, 2011) and integrates the cultural adaptation within the bi-cultural perspective of Turkish and Dutch culture.

Measurement of acculturation requires a multivariate approach (Ogden *et al.*, 2004). Empirical research is needed to identify the “best” indicators of consumer acculturation and to test the validity of specific self-judgment measures, behavioural indicators and psychological scales (Ogden *et al.*, 2010). An integrative measure of consumer acculturation is needed. In quantitative consumer research, large sample sizes are required to have meaningful statistical analysis (Bearden, Netemeyer and Mobley, 2010). An accurate study of Immigrants’ consumer acculturation requires a large sample size in order to find generalisability of the study findings in a broader context and setting.

This thesis accepts the realist ontological perspective, in which reality is “*real*”. However, it also accepts that reality is difficult to discover in its entirety. The epistemological assumption that findings are true is accepted. The survey data will be taken from a modified objective epistemological standpoint. The data findings will be true, however, the view that data can extract one single scientific truth in examining consumer behaviour is not considered.

### **3.3.2 Research Design**

The research question is to examine the influence of acculturation on ethnic consumption of Turkish-Dutch immigrants. To answer the research question it is necessary to identify the research framework, defined as the ‘research design’. The research design is the strategy to guide the collection and analysis of data. Hakim

(1987, p.1 in Henn, Weinstein and Foard, 2006) defined the strategy for effective research design as:

*“Design deals primarily with aim, purpose, intentions and plans within the practical constraints of location, time, money and availability of staff”.*

This study has examined existing theories and current research related to consumer acculturation theory and ethnic marketing theory in chapter two. The research design must support and be linked to the research question defined and to the sources of data collection (Babbie, 2010). For the purpose of this study, a quantitative research strategy has been selected as the most appropriate. Based on the review, the variables affecting consumer behaviour and the hypothetical relationships are selected and defined. The literature review in chapter two is the basis for the development of the study framework. To address the research problem and fulfil the research objectives primary data is collected (Malhotra, 2009). This research involved the development and use of scales, scale items and measurements of Immigrants’ consumer acculturation of food and entertainment.

The relevant theoretical issues mentioned in chapter two can be repeated in order to achieve consistency in the presentation of this study. The design, administration and interpretation of quantitative tests for the measurement of variables have been utilised. The quantitative method will use questionnaires to collect data. This data will be gathered and analysed using the Statistical Package for Social Science version 22 in stage one and AMOS software version 22 in stage two of this study.

This study addresses the gap of knowledge in immigrants’ consumer acculturation research and deals with the acculturation process and its influence on ethnic consumers. : This study addresses the gap of knowledge of immigrants’ consumer acculturation research and deals with the acculturation process and their influence on ethnic consumers. The gap found in literature, indicated in Chapter Two section 2.6, is to understand the complex phenomenon Immigrants’ consumer acculturation fully, a framework is needed that incorporates values, acculturation preference and influence on behaviour (Chapter Two).

The examination of this concept will be an empirical research study incorporating the aspects acknowledged in the literature, including acculturation, private and public life domains, media use, ethnic identity, ethnic friendship, and values with an emphasis on ethnic food and entertainment consumption. The aim is to analyse the relationships of

the factors affecting ethnic consumers of the Turkish-Dutch in the Netherlands. This study will examine the cultural predictive validity of Immigrants' consumer acculturation in the Netherlands. Cultural goals have been identified by Berry (1980), in line with the positivist epistemology:

- To apply present knowledge and hypotheses to other cultural settings to test their applicability and generalisability;
- To discover behavioural variations and differences within various cultural systems;
- To identify universal generalisations about human behaviour.

The theory is used to deduce explanations for the data, therefore the research is designed around the theory and constructed framework (Henn *et al.*, 2009). The deductive approach uses theories that have previously been developed to create new theory and test existing findings (Bryman and Bell, 2007). This approach can provide a detailed and highly accurate picture. It allows research to identify new data that may contradict past data. It enables the researcher to document on a causal process or mechanism and report on the background or context of a situation (Neuman, 2011). This research takes a non-experimental survey design approach, to facilitate and test the hypotheses.

A quantitative research approach starts with the theory (Creswell, 2003). Rational consideration shapes knowledge. The researcher will collect information on instruments outlined in the literature. This approach seeks to develop relevant true statements to explain the situation within the study or attempts to describe relationships (causal) of interest. The relationships among variables are stated in terms of questions or hypotheses. The test of hypotheses with collected data in a pre-test demonstrates the adequateness of the theory used. The pre-test (pilot) supports the researcher in testing the theory, and if needed the present form of the data can be revised (Henn *et al.*, 2009; Malhotra, 2009). This process enables the researcher to look at the data in terms of improving the theory. The validity of measurement and the use of measuring instruments are tested to generalise the findings of the subject population i.e. Turkish-Dutch individuals in the Netherlands.

Survey research can be used to examine a larger set of variables with the aim to test complex models with numerous factors (Henn *et al.*, 2006; Bryman and Bell 2007). The use of instruments to test the hypotheses should correspond to research questions of interest (Harwell, 2011). There are also disadvantages to using surveys to test existing theory. The questions can be boring to the respondent and it is difficult to control the

question sequence. However, from a time and cost perspective, survey research is the best suited, and provides greater standardisation in data collection by sampling a large population (Babbie, 2007). Surveys allow the researcher to gather data from a large sample relatively easily (Malhotra, 2009). Collection of data using standard fixed questionnaire forms administered by sending emails to respondents provides easy access. However, low sample control and response rate can be a disadvantage. Mail surveys can be used to contact hard-to-reach respondents (e.g. Turkish-Dutch in the Netherlands) (Malhotra, 2009). The fixed-response structure reduces variability in results, which could be caused by interviewer bias, and therefore enhances the reliability of the responses (Malhotra, 2009).

To ensure that errors are minimised, the researcher aims to be objective and critical during the research process. The purpose of the study is to examine acculturation influences on ethnic consumers in a Western society. To obtain a reliable and valid measurement of the Turkish-Dutch Immigrants' consumer acculturation the research is carried out in two phases. The first phase of the quantitative research approach will commence with a pilot study of a small group of non-random selected participants to test the internal validity of the research questionnaires in order to minimise sampling error. Given the context of the study, consequently, a more non-random approach to sample selection is implemented. This sample approach is confirmed in previous studies (De Vijver, 2004; Arends-Toth and Van de Vijver, 2007, 2009). The quantitative approach is typically associated with positivist perspectives in research (Henn *et al.*, 2009).

The second stage will test the statistical relationships between acculturation and consumer behaviour of the Turkish-Dutch, after refinement and testing of the pilot. The research method is determined by the philosophical and methodological position and is dominated by the use of a survey questionnaire and statistical methods to test various deduced hypotheses based on causal relationships by following robust processes to ensure the validity and reliability of findings.

### **3.3.3 Research Strategy**

The data analysis procedure uses a two-stage approach and focused on a descriptive research, (e.g. problem-identification research). This study takes an exploratory and confirmatory measurement position to ensure valid and reliable findings.. The empirical work presented in Stage One of this thesis involved an EFA and included face validity of the research instruments, data reduction and dimension using EFA, and reliability assessment of factors. Stage Two of the data analysis process conducted a

Confirmatory Factor Analysis and Structural Equation Modelling (CFA/SEM). The CFA empirical analysis involves the assessment of the measurement model. SEM is applied to analyse the underlying relationships among the research construct (Tachnick and Fidell, 2007; Hair, Black, Babin and Anderson, 2010). Structural Equation Modelling is employed in cultural studies especially because of its potential in measurement equivalence tests (Engelen and Brettel, 2011).

The study of acculturation in consumer behaviour discipline is often supported by questionnaires and quantitative analysis. The established theoretical application in a new relationship setting permits testing of the theoretical concept of consumer acculturation by means of various causal relationships. To ensure the validity and reliability of knowledge, the scientific approach to the study of knowledge is based on rigorous methodology and methods. A two-stage methodological approach and data analysis is commonly used in marketing and consumer behaviour research (Chatamaran *et al.*, 2009; Lerman *et al.*, 2009; Josiassen, 2011). Therefore, this study adopts a survey methodology consistent with the features adopted in established literature.

The rationale in undertaking an EFA is based on the desirability for data reduction and simplification, given the relatively large number of variables established in related extant research and presented in the literature review of the thesis, which in turn, are explicitly assessed within the study. The items and scales used in this study are new by application, language and proposed construct relationships. Exploratory factor analysis is a technique that helps to identify the underlying structure of interrelationships (i.e. correlations) amongst a large number of variables (Hair *et al.*, 2010). The sub-sets of variables that are highly interrelated are called factors, and are assumed to represent life domains within the data. The assumption is to predict the relationship of the variables. Given the “new” nature of this study, an EFA does not set any a priori constraints on the estimation of components or the number of items to be extracted. The aim of a factor analytic technique is to define the constructs (or dimensions) assumed to underlie the original variables.

The objective of the study is first to analyse a set of variables to identify latent dimensions, and correlations. EFA creates a new set of smaller variables from a large set of variables. Substituting the new variables can substantially reduce a large set of variables and/or high inter-correlations between variables. The empirical estimation of the relations is an asset to the researcher. Gaining an insight into the conceptual foundation and interpretation of results is also beneficial. (Hair *et al.*, 2010). Factor Analysis (FA) provides the empirical basis for assessing the structure of variables for

further analysis. Factor analysis is indicated as an excellent starting point for other multivariate analysis (Hair *et al.*, 2010; Tabachnick and Fidell, 2007), such as CFA/SEM. The FA provides the researcher an understanding of which variables are interrelated and how many variables may be expected to have impact on the analysis. SEM is used to analyse hypothesised relationships (Hair *et al.*, 2010). The SEM technique allows the researcher to analyse a set of latent factors and provides a comprehensive assessment and modification of theoretical models (Byrne, 2001). The rationale for SEM is to test various hypothesised relationships by means of Structural Equation Modelling (SEM).

### **3.3.4 Sample**

Marketing literature argues that although significant ethnic minorities live in European countries, researchers need to include these in survey and not ignore their existence in survey data (Burton, 2009; Engelen and Brettel, 2011). This data considers the largest non-Western ethnic group in the Netherlands i.e. the Turkish-Dutch individuals. Immigrants are defined by the Central Agency for Statistics Netherlands (Centraal Bureau voor de Statistiek (CBS) as “allochtoon”. The CBS provides a split in indicating a first, second and a third generation.

The first wave of Turkish immigrants entering the Netherlands are born abroad (Turkey) and have parents who were also born in Turkey. They are defined as the first generation. The second generation Turkish-Dutch immigrants are born in the Netherlands and have at least one parent who belongs to the first generation. (Alders, 2001). The second generation also consists of immigrants born in Turkey and entered the Netherlands at a young age, before the age of six years (Arends-Toth and van de Vijver, 2008). The third generation is estimated in CBS statistics. However, by definition they are not immigrants. The third generation are classified as natives. The statistics of each generation cannot be accurately predicted. Therefore, this study does not distinguish by generation. The CBS defines the Turkish population as ‘non-Western’ immigrants (i.e. in Dutch “allochtoon” and defines the mainstream Dutch population as “autochtoon”).

The current total population of the Netherlands is 16 million. Recent forecasts predict that by 2040 this will have increased to 18 million. This increase can be attributed to a growth in the non-Western population, which is expected to double over the next thirty years. Positive net migration has contributed to this growth, as well as non-Western women having higher than average fertility. The largest group of immigrants in the Netherlands is represented by the Turkish, with 395,302 (CBS, 2013). One explanation is that Turkish households are on average bigger. The reason is the high fertility of Turkish immigrants,

which is approximately 2.3 children per woman (CBS, 2010). Turkish-Dutch immigrants in the Netherlands are selected for this study because of their different cultural orientation. Secondly, the Turkish-Dutch group is the largest immigrant group and represents four generations in the Netherlands (first and second generation are 395,302 individuals). The statistical prognoses of the second generation will increase by up to 25 % by 2040 (CBS).

The third generation is not completely included in the CBS (2013) prognoses and estimations of growth, as they are not officially counted as immigrants. Secondly, Turkish individuals have more and more Dutch nationality. Registration issues can arise when trying to identify them. However, the CBS is attempting to register the third generation Turkish with information on their grandparents. It's arguable that this is not segregation of "Turkish-Dutch" as the definition of the third generation is native (Alders, 2001) and not immigrant, although the CBS data is to be found on the immigration documents sites. However, registration related concerns are outside the scope of this study. According to the estimation of CBS, the third generation represents 17,797 individuals, with this estimation based on grandparents' demographics. The CBS data shows two profiles of the first generation. The first wave of immigrants entered the Netherlands in the 1960s and 1970s. A second wave of immigrants arrived after the 1980s either through marriage, for studies or as a referee. These immigrants are accordingly also classified as first generation. The reasons for residency in the Netherlands is outside the scope of this study.

Turkish-Dutch immigrants are strongly represented in Amsterdam, Rotterdam, The Hague and Utrecht, approximately one third of the Turkish-Dutch. However, there are different patterns of ethnic group density by country of origin. Immigrants choose to go to destinations with which they are acquainted. Such destinations provide informal support structures and social networks. For example, Minneapolis-St.Paul in the United States is surprisingly popular with Somali immigrants, just as Los Angeles "Therangeles" is a common destination for Iranian immigrants. In Berlin, the district Kreuzberg is known as little Istanbul. For these immigrants it is common knowledge that family and friends live in the same neighbourhood as they do "back home". It becomes more likely that their neighbours or children follow their path. The Turkish-Dutch are more represented in Rotterdam compared to the other three large cities. To avoid regional bias, the sample considered a channel, in which selection is based on representation of all regions in the Netherlands in their database.

### 3.3.5 Sample Size

The size of the sample depends on the type of study. The sample size has to be clarified to fulfil the purpose of sampling adequacy. For factor analysis Hair *et al.* (2010) recommends a minimum absolute sample size of fifty, and prefers a sample size of 100 or larger. However, the sample must have more observations than variables. The desired ratio of five observations per variable is recommended, although Hair *et al.* (2010) find a ratio of 10:1 more acceptable. According to Malhotra (2009) a factor analysis requires a minimum of 500 respondents in size. Tabachnick and Fidell (2007) concluded that at least 300 for factor analysis is adequate. An adequate sample size for the number of variables examined depends on the interpretation of the factor loadings.

In Confirmatory Factor Analysis and Structural Equation Modelling the sample size indicated for factor analysis is not appropriate and the sample size decision must be based on a set of factors (Hair *et al.*, 2010). The sample size is based on the complexity of the model and model characteristics. Bagozzi and Yi (2012) proposed that the sample size should be above 100, preferably above 200. However, Hair *et al.* (2010) recommends the size based on the constructs and recommends the following sample sizes for SEM (p.636):-

- Minimum sample size-100: Models containing five or fewer constructs, each with more than three items (observed variables) and with high item communalities (0.6 or higher).
- Minimum sample size-150: Models with seven constructs or less, modest communalities (0.5), and no under-identified constructs.
- Minimum sample size-300: Models with seven or fewer constructs, lower communalities (below 0.45), and/or multiple under-identified (fewer than three) constructs.
- Minimum sample size-500: Models with large numbers of constructs, some with lower communalities, and/or having fewer than three measured items.

The sample size of this study (N = 530 observations) meets the minimum requirements for the CFA/SEM and achieves the minimum of 500 recommended by Hair *et al.* (2010) for SEM.

### 3.3.6 Data Collection Technique

The quantitative research will select a group of random and non-random participants. A full random sample of immigrants in The Netherlands is virtually impossible. The most widely applied method is snowball sampling (Van de Vijver, 2004), followed by a comparison of important background characteristics of the sampled participants within the immigrant population at large in order to gain insight into possible sample bias. The procedure of snowball sampling involves one participant of the target population referring the researcher to other potential participants until a sufficient sample size is achieved (Neuman, 2006). However, participants will have a strong impact on the sample and can produce varied and inaccurate results. Therefore, snowball sampling was not selected for this study.

This study specifically seeks participants of a Turkish-Dutch ethnic minority group in the Netherlands, i.e. participants with a Turkish background. Probability sampling is selected to divide the population to a subgroup, Turkish-Dutch, called a “strata” (Malhotra, 2004). A stratified random sample is carried out to improve precision of estimates (Lavrakas, 2008). Stratified sampling enables the researcher to increase precision without increasing the costs (Malhotra, 2004). Stratified sampling is more representative of the population of Turkish-Dutch than a survey of only non-random sampling or snowball sampling. Moreover, the disparity of the population of immigrants in the larger cities of the Netherlands must be considered when looking to obtain accuracy across all cities and regions. Thus, the probability sampling, using the stratified sampling technique, can increase the likelihood of obtaining samples that are representative of the Turkish-Dutch population. Stratification by a characteristic can reduce variability in the resulting population estimates, especially when the characteristic is related to the measurement of interest (Lavrakas, 2008).

This study adopts stratified sampling based on the research intention to obtain the defined population. The selected stratum in this study is to sample individuals who meet the condition of having a Turkish background. The representativeness of the sample is improved by reduced sampling error. Within the defined strata of “Turkish background” a simple random sampling is applied. Sampling variation and sampling resulting in reduced sampling variation and costs. This is commonly used in marketing (Malhotra, 2004). This method is suitable when the research population i.e. Turkish-Dutch in the Netherlands is widely distributed in different geographical locations. It is a practical impossibility to sample all of the locations or select some locations. In addition, defining a sub-group within the wider population and then sampling randomly or systematically within these

ensures that each sub-group is adequately represented in the sample (Bryman, 2008). This approach also supports the wish to avoid gender and age bias, although the characteristics may not be equal in the whole population (Bryman, 2008). The selection method in this study supports the researcher to understand the degree of probability and to statistically assess the degree of confidence in generalising the findings to the wider population. Given the context of the study and taking into account previous research (De Vijver, 2004; Arends-Toth and van de Vijver, 2007, 2009) the stratified sampling method of sample selection is implemented.

A professional market research firm with relatively large numbers of immigrants in their panel is contacted. The panel is a representative sample of immigrants and majority group members who participate in surveys (Markteffect, 2014). This sampling technique is commonly used in marketing and consumer research (Laroche *et al.*, 2007; Lerman *et al.*, 2009; Chattamaran *et al.*, 2009; Josiassen, 2011). The first selection included a pre-selection of participants on the knowledge of the background characteristic “being Turkish”. In other words, these participants are known to be Turkish or may have a Turkish background, therefore defining the strata. To ensure accuracy of the respondents who have a Turkish background a screening question, i.e. “Do you have a Turkish background?” is sent by email. The selection is based on a probability sample of individuals. Emails were sent randomly. “Turkish background” is selected in the screening question instead of “are you Turkish” as the definition for the third generation is native (Dutch) and not “Turkish”. Respondents received an email with the screening question. The respondents who clicked “yes” to the screening question “having a Turkish background” are asked to fill in the self-administered mail-survey. Participants are selected on the basis of their willingness and their availability. All participants received an introductory letter describing the purpose of the study.

This letter covered the purpose of the research, promised confidentiality and data protection, and expressed researcher credibility. Emails were sent to potential participants in the dataset until a minimum of 500 full questionnaires were returned to the researcher. The researcher was not given any information on the proportion of Turkish-Dutch individuals in the dataset, because of privacy regulations. The dataset consists of different groups present in the population in the Netherlands, including Dutch mainstream individuals and other ethnic subgroups. To select a random sample from the dataset, eleven rounds of emails, with 500 emails each time, were randomly sent with the screening question by the researcher. The agency was paid a fee of 1,000 Euro to access the dataset. The researcher collected the returned questionnaires. To protect

respondent's anonymity, the data is used only for the purpose of the study and is saved and owned by the researcher. The data is not shared with the market research firm.

Given the fact that it is almost impossible to randomly select Turkish-Dutch, the email survey is best suited for respondents who are hard to reach (Malhotra, 2009). Although email surveys have a lower response rate (Babbie, 2007), the criteria of time, funding, and especially reaching the Turkish-Dutch respondents, along with the anonymity given, the email survey is determined as the best suited through structured questions. The self-administered questionnaire is the common email survey. Email surveys have the advantage of no interviewer bias (Engelen and Brettel, 2011). Data is collected by sending the questionnaire via email. The anonymity and privacy encourage the respondents to respond honestly. However, the use of self-administered questionnaires has the disadvantage that the respondents cannot be supported if they have difficulty with questions. This possibility of this problem can be eliminated with a pilot test. This allows the researcher to detect possible threats and weaknesses in the questionnaire and make adjustments accordingly (Malhotra, 2009; Henn *et al.*, 2006).

The dataset is prepared for analysis using *Statistical Package for the Social Sciences* (SPSS) version 22. These questionnaires are collected back upon completion and saved in *Statistical Package for the Social Sciences* (SPSS). A spss file is generated before the start of the survey. The survey results are automatically saved and exported in the spss-file.

A self-administered questionnaire is sent to 5,490 respondents in the Netherlands. The respondents were selected with the screening question, "Do you have a Turkish Background?" In total 1,197 answered "yes" to the screening question. These respondents were then asked to continue with the survey. In total 530 respondents participated in this research and completed the questionnaire. Therefore the response rate was 44.28%.

### **3.4 The Questionnaire Design**

The survey contained the screening question, an accompanying cover letter and the self-administered questionnaire measures. The measurement tool used within this study is a self-completion questionnaire comprising six sections, and one section for respondents' background information. The survey adopted items validated in marketing and consumer behaviour articles. The self-administered questionnaire is developed covering ethnic

food and entertainment, media use, acculturation, ethnic identity, ethnic friendship, and values. The cover letter explained the purpose of the research project, ensuring participants of data confidentiality and secure storage of collected data as well as gratitude for their participation (Appendix A).

### **3.4.1 Back-Translation Technique**

The purpose of translating the questionnaire is to produce an instrument, which is not available in the language required. The survey questions are all originally developed in English derived from existing theory, translated into Dutch by independent translators, and then back-translated into English to ensure accuracy (Brislin 1986). Back-translation is most commonly used and recommended (Wernerer and Campbell, 1970; Brislin, 1986). However, a translation that is linguistically correct may still be of poor quality. The translation agency uses two independent translators for translation to Dutch and others to translate back to English. This can result in a few differences in the wording of items. The translation office provides feedback on the translation and the differences occurring in the back-translation. The main consideration in accepting the feedback and differences in translation is that the English language provides more vocabularies to phrase the same meaning depending on the context of the question. To approach this method bias in item translation, a group of people are asked to evaluate these items.

One other issue involves the translation of the terminology of “you” in Dutch. The Dutch language distinguishes a formal and informal word for “you” (i.e. “jij is informal and “u” is formal). The informal use of “you” is decided on and adopted for sections A, B, and C1. These questions relate to “how often”. (Details of the items are in Appendix B questionnaire design). The questionnaire is in the Dutch language. Although, most Turkish-Dutch in the Netherlands are bilingual, the level of Turkish language (in writing and reading) is unknown and diverse, due to the generational and educational differences (Voogd, 2002).

Two instruments in the questionnaire are not translated, namely acculturation items and value priority items. The acculturation questions adopted are based on the work of Arend-Toth and Van de Vijver (2007) through the implementation of the “*two-statement method*”, which uses two separate scales, the first assessing respondent behaviour towards the culture of the majority (e.g. “the host”) and the second assessing respondent behaviour of their own ethnic heritage (e.g. “the home”). These scales capture the respondents’ public and private experiences, given the potential for these distinct dimensions to exhibit very different patterns of response and being consistent with recent

work. Specifically, the scales refer to Turkish and Dutch culture (Arend-Toth and van de Vijver, 2007), and thus are directly transferable to the context and setting of this research, with the specific acculturation spheres of everyday existence being assessed. The items of acculturation are validated in the Dutch language. The original items translated in Dutch are directly received from Van de Vijver in 2012 by email. Van de Vijver used the back-translation recommended by Brislin (1986). The value priorities are taken from the ESS (European Social Survey), which are available in Dutch and translated by a national team of the ESS. The ESS follows a TRAPD methodology, i.e. Translation, Review, Adjudication, Pretesting and Documentation.

### **3.4.2 Questionnaire Instruments and Scales**

To introduce the topic to the respondent and gain their cooperation and confidence, opening questions are used (Malhotra, 2009). The respondents were asked to answer two questions and select the applicable answer. The two items start with the person responsible for the main grocery shopping (e.g. “The main grocery shopping is done by...”), and the frequency (e.g. “The frequency of shopping for groceries is...”). The full questionnaire is detailed in Appendix B.

The measurement scales utilised in this study are derived from a range of influential academic consumer research and acculturation research studies. Since the measurement items were not conducted in previous research, it was considered appropriate to adapt validated items from sources that have considered each individual scale. For instance, the bidimensional acculturation measurement of public and private life domains reflected the complete set of original items put forward by Arends-Toth and van de Vijver, 2007. Furthermore, the original Ethnic Identity and Language Use items validated in previous ethnic studies were also included. The multiple sources for a measurement instrument were adapted from the various studies discussed in Chapter Two. The original sources of measurement items reflect the original items by their key authors.

The sources of the various items that comprised the measurement instrument used for the research survey are summarized in Table 3 below. The application of measurement items from established sources will allow deletion of any potentially problematic items in the revision process undertaken during the face validation process, as well as empirical assessment specific to the construct presented in the research.

**Table 3. Overview of Five Sections for Factor Analysis**

Section	Label	Items/ Statements
A Consumer behaviour	<i>Domestic Food and Entertainment</i>	A1 to A4
	<i>Mainstream Food and Entertainment</i>	A5 to A8
B Media Use	<i>Media use</i>	B1.1 to B1.6
C Acculturation	<i>Acculturation</i>	C1.1 to C1.24
	<i>Ethnic Identification</i>	C2.1 to C2.6
	<i>Ethnic Friendship Orientation</i>	C3.1 to C3.5
D Values	<i>Values Orientation</i>	D1 to D21
<b>Total</b>	<b>7</b>	<b>70 items</b>

#### 3.4.2.1 Food and Entertainment

Section A measures Food and Entertainment. The items selected for consumer behaviour are adapted from Xu et al, (2004). The scale of the statements contain a balanced seven points, using the seven-point Likert scale from “never” (=1) to “always” (=7). The measurement items capture the two dimensions of consumer behaviour, Domestic and Mainstream Food and Entertainment. Items 1 to 4 capture Domestic consumption and Items 5 to 8 measure Mainstream consumption.

#### 3.4.2.2 Media Use

Section B measures media use. The items for Media Use are adapted from the SASH and BAS of Marín and Gamba, 1996 and Sabogal, Marin, Otero-Sabogal, and Perez-Stable, 1987; Arends-Toth and De Vijver, 2007. Due to the wide choices of media use products available in the market and the constraints of time and finances, the scope of the research is narrowed down to focus on the following two categories, which are considered to reflect the immigrants’ behavioural context of the type of media used and the mode of media use. Media use includes Turkish and Dutch media use, reflecting two dimensions. The scale of the use statements, including bidimensionality, ranged on a seven-point scale from “never” (=1) to “always” (=7) inclusive (e.g. “How often do you use the internet for Turkish websites?” Adapted items have been used in marketing and

consumer research relating to ethnic consumers (Lee and Tse, 1994; Cleveland *et al.*, 2011; Hamilton, Ratner and Thompson, 2011).

### *Acculturation*

Section C relates to the acculturation behaviour measurement. The questions adopted are based on the work of Arends-Toth and Van de Vijver (2007) through the implementation of the “two-statement method”, which uses two separate scales. The first assessing respondent attitude towards the culture of the majority (e.g. “How often do you spend social time with Dutch people?”) and the second assessing respondent consideration of their own ethnic heritage (e.g. “How often do you spend social time with Turkish people?”), each containing a balanced seven points, using the seven-point Likert scale ranging from “never” (=1) to “always” (=7). Specifically, the scales refer to Turkish and Dutch culture (given the previous investigation of Arend-Toth and Van de Vijver, 2007), and thus are directly transferable to the context and setting of this research, with the specific acculturation spheres of everyday existence being assessed. These scales capture the respondents’ public and private experiences, given the potential for these distinct dimensions to exhibit very different patterns of response. The scale refers specifically to Turkish and Dutch culture relevant to the context of this study. The two-dimensional scales have been informed by the work of Hui *et al.* (1992) and Jun *et al.* (1993), recognising the two-dimensional nature of acculturation, namely the respective self-identification and the extent of adaptation to the host culture exhibited by the individual.

### *Language*

Language items are used in the bidimensional Acculturation scale (BAS) of Marin and Gamba (1996) for Hispanics. The scale used is seven-points ranging from “strongly disagree”, through “neutral” to “strongly agree” inclusive. To understand the extended acculturation influences of ethnic consumers, language measurement is important (Van de Vijver, 2008). A single-item measure of language use can indicate important aspects of the acculturation process of ethnic consumers. Language use is considered one of the most important components of ethnic identity (Laroche *et al.*, 1998; Phinney, 1990), a key factor in consumer acculturation (O’Guinn and Meyer 1983; Peñaloza, 1994) and has been widely assessed across acculturation instruments (Zane and Mak, 2003).

### *Ethnic Identity*

The second part of section C involves Ethnic Identity. The six Ethnic Identity items used the seven-point scale ranging from “strongly disagree”, through “neutral” to “strongly agree” inclusive (e.g. “I consider myself to be Turkish”). The “*two-statement method*”, which uses two separate scales and is based on the work of Arends-Toth and Van de Vijver (2007) to include the ethnic affiliation in the private life domain is included with six items referring to the Turkish and Dutch culture. The ethnic identity scale is adopted from Josiassen (2011) and used with a sample of second-generation immigrants of Turkish-Dutch descent living in the Netherlands. This scale is originally of Laroche *et al.* (2007) and used with immigrants to Canada from Hong Kong. Respondents are asked to rate the importance of each statement listed on a seven-point scale ranging from “strongly disagree”, through “neutral” to “strongly agree” inclusive.

### *Ethnic Friendship*

The five ethnic friendship orientation items are adopted from Xu *et al.* (2004). The scale used seven-points ranging from “strongly disagree”, through “neutral” to “strongly agree” inclusive (e.g. “Most of my friends are Turkish”).

### *Value Priorities*

Section E used the twenty-one item scale measuring human Values devised by Schwartz (PVQ; Schwartz, 2005). The set of ten value domains has been used to explain a wide variety of attitudes, behaviours, and subjective states across many nations (Schwartz and Bardi, 2001). Values are measured on six-point Likert scale from “Very much like me” (=1) to “not like me at all” (=6). To measure the individual value priorities, the raw scores per value item is used in CFA as recommended by Schwartz (1992, 2003). The Values were measured following the instructions provided by the ESS (2012). The statements include verbal portraits of people gender-matched with the respondent. Twenty-one items represent the ten Values.

Each statement describes a person’s goals, aspirations, or wishes which show the importance of each value. Two portraits operationalise each value, with three for universalism because of its very broad content. The score for the importance of each value is the mean response to the items that measure it. Schwartz notes that the twenty-one item survey questions included in the ESS can function as a two-factor model. This

can be done by creating four “higher-order” Values of openness-to-change, self-transcendence, conservation, and self-enhancement and then combining them with their opposites. Respondents are asked to rate how much they agree with the portrait statement. Value priorities have been widely assessed in literature (Steenkamp *et al.*, 1999; Vincent and Selvarani, 2013; Cleveland *et al.*, 2013) and offer potential for marketing and consumer research (Steenkamp, 2001; Craig and Douglas, 2006; Engelen and Brettel, 2011).

### *Background Variables*

Section F included the demographic characteristics of the respondents. Respondents' personal or demographic characteristics, i.e., age, education level, or income, are placed at the end of the questionnaire (Malhotra, 2009). The items include the respondents' background as well as family background.

## **3.5 Stage One**

The first phase of the quantitative research approach commenced with a pilot study (Henn *et al.*, 2009). The pilot is important in the first stage of the research approach, the Exploratory Factor Analysis EFA, given the new nature of the scales used in this study.

The original measurement structure may not apply to the present participant population within a new setting (Turkish-Dutch in the Netherlands). Secondly, the measurement structure has been changed through translation (Van de Vijver and Leung, 1997). The validity and generalisability of the measurement scales within the new setting can be assessed using the objective test measurement of EFA. The researcher can start with a large number of items, which result in several factors that represent the area to be measured (Tabachnick and Fidell, 2007). The objective is to determine whether the large set of items can be reduced and summarised into a smaller set of factors. The primary aim is to outline the underlying structure of the variables (Hair *et al.*, 2010). The EFA explores the underlying factor structure of a set of observed variables in theory, without establishing a preconceived structure on the outcome (Child, 1990).

The pilot study was carried out between 4th and 11th February, 2014. The pilot findings and analysis is detailed in Chapter Four. The questionnaire was then revised with feedback received from the supervisors and Dr. Ahmad Jamal (Cardiff University, UK). The feedback first of all addressed the cover letter to be sent to respondents. The main

feedback involved the inclusion of confidentiality besides anonymity, which was not included initially. The ethical considerations were also revised based on the feedback from the supervisors. Feedback was also received on the questionnaire. Initially it opened with section A regarding the consumer behaviour measurement of food and entertainment. Dr. Ahmad Jamal recommended that warm-up questions be included. Warm-up questions are simple to answer and make it less likely that the respondent will disengage from the questionnaire. Furthermore, warm-up questions put the respondent at ease (Malhotra, 2004). Two general questions were used at the beginning of the questionnaire as a warm-up. Prior to the pilot the questionnaire was revised accordingly.

### **3.5.1 Sample Size of the Pilot Survey**

The EFA requires a minimum absolute sample size of fifty observations and preferably 100 or larger (Hair *et al.*, 2010). Correlation coefficients can be less reliable with small samples noted by Tabachnick and Fidell (2007). Tabachnick and Fidell (2007) indicate that it is sufficient to have 200 cases for factor analysis. In addition, solutions that have several high loading marker variables ( $> 0.80$ ) would suffice with 150 cases. However, the loadings cannot be examined before the start of analysis. This study follows the minimum of 200 cases given by Tabachnick and Fidell (2007) and Hair *et al.* (2010) stated as good. The objective is to obtain an adequate sample size for this pilot. Therefore, a total sample of 197 was collected (Comrey and Lee, 1992; and Tabachnick and Fidell, 2007). The dataset is prepared for analysis using *Statistical Package for the Social Sciences* (SPSS) version 22. The actual sample size of this study (197 observations) does meet the minimum requirements for the EFA (Hair *et al.*, 2010).

The time taken to answer all questions of the survey was noted. Although, the time differed per respondent, the estimation is based on the pre-test mean of approximately twelve minutes. At the end of the survey, participants were asked to respond with their feedback or opinion to the survey. The respondents were asked to indicate if any questions were not understandable, or not clear. Secondly, if the quality of the instructions enables the respondents to have a clear view and proceed with the questions.

### **3.5.2 Method of Analysis in Stage One**

Exploratory Factor Analysis (EFA) is variable reduction technique to identify the number of latent constructs underlying a set of variables (items). The number of constructs and

the underlying factor structure are identified by conducting an EFA. The researcher is able to explain the variation among variables by using the new created factors, resulting from reduction of the variables. The new created factors can be defined with a new meaning or content (latent constructs). The smaller set of new factors with a minimum loss of information is assumed to underlie the original variables (Hair *et al.*, 2010). Hair *et al.* (2010) defines factor analysis as "...provides the empirical basis for assessing the structure of variables and the potential for creating these composite measures or selecting a subset of representative variables for further analysis " (Hair *et al.*, 2010, p.98).

This study examines a large set of variables derived from existing literature. The new setting and application due to translation, as well as the sample, requires an EFA to examine the instruments before proceeding with the CFA and SEM to test theory and the hypotheses. EFA is used to identify underlying dimensions (or factors) that explain the correlations among a set of variables. Secondly, to identify a new, smaller set of uncorrelated variables to replace the original set of correlation variables in subsequent multivariate analysis. And thirdly, to identify a smaller set of important variables from a large set in subsequent multivariate analysis (Malhotra, 2004).

Factor analysis is useful in developing and assessing theories, in which the researcher addresses questions about the underlying structure (Tabachnick and Fidell, 2007). The two major types of Factor Analysis (FA) are exploratory and confirmatory. In the early stages of research, EFA provides a tool to describe and summarise data by grouping the variables that are correlated. The exploratory factor analysis is a technique to identify the underlying structure of interrelationships (i.e. correlations) among a large number of variables in the analysis (Hair *et al.*, 2010). The sets of variables that are highly interrelated are called factors, and assumed to represent dimensions within the data. The assumption is to predict the relationship of the variables.

The EFA is theory development with the objective to produce reliable scales for each underlying construct. The EFA requires a minimum absolute sample size of fifty observations and preferably 100 or larger (Hair *et al.*, 2010). However, correlation coefficients can be less reliable with small samples (Tabachnick and Fidell, 2007). Tabachnick and Fidell (2007) indicate that it is sufficient to have 200 cases for factor analysis. In addition, solutions that have several high loading marker variables  $>0.80$ ) would suffice with 150 cases. However, the loadings cannot be examined before the start of analysis, therefore during the EFA. This study fulfils the requirement of having more observations than variables to conduct an EFA (Hair *et al.*, 2010).

The Principal Axis Factoring analysis (PAF) is most appropriate when the primary objective is to identify the latent dimensions or constructs represented in the original variables (Hair *et al.*, 2010). This is in line with the current study. Common factor analysis is viewed as more theoretically based (Hair *et al.*, 2010). Contrary to this, principal component analysis considers data reduction as a primary concern, with the minimum number of factors needed to account for the maximum of the total variance represented in the original set of variables, based on suggestions of prior knowledge. The current study attempts to identify constructs represented in the original variables to assess structure, based on the theory. Cliff (1987) describes the debate on Principal Component Analysis and PAF as followed:-

*“Some authorities insist that component analysis is the only suitable approach, and that the common factor methods just superimpose a lot of extraneous mumbo jumbo, dealing with fundamentally unmeasurable things, the common factors. Feelings are, if anything, even stronger on the other side. Militant common-factorists insist that components analysis is at best a common factor analysis with some error added and at worst an unrecognizable hodgepodge of things from which nothing can be determined. Some even insist that the term “factor analysis” must not be used when a components analysis is performed” (in Hair et al., 2010, p.107).*

Principal Axis Factor analysis is a process of identifying the structure of inter-relationship among a large number of variables by defining a set of common underlying dimensions (Hair *et al.*, 2010). It was selected to be applied in this study. The degree of correlation among the variables is desirable with the objective to identify interrelated sets of variables. The PAF (i.e. common factoring) is best in well-specified theoretical applications (Hair *et al.*, 2010).

EFA defines factors derived from statistical results, not from theory. The statistical test is used to determine the underlying pattern of the data, i.e. factor structure. The researcher applies EFA, and uses established guidelines to determine which variables load on a factor and how many factors emerge. As a result, the factors which emerge can be named after the analysis is performed.

Statistical results with EFA are the Bartlett’s test of sphericity, communality, eigenvalues, factor loadings and Kaiser-Meyer-Olkin (KMO). To determine the appropriateness of FA the correlation matrix is examined (Hair *et al.*, 2010). To test the correlation among variables two measurements will be used; the Bartlett test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy.

The Bartlett test of Sphericity is a statistical test for correlations among variables. The number of factors will be determined by eigenvalues. The eigenvalues greater than one will be selected as the criteria for determining the number of factors to be extracted (Hair *et al.*, 2010). The factor analysis undertaken involves an established approach consisting of principal axis factoring, with the established Kaiser criterion (involving the extraction of factors whose eigenvalues exceed one, thus each factor identified offering greater explanatory value of the data variance than an individual original variable) put in place to establish the number of factors, with rotation used to develop a group of factors that are statistically independent (Bryman and Cramer, 1994; Field, 2000).

The Bartlett test of sphericity and the Kaiser-Meyer-Olkin measure of sampling adequacy were used to evaluate the correlation among the variables. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MSA) is to quantify the degree of inter-correlations among the variables. KMO index 0.9 or above is excellent, KMO index 0.8 or above is great, KMO index 0.7 or above is good. Variables with KMO less than 0.5 will be deleted (Hair *et al.*, 2010). According to Tabachnick and Fidell (2007) values of 0.6 and above are required for good FA. The overall significance of the correlation matrix (e.g. the presence of correlations among the variables) is assessed with the Bartlett test of Sphericity (Hair *et al.*, 2010). The statistical significance of correlation within the set of variables is assessed at the 5% level, which indicates that sufficient correlation exists to ensure the factorability within the set of measured variables.

The retention or elimination of factors is decided by applying the Kaiser criterion (i.e. retaining factors whose eigenvalue is greater than one). All factors with an eigenvalue greater than one are retained for interpretation. The additional technique of a scree-plot test can provide clarity of deficiencies involving a retention or elimination. For example, if a factor has an eigenvalue of 1.05, this factor is accepted for retention. However, if the analysis identifies a factor just below the level of one, e.g. 0.97, this should be eliminated according to the guidelines of the Kaiser criterion of one. The scree-plot test presents a graph of the eigenvalues in descending order. The “elbow” in the scree test identifies the point at which the last significant break takes place. Factors above and excluding this point are retained.

The rotation of factors is a process by which the solution is made interpretable (Tabachnick and Fidell, 2007). Rotated solutions will improve the interpretation in the preliminary analysis, with the objective to obtain some theoretically meaningful factors. Factor rotations of the variables can identify and define the character of each factor. The selection of the rotation method depends on the particular needs of a research problem.

Two types of rotation are possible, orthogonal and oblique rotation. Orthogonal rotation maintains statistical independence between the rotated factors (Hair *et al.*, 2010). In contrast, the Oblique rotation allows correlations to exist between the factors.

The orthogonal Varimax rotation method attempts to maximise the variance of loadings within factors, i.e. the sum of variances of required loadings of the factor matrix (Tachnick and Fidell, 2007; Hair *et al.*, 2010). The objective of the Varimax method is to maximise the variance of loadings by enabling high loadings to be higher and low loadings to be lower for each factor (Bryman and Cramer, 1994; Field, 2000). However, this rotation technique assumes factors to be uncorrelated. Therefore, it attempts to load variables that are highly correlated with each other into single factors (Tabachnick and Fidell, 2007). Direct Oblimin Oblique rotation technique simplifies factors by minimizing cross-products of loadings (Tabachnick and Fidell, 2007). The Oblique rotation produces additional matrices. A factor correlation matrix suggests that one or more factors may be combined into one single factor. A structure matrix is produced with correlations between factors and variables. The theoretical underlying dimensions discussed in Chapter Two are assumed to be correlated with each other (i.e. Bidimensional Acculturation variables; Ethnic Identity; Media Use; Value priorities). Therefore this study selected the, Direct Oblimin Oblique rotation.

The oblique rotation method is selected when the research objective is to obtain theoretically meaningful factors or constructs. The “new” application of the instruments in this study assumes correlations for some factors in theory. However, this study is conducting an EFA based on the desirability of data reduction and simplification, given the relatively large number of variables established in previous studies. This is explicitly assessed within the study. The items and scales used in this study are new by application, language and construct relationships. The oblique rotation also identifies the extent of correlation between the factors assuming that dimensions could be correlated to justify the application of the oblique rotation. However, the oblique rotation, with the possibility of correlated factors can be specific to the sample (Hair *et al.*, 2010). Therefore, to select the best-suited rotation method, both rotation types are applied as recommended by Hair *et al.* (2010) in order to assess the comparability of the two rotation methods.

Tabachnick and Fidell (2006) argue that:-

*“Perhaps the best way to decide between orthogonal and oblique rotation is to request Oblique rotation (e.g., Direct Oblimin or promax from SPSS) with the desired number of factors and look at the correlations among factors” (p.646).*

If the factor correlations are not driven by the data, the solution remains nearly orthogonal. The rule of thumb is correlations around 0.32 and above with a minimum of 10% overlap in variance among factors. This indicates the approval of the oblique rotation, unless there are compelling reasons for orthogonal rotation.

When the rotation is complete, the next step is to examine the rotated factor matrix (Hair *et al.*, 2010). This allows the researcher to examine the patterns of significant factor loadings with the objective to find a simplified structure and detect problems, i.e. non-significant loadings for one or more variables, cross-loadings, or unacceptable communalities. If any problems are detected, a re-specification of the factor analysis should be considered. Hair *et al.* (2010, p.116) provides the following guidelines to examine significant loadings:

- Factor loadings in the range of  $\pm 0.30$  to  $\pm 0.40$  are considered to meet the minimum level for interpretation of structure;
- Loadings  $\pm 0.50$  or greater are considered practically significant;
- Loadings exceeding 0.70 are considered indicative of well-defined structure and are the goal of any factor analysis.

The guidelines above indicate that loadings in excess of 0.40 are acceptable. The greater the loading, the more the variable is a pure measure of the factor. Comrey and Lee (1992) suggest that loadings of 0.71 and higher, are considered excellent, 0.63 is very good, 0.55 is good, 0.45 is fair, and 0.32 is poor. However, the significance of a factor loading depends on the sample size. Hair *et al.* (2010) has recommended the following guidelines in Table 4.

**Table 4. Identifying Significant Factor Loadings based on Sample Size**

<b>Factor loading</b>	<b>Sample size</b>
≥ 0.75	50
≥ 0.55	100
≥ 0.45	150
≥ 0.40	200
≥ 0.35	250
≥ 0.30	≥ 350

Source: Hair *et al.* (2010, p.116)

The analysis in this study is carried out with the Oblique rotation method. The assumption is that some underlying structure exists in the set of selected variables, hence the FA, and that there is potential for association between the extracted factors, hence an Oblique rather than a Varimax rotation. The Oblique rotation is chosen on the premise that relationships are likely to exist between the identified factors. Rotation will be performed to simplify the interpretation of each factor and variables that have a loading of less than 0.4, which will be removed. Items which do not load on any factor or which load as a single factor (which is difficult to interpret) or load on several factors simultaneously will be deleted from the scale. The scores on factors are estimated for each subject, which are usually more reliable than scores on individual observed variables. The objective is to decide which variables make up which factor. The loadings on the factors will be examined, and each factor will be assigned a name relating to the content of the variables.

In order to check the reliability of the scale, reliability tests are carried out using Chronbach's alpha coefficients. This is used to assess the internal consistency among the set of items on each factor. Cronbach's alpha requires a 0.7 or higher for reliability. The criteria for the EFA are summarised in Table 5.

**Table 5. Criteria summary for EFA**

	<b>Index</b>	<b>Comment</b>
<b>KMO</b>	> 0.9	Excellent
	> 0.8	Great
	> 0.7	Good
<b>Bartlett's' test of Sphericity</b>	> 0.05	Significant
<b>Cronbach's alpha</b>	> 0.7	Reliable

The EFA is set by the criteria outlined above. A set of new factors is developed (e.g. latent constructs). The factor solutions are obtained where all variables have a significant loading on a factor. The researcher will attempt to assign a meaning to the factors and name or label each factor presented. A consideration in labelling a factor is to place greater emphasis on those variables with higher loadings (Hair *et al.*, 2010). The findings and analysis of the EFA are discussed in detail in Chapter 4. The next stage in factor analysis is the CFA and involves the assessment of the degree of generalisability of the results to the population (e.g. Turkish-Dutch) and the potential influence of individual respondents on the overall results (Hair *et al.*, 2010).

### **3.5.3 Instrument Refinement**

Stage one EFA is conducted to understand and identify the underlying structure of the relatively large set of variables. This study assumes that the original measurement structure tested in previous studies may not be replicable to the present immigrant population. The aim of Stage One is to determine if the items can be reduced and simplified.

The purpose of the factor analysis, (EFA) at this stage is to extract the underlying dimensions and use the “new” factors. As the objective of the EFA is ultimately to produce a valid and reliable scale for each underlying construct, the internal consistency of the items comprising the resultant factors is checked via Cronbach's alpha. Reliability tests are carried out in order to maximise the alpha value of the constructs. Alpha “if item deleted” is used as a guideline as to whether to delete or to retain each statement.

The pilot is tested and used in Stage One and discussed in Chapter Four. The findings and analysis of Stage One are used to modify and determine a proposed model. The model is used in Stage Two to test the extent of the theory and hypotheses (a-priori) with the theoretical pattern of factor loadings of pre-defined constructs to see if it represents the actual data. The CFA is a method to validate results and assess the replicability of the results with a separate sample (Hair *et al.*, 2010). The theorised constructs of interest can be conducted through Structural Equation Modelling (SEM) in addition to the CFA. The second stage of analysis involves the CFA/SEM and is discussed in the next section.

### **3.6 Stage Two**

The objective of this study is to test the preconceived theory with the assumptions made (i.e. hypotheses) in a new setting (i.e. the Netherlands), with a “new” sample (i.e. Turkish-Dutch). The exploratory analysis provides an understanding of the underlying structure of the variables. The factors resulting from the EFA are used to proceed to the confirmatory factor analysis (CFA). The CFA is suitable to determine if the factors and the loadings of the variables conform to the basis of the established theory. To represent the theoretical concept Structural Equation Modelling (SEM) is used. The dataset is prepared for analysis using *Statistical Package for the Social Sciences* (SPSS) version 22. In order to proceed with Stage Two SPSS AMOS (Analysis of Moment Structures) software is used.

The CFA and SEM involves a six-stage process, in which the first four stages examine measurement theory and stages five and six address the structural theory where constructs are theoretically linked to each other (Hair *et al.*, 2010). One key prerequisite of developing the measurement model in CFA is that latent constructs should be indicated by at least three measured variables (Hair *et al.*, 2010), which enable the statistical identification. The latent constructs, i.e. factors loaded in the EFA, meet the requirement of at least three or more measured variables. Thus this study can proceed with the CFA and SEM.

#### **3.6.1 CFA**

The confirmatory factor analysis (CFA) is used to determine the factor structure of a set of observed variables. The researcher uses the statistical technique to test the hypothesis. The objective is to analyse if the number of factors and the loadings of

measured variables on the factors observe what is expected based on the pre-established theory (Tabachnick and Fidell, 2007) i.e. the relationship between the observed variables and their underlying latent constructs (factors). In order to test theory and hypotheses (a-priori) with the theoretical pattern of factor loadings of pre-defined constructs to see if they represent the actual data, CFA has to be performed (Hair. *et al.*, 2010). EFA explores the factor structure of survey items, whereas CFA is used to confirm the theorised constructs of interest. CFA provides the researcher with information on how well the theoretical specification of the factors compare with the actual data. CFA is a test to either confirm or reject the hypotheses, and therefore the initial formulated theory. The CFA tests how well the variables measured represent a smaller number of constructs (i.e. factors). The most direct method of validating results (Hair *et al.*, 2010) is the confirmatory factor analysis through Structural Equation Modelling (CFA/ SEM).

The CFA is the measurement model to test the sample, and requires more than one sample. The initial sample can be used in the EFA, whereas the results can be used for further refinement. To perform the CFA, an additional sample should be used. This study will use a large sample which is required to conduct an EFA. After refinement from the EFA, a second large sample will be collected to perform a CFA and SEM.

CFA is used to specify how sets of measured items represent a set of constructs and links those constructs to variables and to each other, i.e. the relationships to make an empirical examination of the proposed theory and hypotheses. CFA sets out to refine measures in a pre-test prior to the confirmatory testing. In CFA the loadings linked to the measurement items of the corresponding latent factor are calculated (Hair *et al.*, 2010). The EFA produces loading for every variable on every factor, contrary to CFA, which has no cross-loadings. CFA specifies the element latent constructs, the measured variables, the item loadings on specific constructs, the relationships among constructs, and the error terms for each indicator. Therefore, an important step in the analysis of latent variable models is to first test the validity of the measurement model before evaluating the structural model.

Based on the results of the EFA, CFA will test the theoretical pattern of factors (i.e. the pre-received constructs from the EFA). The use of CFA statistics to test the hypotheses in this study allows the researcher to analyse the extent to which the specified factors confirm the theory, therefore testing the measurement theory (Hair *et al.*, 2010). The measurement theory (the relationship of measured variables representing a latent construct i.e. factor) will be combined with a structural theory (i.e. SEM model). A

prerequisite of a CFA is to define a measurement theory beforehand. Through the estimations of relationships (i.e. linking the constructs to variables and to each other) the proposed measurement theory will be empirically examined. The measurement model represents how the measured variables are reduced to a factor (i.e. construct). CFA procedures are used to test the validity of the indicator variables. The measurement of the model should be valid in order to proceed with hypothesised structural model assessment. The CFA will be used to test the proposed measurement theory. CFA analysis will examine constructs with the measured variables in which a conceptual theory is tested. Structural Equation Modelling (SEM) is a statistical technique used for confirmatory analysis. The SEM tests the structural model. This technique allows a set of relationships between one or more independent and dependent variables to be examined (Tabachnick and Fidell, 2007).

### **3.6.2 Structural Equation Modelling**

Structural Equation Modelling (SEM) is:-

*“a collection of statistical techniques that allow a set of relationships between one or more independent variables, either continuous or discrete, and one or more dependent variables, either continuous or discrete, to be examined” (Tabachnick and Fidell, 2007, p.676).*

The theory-based approach enables the researcher to specify all relationships before the SEM model estimation. Hair et al (2010) emphasises the need for theoretical justification, in which SEM is a confirmatory method of analysis guided by theory rather than by empirical results. This study proposes a dependence relationship based on causation, with a hypothesised cause-and-effect relationship. The causal sequence between variables enables knowledge and understanding on how some causes determine an effect (Hair *et al.*, 2010). However, the dependence relationship which is hypothesised (Chapter Two) does not have to appear to be causal. SEM cannot establish causality, as causal tests traditionally involve an experiment (Hair *et al.*, 2010). However, SEM can treat dependence relationships as causal if four types of evidence are reflected in the SEM model (i.e. evidence covariation, sequence, nonspurious covariation, and theoretical support). The SEM is a multivariate technique that allows researchers to examine interrelated questions and has become popular in social science and consumer behaviour research.

The SEM process has six stages. The first four stages involve measurement theory, and the latter two stages address the link of the structural theory (i.e. linking the constructs

theoretically to each other) (CFA steps are explained in section 3.5.1). First the measurement model will be examined and validated via CFA analysis. This is followed by the SEM analysis which starts to test the structural relationships. If the CFA shows indications of misfit, modifications to the measurement model need to be applied to ensure the measurement model with the best fit to the sample data (step four). If modifications have been made to the CFA model, then a re-examination of the reliability of scale items needs to be conducted to ensure that the observed variable is consistent with the corresponding latent variable. The SEM is followed by the CFA. The data should be valid in order to be analysed in SEM, therefore the CFA needs to fit the sample data adequately. The SEM will examine how and if the theory fits reality as represented by the data. The six-stage process is illustrated in Table 6.

**Table 6. Six-Stage Process (adapted from Hair *et al.*, 2010, p.628)**

Stage	1	Method	Validity
1	Defining individual constructs.	What items are to be used as measured variables?	
2	Developing the overall measurement model.	Make measured variables with constructs. Draw a path diagram for the measurement model.	
3	Designing a study to produce empirical results.	Assess the adequacy of the sample size. Select the estimation method and missing data approach.	
4	Assessing the measurement model validity.	Assess line GOF and construct validity of measurement model.	Is the measurement model valid? <u>Yes:</u> Proceed to test structural model with stages 5 and 6. <u>No:</u> Refine measures and design a new study.
5	Specifying the structural model.	Convert measurement model to structural model.	
6	Assessing structural model validity.	Refine measures and design a new study. Assess the GOF and significance, direction, and size of structural parameter estimates	Is the structural model valid? <u>Yes:</u> Draw substantive conclusions and recommendations. <u>No:</u> Refine model and test with new data.

SEM is considered a confirmatory analysis (Hair *et al.*, 2010). The theoretical foundation is specified for the measurement and structural models, which is indicated as the primary basis for SEM. Chapter Two defined the theoretical review for this study. In addition, an attempt has been made to specify the research concept and establish hypotheses. The first step in SEM is the structural model, and shows how the constructs are associated with each other (dependent and independent). The three steps are indicated as the fundamental roles in SEM (Hair *et al.*, 2010), theoretical foundation, research concept and hypotheses, and modelling strategy.

### 3.6.2.1 *Technique in Structural Equation Modelling*

In SEM, the estimations of the population parameters should be adopted (Tachnick and Fidell 2007). The aim is to minimise the variation between the observed and estimated population covariance matrices. According to Tachnick and Fidell (2007). A number of estimation techniques are available, such as the Maximum likelihood (ML), Generalised Least Square (GLS), Weighted Least Square (WLS), and Unweighted Least Square (ULS) (Byrne, 2009; Tabachnick and Fidell, 2007; Hair *et al.*, 2010). Tabachnick and Fidell (2007) argue that the right estimation technique and the test statistic is essential to consider their performance according to sample size. The default and most frequently used estimation method in AMOS is Maximum Likelihood (Tachnick and Fidell, 2007; Byrne, 2009). Maximum Likelihood (ML) estimation performs well with a sample size above 500. ML has the advantage that it performs well, even when dealing with data where its normality assumption is violated (Tabachnick and Fidell, 2007). Based on the large sample size requirement for this study (>500) the application of ML estimation technique is statistical, logical and practical to provide appropriate and reliable results (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). ML estimation technique is used by academics during application of SEM to assess acculturation and consumer behaviour (Acker and Vanbeselaere, 2011; Josiassen, 2011).

The fitness of a structural model can be processed by the goodness-of-fit (GOF) indices (Hair *et al.*, 2010). The GOF reveals that if the model misfits, modifications can be made based on modification indexes and theoretical evidences in order to improve the SEM fit model. The GOF compares the theory (estimated covariance matrix) to reality (observed covariance matrix), which indicates how well the specified model fits. This will increase the accuracy of testing the hypotheses and develop an acceptable Immigrants' consumer acculturation model.

A key consideration for construct validity and reliability is to analyse how all of the individual constructs will come together to form an overall measurement model. One key issue is the establishment of "unidimensional" measures i.e. that a set of measured indicator variables can be explained by only one construct (Hair *et al.*, 2010). Unidimensional measures make the model more accurate and are an important aspect of scale validity (Hair *et al.*, 2010). Researchers have argued that marketing contributions have overlooked the need to establish whether a scale is unidimensional or not (Gerbing and Anderson, 1988; Jaworski and Kohli, 1993). In this study, unidimensionality tests of each scale were taken before evaluating the structural model as a whole to give an indication of the overall quality of the measures. The overall fit of

the confirmatory factor model, when each factor is hypothesised to be represented by only one factor, “provides the necessary and sufficient information to estimate whether the assumption of construct unidimensionality has been met” (Steenkamp and van Trijp, 1991, p.287). This study takes the guidelines of unidimensional measurement of indicator variables representing only one construct. Byrne (2009) recommends to test unidimensionality with each latent variable independently.

The chi-square  $\chi^2$  is the index of fit for testing unidimensionality as a measure of exact fit (Hair *et al.*, 2010). However, the chi-square  $\chi^2$  rejects the fit of a model as the number of cases increases (Kline, 2011). There are a number of Goodness-of-fit (GOF) measures that can be used to assess a structural model. The Goodness-of-fit indices, Goodness-of-fit (GFI) and Adjusted Goodness-of-fit (AGFI), are popular for unidimensional constructs. One limitation of GFI is that the expected values vary with sample size (Fan, Thompson and Wang, 1999; Kline, 2011). Other fit indices have been developed which decrease the use of GFI (Hair *et al.*, 2010). According to Wheaton (1987) the GFI and AGFI may not be as informative as chi-square test statistics and Root Mean Square Error of Approximation (RMSEA). The chi-square is expected to be a non-significant statistical measure to indicate that no significant difference between sample covariance matrix and the estimated covariance is evidenced (Tabachnick and Fidell, 2007). Therefore, a good fit can be indicated by a non-significant chi-square statistic. However, chi-square values are affected by sample size and should not be solely used for goodness-of-fit (Hair *et al.*, 2010). Models with large samples often result in the  $\chi^2$  fit statistic to be significant (Jöreskog and Sörbom, 1993). Therefore the  $\chi^2/df$  is used instead. RMSEA is widely used with large samples or large numbers of observed variables (Hair *et al.*, 2010). RMSEA is best suited for large sample size, e.g. sample size larger than 500 respondents (Hair *et al.*, 2010). Kline (2011) and Byrne (2001) recommend to assess a model based on Comparative Fit Index (CFI) and RMSEA. CFI is the most widely used index (Hair *et al.*, 2010).

Several fit indices have been developed to assess a good fit (Tabachnick and Fidell, 2007). It is argued that not all model-fit criteria can meet all goodness-of-fit indices (Schumacher and Lomax, 1996). For example, Kenn and Mccoach (2003) indicated that Tucker-Lewis Index (TLI) and CFI both decline as more variables are added. These authors recommend that a majority of fit indices indicate an acceptable model, in line with Kline (2011). More complex models with larger samples should not be held to strict standards (Hair *et al.*, 2010). If the fit indices are acceptable, then the researcher can proceed with SEM, indicating validity and suggesting that the theoretical model is supported by the data.

The use of three or four fit indices is recommended (Garson, 2008; Hair *et al.*, 2010). In marketing, the normed  $\chi^2$  (CMIN/DF or  $\chi^2/df$ ) index together with the CFI, TLI and RMSEA are most commonly used (Cleveland *et al.*, 2011; Josiassen, 2011). The sample size in this study of 530 indicates that the chi-square will probably be significant, thus  $\chi^2/df$  is used instead. The GFI and AGFI indices may be affected by the large sample size and therefore can be applied to lower values than the recommended threshold (Hair *et al.*, 2010).

The four fit indices CMIN/DF, CFI, TLI, RMSEA as guided by marketing literature and recommend by the above researchers to examine the goodness-of-fit of the measurement model are adopted in this study. Josiassen (2011) for example, assessed the Goodness-of-fit of his measurement model acculturation effects on ethnic consumers by utilizing CMIN/DF, CFI and RMSEA model fit statistics. Similarly, Richard and Tofolli (2009) have also applied the same statistics in their assessment of language influence and Cleveland *et al.* (2011) in their assessment of identity impact on consumer behaviour. The chosen indices follow guidance provided by Hair *et al.* (2010). The multiple model fit indices include both an absolute as well as incremental model fit, which contributes to the evidence of adequate information to estimate the research measurement model. The fit indices used as guidelines in this study are illustrated in Table 7.

**Table 7. Fit Indices in this Study**

	Measurement Model	Reference
	< 0.5	Tabachnick and Fidell, 2007
<b>CMIN/DF</b>	< 2 and < 3	Hair <i>et al.</i> , 2010
	< 2	Kline, 2011
<b>CFI</b>	0.9	Schumacker and Lomax, 2004
	> 0.90	Hair <i>et al.</i> , 2010
	> 0.95	Kline, 2011
<b>TLI</b>	0.9	Schumacker and Lomax, 2004
	< 0.90	Hair <i>et al.</i> , 2010
	< 0.95	Bentler and Hu (1999)
<b>RMSEA</b>		Hair <i>et al.</i> , 2010
	< 0.08	Kline, 2011
	< 0.06	Hu and Bentler, 1999
	< 0.05	Schumacker and Lomax, 2004

### 3.6.2.2 Advantage of Structural Equation Modelling

The main research objective is to examine the extent to which acculturation influences ethnic consumers, i.e. Immigrants' consumer acculturation. This research is interested in investigating (inter)relationships between the factors assumed to affect Immigrants' consumer acculturation (i.e. bidimensional acculturation, ethnic identity, ethnic friendship orientation, value priorities), and aims to develop a concept for ethnic consumers and contribute to the understanding of Immigrants' consumer acculturation. In the second stage of this study, Structural Equation Modelling is considered to be the most suitable statistical technique to meet the research objective.

The main feature of SEM is to compare the model to empirical data. SEM provides several advantages over simpler methods of data analysis (Hair *et al.*, 2010). SEM allows the researcher to test complex hypotheses that include direct and indirect effects, interactions, as well as complementary relations. This offers flexibility for the researcher

in analysing the data. The analysis is carried out in order to examine and test the relationships between more than one independent variable and one dependent variable. Structural equation models estimate the relationship between the latent, not the observed variables, thereby correcting for the effects of measurement error.

### **3.7 Ethics in Research**

The ethical considerations concerning purpose, source of funding, methods to be deployed and wider value and impact guiding this research are approved by the Ethical Committee of Newcastle Business School (NBS) (see Appendix C). Ethics in research is a critical component of the University Policy on Ethical Issues in Research and Consultancy. The NBS ethical components are in line with the SRA (Social Research Association), which suggests the following points to be addressed (SRA, 2003, p.27-30 in Henn *et al.*, 2006, p.86):

- The purpose of the study; its policy implications.
- The identity of the funder(s).
- The anticipated use of the data and the form of publication that may result.
- The identity of the interviewer.
- How the individual was chosen, e.g. the sampling method used.
- What the individual's role in the study will be.
- Any possible harm or discomfort that may result from the research.
- The degree of anonymity and confidentiality assured.
- The proposed data storage arrangements; the degree of security.
- The procedures of the study, e.g. the time involved, the setting.
- Whether their participation is voluntary or compulsory; if the participant is voluntary; their entitlement to withdraw consent.

The research participants' consent is obtained prior to the research taking place in order to obtain free consent at all times. The principles of ethics in research are delivered to the participants before the start of the survey. The potential participants are informed of the voluntary nature of participation with consent by completion of the self-administered questionnaire. The email contained a letter in which the participation value was explained (Appendix B). The letter stated in the introduction that their participation was of great value to this PhD study. It was pointed out that the results will be used in the PhD thesis as well as in future publications. Furthermore, the letter indicated the value of science and knowledge in consumer behaviour theory and literature. The final paragraphs specified that the participation to this survey is anonymous and that data will

be processed anonymously and stored securely. The letter concluded by stating that there are no right or wrong answers and thanked them for their time. The letter was signed by name and title (i.e. Hatice Kizgin, PhD student). At the end of the project, the records were securely stored by the researcher, and will be destroyed after a period of three years.

This research study was conducted in the Netherlands. The Netherlands was chosen because it lists the Turkish-Dutch as the largest non-Western immigrant population, with four generations. Furthermore, the researcher is based in the Netherlands, so conducting the research in the Netherlands will reduce the costs. Therefore, the Netherlands was chosen due to time and cost limitations. A random sample of immigrants in The Netherlands is virtually impossible. The most widely applied method is snowball sampling followed by a comparison of important background characteristics of the sampled participants within the immigrant population at large (Van de Vijver and Tanzer, 2004). However, this sampling method can be biased by participants' impact and inaccuracy of results. A non-random sampling method is used.

The defined age group of the sample is restricted by the Ethical Research Committee of NBS. It is a requirement that the respondents should be at least aged eighteen years old. In addition, it is assumed that most people who are under eighteen might have limited purchasing power in comparison to other age groups. In this context, it is also taken into account that the Turkish-Dutch in the Netherlands tend to live at home at least until the age of eighteen. Secondly, most of them do not earn money before they leave home and are financially dependent on their parents.

The participant is informed that the questionnaire has six sections and is asked to answer three general questions before the start of the main questionnaire (e.g. "The main grocery shopping is done by...", "The frequency of grocery shopping is...". This was to 'warm up' the participants (Malhotra, 2009).

### **3.8 Strengths and Limitations of the Research Methodology**

This study has a number of limitations. It was conducted in the Netherlands and data obtained has focused on the Turkish-Dutch residents in the Netherlands only. A stratified random sampling method was used. The disadvantage of stratified sampling is that it requires more administrative effort. Although limitations of cost and time were considered, this study attempted to collect data to increase the size. Finally, the

limitations of questionnaires should be taken into account. The questionnaire was prepared in the Dutch language. The lack of a Turkish language version was considered, but was deemed unnecessary given the language abilities of the respondents. The questionnaire was limited to only a few products (e.g. food and entertainment).

The survey used in this study to conduct quantitative research presented challenges. The electronic survey has distinctive technological, demographic and response characteristics. The selection of a professional firm considered critical methodological components, such as survey design, subject privacy and confidentiality, sampling, distribution methods and response rate. It can be argued that user response via an existing database of a professional agency may carry bias in terms of internet use and access, and age and language proficiency. However, as discussed in section 3.3.4, information is limited to ethnic groups in terms of unknown background variables.

The strength of the study is the total of 530 samples collected. The profile of the participants includes an acceptable balance between demographic variables i.e. male and female, age, and location in terms of region in the Netherlands. This study developed a complex model drawn from existing research. The techniques employed are used to test various hypotheses in a new context. The sample size and representativeness make generalisations possible and provide significant indications regarding Immigrants' Consumer Acculturation.

To approach ethnic consumer behaviour, given the importance and implications for marketing strategy, understanding the acculturation processes of immigrants in any sub-cultural group is necessary (Barbosa and Villarreal, 2008; Kacen and Lee, 2002; Jamal, 2003; Kwon and Kau, 2004; Belk, Devinney and Eckhardt, 2005). Studies in this area have increased, however are mainly limited to the US. Although there is an increase in immigrants in European countries, these studies have not sufficiently considered a non-Western immigrant group. A study of ethnic consumers like the non-Western Turkish-Dutch in a mixed society such as the Netherlands, a Western country, is largely under-explored.

This study is also unique for the following two reasons:

- i. To understand the impact of acculturation on ethnic consumer behaviour; a non-Western ethnic group in a Western country;
- ii. To understand the relationship of acculturation and individual values.

This study is focusing on the ethnic group of Turkish immigrants in the Netherlands to examine the degree to which acculturation influences their consumer behaviours. Secondly, it integrates and examines the effect of individual values.

### **3.9 Conclusion**

This chapter reviewed the research philosophies and philosophical underpinnings associated with social science research. The design of the research and the research strategy is described. The methodology selected for this study consisted of a two-stage approach. The two-stage approach, i.e. EFA, CFA and SEM is considered to be the most suitable statistical technique to fulfil such research objectives. The primary data collection utilised a quantitative approach, and used selected prevailing statistical techniques to explore possible factors and their relationships to contribute to the understanding of ethnic consumers and thus consumer acculturation theory.

The next chapter will describe the findings and analysis of the EFA stage, followed by the findings and analysis of the CFA/ SEM in Chapter Five.

# Chapter Four – Stage One Analysis

## 4.1 Introduction

Three groups of items within each separate group assessment are required to determine the underlying data structure. This is achieved in each case by means of Exploratory Factor Analysis (EFA).

Given the “new” nature of this study, an EFA does not set any a priori constraints on the estimation of components or the number of items to be extracted into a set of newly created and defined factors. The aim of the factor analysis is to define the constructs (or dimensions) assumed to be implicit within the original variables.

## 4.2 Exploratory Factor Analysis (EFA)

### 4.2.1 The Survey Questionnaire Stage One

The self-administered questionnaire was distributed by email to a group of Turkish-Dutch respondents. From this 784 respondents accepted the invitation to proceed, with 197 respondents participating fully and returning the completed questionnaire. The response rate was 25.13%. An email survey has the disadvantage of generating a lower response rate. The length of the survey can also have a negative influence on email survey response rates in that the longer the survey, the more likely it is that the response rate will be lower (Yammarino, Skinner and Childers, 1991). However, the advantages are the low cost, wide geographic reach and no interviewer bias. The relatively low response of this stratified probability sample can be attributed to lower interest levels and to the sense of “*segregation*” of potential participants with the specific focus on Turkish background. The third generation is not listed and defined as Turkish-Dutch in the Netherlands, but as native Dutch and therefore, the sense of belonging may be not to the Turkish-Dutch ethnic group. A response rate in the range of 10-30% is not unusual in Consumer Research (Bloch, Sherrell and Ridgway, 1986). The sample comprises 56.3% male and 43.7% female. The questionnaires were retained on completion and saved in the Software *Statistical Package for the Social Sciences* (SPSS).

### **4.3 Demographic Profile of the Respondents**

Representative data is an important consideration to ensure generalisability of the findings to the population. The aim of Stage One is to have a representative sample of the Turkish-Dutch population. The size of the Turkish-Dutch group in the Netherlands represents approximately 2.5% of the total population and is the largest group of immigrants with 12% of the total immigrant population in the Netherlands (CBS, 2013). The CBS has registered Turkish-Dutch immigrants according to their generational status. The 395,302 Turkish-Dutch individuals are represented by 50% first generation and 50% second generation. The third generation is estimated at 17,797, however, the actual numbers are not known (CBS, 2013). (Chapter Three section 3.4.2). The Turkish-Dutch respondents to the email survey comprise individuals born in Turkey as well as those born in the Netherlands. The demographic profile of the respondents is illustrated in Table 8.

**Table 8. Profile of Respondents**

<b>Demographic Characteristic</b>	<b>Number of Cases</b>	<b>Total (%)</b>
<b>Gender</b>		
Male	111	56.3
Female	86	43.7
<b>Birth Place</b>		
Turkey	83	42.2
The Netherlands	110	55.8
Others	4	2.0
<b>Birth Year</b>		
1945- 1960	21	10.7
1961- 1970	33	16.7
1971- 1980	54	27.4
1981- 1990	69	35.0
1991- 1998	20	10.2
<b>Education</b>		
Elementary	23	11.7
High school	108	54.8
Higher Education	66	33.5
<b>Occupation</b>		
Student	22	11.2
Employee	133	67.5
Entrepreneur	42	21.3
<b>County</b>		
Region 1 Noord-Holland	40	20.3
Region 2 Randstad	30	15.2
Region 3 Utrecht & Zuid-holland	59	30.0
Region 4 Zeeland +West-Brabant	12	6.1
Region 5 Noord-Brabant	12	6.1
Region 6 Limburg & Zuid-Gelderland	15	7.6
Region 7 Overijssel en Twente	17	8.6
Region 8 Friesland	8	4.1
Region 9 Groningen	4	2.0
<b>Total Cases</b>	<b>197</b>	<b>100%</b>

The sample was selected based on the characteristic of “having a Turkish background”. The screening criteria used in this study reflects the target population. All individuals within the target population have the common characteristics to be Turkish or have a Turkish background i.e. Turkish-Dutch individuals resident in the Netherlands. The sample is representative of the population from which it was drawn and meets the minimum size requirement for statistical analysis.

The incomplete population coverage and small response percentage are understandable, because complete and up-to-date lists of the populations of interest are rare and some elements in the target population have a limited probability of selection (Lavrakas, 2008). In this study, participants were selected through an existing database provided by a professional firm in the Netherlands (see Chapter Three), therefore those individuals who are in the potential target population but not included in the database had a zero chance of inclusion in the survey.

The resources (time and money) available for data collection, generated a sample of 197 respondents. This is a sufficient size for conducting an EFA and meets the minimum requirement of 100 (Hair *et al.*, 2010). The data collection demonstrated the potential ease of respondent access and participation. Turkish-Dutch immigrants are strongly represented in Amsterdam, Rotterdam, The Hague and Utrecht (CBS, 2013). Sample representatives reflect the characteristics of the population from which the sample is taken. The pilot meets the criteria of representativeness of the target population in the large cities as well as the other regions in the Netherlands and therefore ensures sampling adequacy. According to the CBS (2013) statistics, approximately 400,000 Turkish-Dutch immigrant individuals are resident in the Netherlands and gender is represented approximately equally (e.g. Male 204,133, Female 191,169). The sample selected is slightly higher in terms of male participants, but demonstrates spread in terms of age, occupation, education and location within the Netherlands.

A review of similar research with ethnic consumer measuring which was used as a guide to an adequate sample size (Arends-Toth and van de Vijver, 2004; Laroche *et al.*, 2009; Cleveland *et al.*, 2013; Jamal and Shukor, 2014) indicates that the elements of the sample employed in this study are representative for the target population. Thus, this study can extend the sample findings to the target population with relatively limited concerns about sample bias.

In this study, various scales of measurement instrument are claimed to be in a factor structure of a set of variables. The original measurement structure may not apply to the

present participant population within the chosen new research setting, i.e. Turkish-Dutch residents in the Netherlands. Secondly, where the measurement structure has been changed through translation (Van de Vijver and Leung, 1997) the validity and generalisability of the measurement scales within the new setting can be measured objectivity by means of EFA.

It is argued that a universal measure of acculturation does not exist (Celenk and van de Vijver, 2014). The most commonly applied scales in this research area are used among Asian, Hispanic and African-Americans participants. Celenk and van de Vijver (2011) extended the content analysis of acculturation scales by Zane and Mak (2003) and made recommendations to conduct a multivariate analysis (e.g. factor analysis) on the items or subscales and to test the validity of measures. In Stage One, this will be achieved through the application of an Exploratory Factor Analysis.

The factor analysis considers all item responses towards the dependent and independent variables separately. In the literature review in Chapter Two it was pointed out that acculturation and therefore home and host culture effects consumer behaviour (Deshpande *et al.*, 1986; Peñaloza, 1994; Luna and Gupta, 2001). To address the gap identified by Ogden *et al.* (2004) and found in literature (see Chapter Two) this study takes an integrative approach to acculturation (e.g. private and public life domain; ethnic identity; language; media use) and examines immigrants' acculturation and individual values (e.g. culture).

Three Factor Analyses are conducted. The acculturation measurement instruments will be used in one Factor Analysis (FA) (Acculturation Factor Analysis) (section B and C). A second FA (Culture Factor Analysis) used culture measurement instruments, Schwartz' Individual Values (PVQ) (Section D). The dependent variables of food and entertainment are used in the final FA (section A).

#### **4.4 Method of Analysis in the Assessment of the EFA**

The Factor Analysis undertaken involved an established approach consisting of Principal Axis Factoring (PAF), with the established Kaiser criterion (involving the extraction of factors whose eigenvalues exceed one, thus each factor identified offers a greater explanatory value of the data variance than an individual original variable) put in place to establish the number of factors, with Oblique rotation (based on the Direct Oblimin

process) used to develop a group of factors that are statistically correlated (Bryman and Cramer, 1994; Field, 2000).

This study has met the required sample size of 197 in terms of being sufficiently adequate for a Factor Analysis to be undertaken (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). This study applied the minimum required level of loading greater than 0.40, based on the suggestion of Hair *et al.* (2010) for retention of the factors' subsequent contribution to interpretation. The factor loadings can be identified for each variables (i.e. item) loaded onto a factor. The output of the factor loadings can identify one or more variables loading on several factors in which all are significant. These are termed as cross-loadings and can complicate the interpretation of a factor. The objective is to have each variable only loaded to one factor. To eliminate cross-loadings a different rotation method can offer a solution to eliminate cross-loadings and define a simpler factor structure. However, if cross-loadings still remain after alternative rotation methods are applied, then the offending variable should be deleted (Hair *et al.*, 2010).

When the significant loadings have been identified, it is necessary to examine any variables that are not adequately accounted for in the overall factor solution. The researcher can examine the communality of each variable as part of the assessment. The communalities represent the amount of variance accounted for by the factor solution for each variable (Hair *et al.*, 2010). The individual variables are required to meet acceptable levels of explanation. Variables with low communalities can be deleted since they are not giving sufficient explanation to the factor being extracted. However, the researcher may consider deletion or retainment of an individual variable primarily based on the definition that has been given to the factor under consideration.

Once the Factor Analysis is examined and accepted with the requirements of KMO, Bartlett, significance of loadings, identification of cross-loadings and assessment of communalities, the factors can be labelled and defined (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). To analyse how consistent a variable or set of variables is to the intended measurements with the intended measurements, reliability measurement is performed as a post-hoc assessment. In the context of this study, reliability analysis measurement with Cronbach's alpha is used. The reliability analysis is performed to decide which items should be eliminated in order to improve the overall internal consistency of the factor and the corresponding Alpha value. Cronbach's alpha requires a 0.7 or higher as an indicator of internal reliability (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). "Alpha if item deleted" is used as a guideline whether to delete or to retain individual statements or items with the application of SPSS. Although improvements can

be made with deletions, these can be ignored if the extracted factor meets an acceptable level of internal reliability and it is used to assess the factorability of the data.

#### **4.4.1 Assessment of the EFA**

Some degree of correlation among the variables is desirable because the objective is to identify interrelated sets of variables. To assume factorability, the KMO should exceed the acceptable level of 0.5 with statistically significant correlation (Bartlett's test significance of value  $< 0.05$ ). In addition, a factor with less than three items is indicated as weak (Tabachnick and Fidell, 2007).

#### **4.4.2 Results of the EFA**

The scale items are detailed in Appendix D.1 of the thesis. The Factor Analysis considered the items measured in sections A to E of the survey and the acculturation variables (sections B to D). It therefore considered Acculturation life domains, Ethnic Identity, Ethnic Friendship, and Media Use (Appendix D.2). A second, separate factor analysis contained the culture variables i.e. Value Priorities (E), and a third analysis assessed various consumer behaviour variables, i.e. food and entertainment (A) (Appendix D.3).

#### **4.4.3 Factorability of the Data**

The preliminary analysis shows that the Bartlett test of Sphericity is significant ( $p = 0.000$ ) and the Kaiser-Meyer-Olkin measure of sampling adequacy is good and greater than the acceptable level of 0.50 (Kaiser, 1974) for the acculturation data. The proportion of each variable's variance, which can be explained by the retained factor, i.e. communalities, are all above the accepted level of 0.50. Hence, factorability is assumed.

The acculturation variables (Analysis A) loaded onto eight factors. These eight factors explain a total of 74.80% of the variance. However, one item, "How often do you speak the Dutch language with your parents and family?" did not meet the minimum level requirement of factor loadings of being at least 0.40. The extraction in Table 9 identified a low extraction value (0.234) for this item. This item was eliminated from further analysis and accordingly adapted in the final questionnaire for Stage Two.

The Value Priorities (Analysis B) loaded onto two factors. The Bartlett test of Sphericity is significant ( $p = 0.000$ ) and the Kaiser-Meyer-Olkin measure of sampling adequacy is good and greater than the acceptable level of 0.50 (Kaiser, 1974), therefore factorability is assumed. The two factors explain a total of 54.94% of the variance. All items are retained for further analysis.

The preliminary analysis of the consumer behaviour items (food and entertainment) showed that the Bartlett test of Sphericity was significant ( $p = 0.000$ ) and the Kaiser-Meyer-Olkin measure of sampling adequacy (0.763) is greater than the acceptable level of 0.50 (Kaiser, 1974). Hence, factorability can be assumed. The consumer behaviour items (Analysis C) loaded onto two factors with four items on factor I and four items on factor II. The two factors explain a total of 64.13% of the variance. The rotated solution of the three separate analyses and the overall statistics for each factor are shown below in section 4.5.

**Table 9. Factor analysis**

	<b>Factors</b>	<b>KMO</b>	<b>Significance</b>	<b>% Variance</b>
<b>Independent Variables</b> <i>Acculturation</i>	8	0.926	0.000	74.799
<b>Independent Variables</b> <i>Value Priorities</i>	2	0.918	0.000	54.941
<b>Dependent Variables</b> <i>Food and Entertainment</i>	2	0.763	0.000	64.129

#### **4.5 Analysis and Interpretation of the EFA**

The Oblique rotation is performed to ease the interpretation of each factor, and variables that have low loadings (less than 0.4) are considered for removal on an individual basis. The examination of the loading on the factors enables the researcher to name and define each factor according to the content of the variables that make the greatest contribution to each of the respected dimensions. Cronbach's alpha coefficient will be computed to assess the internal consistency among the set of items within each factor as a post-hoc test for internal reliability (Tabachnick and Fidell, 2007). The scree test is consulted for a possible re-run of the EFA. All scree plots and factor rotation solutions are presented in Appendix D.2.

The factor solutions of the three analyses are accepted as the final factor solution and within each, the retained factor will be named. The variable loadings on a factor enable the researcher to assign a meaning and interpretation to the pattern of factor loadings. Higher loadings of variables are considered to be more important to represent a factor and will have a greater influence on the name. In oblique rotation solutions the factors are potentially correlated to each other. The variables can be positively or negatively related. Therefore the factor loadings can relate to other factors in the solution.

The Oblique rotation considers correlations and is concerned with obtaining results that have the “best fit” within the data. The objective of Stage One is to identify “new” factors, with the intention of obtaining replicable results to be used in Stage Two. The researcher can decide to combine correlated factors into one factor (Tabachnick and Fidell, 2007) if necessary although this is dependent upon estimated correlation. The correlation of the factor scores can be illustrated by means of correlation matrix outcomes. The correlation matrix supports the Oblique rotation method for factoring. The factor correlation matrix for correlations of around 0.32 and above indicates that there is 10% (or more) overlap in variance among factors (Tabachnick and Fidell, 2007) (see Appendix D.5). This supports the selection of the oblique rotation method.

#### **4.5.1 Factor Rotation A: Acculturation**

The Acculturation variables were simplified into eight underlying factors. The interpretation of the output factors is used to label each factor with a “new” name when an acceptable factor solution is obtained.

Factor A-I loaded with nine items all related to Ethnic Identification. Seven items loaded on Factor A-II, including Dutch Acculturation Language and Dutch Media use. Factor A-III loaded with three items including Dutch Acculturation and Family Ties. Five items loaded on Factor A-IV relating to Turkish Identity Language and News and five items loaded on Factor A-V relating to Friendship. Factor A-VI loaded with four items of Dutch Acculturation Social Interactions. Three items loaded on Factor A-VII including items of Turkish Media Use, and Factor A-VIII loaded with three items of Turkish Identity Social Interactions.

Factor A-I is labelled “Attachment to Turkish Culture and Family Ties” and included all items of Turkish Identity and Family Ties. The highest loadings are firstly Turkish Identity, and secondly, Turkish Family Ties. The factor included items of Ethnic Identity (i.e. the

subjective sense of belonging to a culture (Phinney *et al.*, 2001), which in the context of this study is the attachment to the heritage culture (Peñaloza, 1994; Laroche *et al.*, 1998; Oswald, 1999). The private life domain or attachment of family ties has loaded onto this factor as well (Arends-Toth and Van de Vijver, 2007). The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Attachment to Turkish Culture and Family Ties”. The factor explains 40.17% of the variance in the original acculturation data. The reliability post-hoc test was carried out using Cronbach’s alpha test giving an alpha value of  $\alpha = 0.962$ . Given the very high value of this alpha coefficient and that each item has a high factor loading (0.40 and above) no items were deleted to improve the scale, although removal of one item could have improved alpha to 0.964.

**Table 10. Rotated Solution Factor A-I: Attachment to Turkish Culture and Family Ties**

	Items	Loading
Factor A-I $\alpha = 0.962$	I am still very attached to the Turkish culture.	0.888
	I feel very proud of my Turkish cultural background.	0.874
	The Turkish culture has the most positive impact on my life.	0.863
	I think of myself as Turkish first and as Dutch second.	0.816
	I would like to be known as "Turkish."	0.790
	It is important to rear children in the Turkish culture	0.753
	I consider myself to be Turkish	0.749
	It is important to have a partner/relationship with a person with Turkish background	0.638
	It is important to have the Turkish culture in my life	0.528
	How often do you participate in Turkish public celebrations?	0.419

Factor A-II is labelled “Dutch Acculturation Language” and included all items of Dutch Acculturation Language and Dutch Media Use. The highest loadings are firstly Language use, and secondly, Dutch Media Use. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Dutch Acculturation Language” (Peñaloza, 1994; Korzenny and Korzenny, 2005; Laroche, 2009). The factor explains 16.26% of the variance in the original acculturation data. The post-hoc reliability

test could not be improved through the elimination of any item and yielded an alpha value of 0.897. One item is considered for deletion (“*How often do you speak the Dutch language with parents and family members?*”) in further analysis due to its low level of extraction and that it did not meet the required minimum of 0.40 of loading on to the factor.

**Table 11. Rotated Solution Factor A-II: Dutch Acculturation Media and Language**

	Items	Loading
Factor A-II $\alpha = 0.897$	How often do you follow the Dutch news?	0.890
	How often do you read Dutch newspapers?	0.711
	How often do you speak the Dutch language?	0.707
	How often do you watch Dutch television?	0.688
	How often do you use the internet for Dutch websites?	0.644
	How often do you speak the Dutch language with children and young family members?	0.596
	How often do you speak the Dutch language with Turkish friends?	0.488
	How often do you speak the Dutch language with parents and family members?	0.234

Factor A-III is labelled “Dutch Acculturation Family Ties” and included three items. The interpretation within the context of the study accepts the meaningful addition of these items in this factor of “Dutch Acculturation Family Ties”. The items are related to the private life in a Dutch context (Peñaloza, 1994; Arends-Toth and Van de Vijver, 2007). The factor explains 6.44% of the variance. The post-hoc reliability test, which could not be improved through the elimination of any of the three extracted items, yielded an alpha value of 0.882.

**Table 12. Rotated Solution Factor A-III: Dutch Accutluration Family Ties**

	Items	Loading
<b>Factor A-III</b> $\alpha = 0.882$	It is important to have the Dutch Culture	0.883
	It is important to have a partner/relationship with a person with Dutch background	0.820
	It is important to rear children in the Dutch culture	0.654

Factor IV is labelled “Turkish Language” and included all items of Turkish Language use. The highest loading is for Turkish language use with parents and family. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Turkish Language” (Valencia, 1985; Van de Vijver, 2008; Korzenny and Korzenny, 2005; Laroche, 2009). The factor explains 3.62% of the variance. One item loaded with a coefficient of 0.356. However, Hair *et al.* (2010) recommends to use practical significance as the criteria to assess potentially problematic loadings. Factor loadings in the range of 0.30 and 0.40 are considered to meet the minimal level for interpretation if the sample size is above 100. The post-hoc reliability test could be improved through the elimination of the one item with the lowest loading and yield an alpha value of 0.950. However, with an alpha value of 0.947, the factor as it stands is accepted as its internal reliability level is very high and is based on the practical significance of this item.

**Table 13. Rotated Solution Factor A-IV: Turkish Language**

	Items	Loading
<b>Factor A-IV</b> $\alpha = 0.947$	How often do you speak the Turkish language with parents and family?	-0.817
	How often do you speak the Turkish language with Turkish friends?	-0.692
	How often do you speak the Turkish language?	-0.640
	How often do you speak the Turkish language with children and young family members?	-0.468
	How often do you follow the Turkish news?	-0.356

Factor A-V is labelled “Turkish Friends and Peers” and included all items of Friendship Orientation. The loadings are all above 0.60, hence the inclusion of each of these various items is not considered problematic. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Turkish Friendship and Peers” (Peñaloza, 1994; Xu *et al.*, 2004). The factor explains 2.83% of the variance. The post-hoc reliability test, which could not be improved through the elimination of any of the five items, yielded an alpha value of 0.948.

**Table 14. Rotated Solution Factor A-V: Turkish Friends and Peers**

	Items	Loading
Factor A-V  $\alpha = 0.948$	I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.	0.886
	I see more commonalities between me and Turkish friends rather than friends from other ethnic groups.	0.836
	Most of my close friends are Turkish.	0.784
	Most of my friends are Turkish.	0.763
	It is important to me to have Turkish friends.	0.656

Factor A-VI is labelled “Dutch Acculturation Social Interactions” and included all items of Dutch Acculturation Social Contacts. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Dutch Acculturation Social Interactions”. The factor items are based on the respondents’ participation in the public life domain (Peñaloza, 1994; Arends-Toth and Van de Vijver, 2007). The factor explains 1.88% of the variance. The post-hoc reliability test, again could not be improved through the elimination of any of the extracted items, and yielded an alpha value of 0.843.

**Table 15. Rotated Solution Factor VI: Dutch Accutluration Social Interactions**

	Items	Loading
<b>Factor A-VI</b>  $\alpha = 0.843$	How often do you ask help or advice of Dutch students/colleagues?	-0.623
	How often do you eat with Dutch friends/colleagues?	-0.543
	How often do you spend social time with Dutch people?	-0.424
	How often do you participate in Dutch celebrations?	-0.410

Factor A-VII is labelled “Turkish Media Use” and included three items of Turkish Media Use. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Turkish Media Use” (Peñaloza, 1994; Hui *et al.*, 1992; Cleveland *et al.*, 2013). The factor explains 1.87% of the variance. The post-hoc reliability test yielded an alpha value of 0.876. Although the alpha value can be improved to 0.889, no item is deleted because the alpha value of 0.876 is high and the loadings are above the recommended level of 0.40 for each of the associated items.

**Table 16. Rotated Solution Factor A-VII: Turkish Media Use**

	Items	Loading
<b>Factor A-VII</b>  $\alpha = 0.876$	How often do you read Turkish newspapers?	0.788
	How often do you use the internet for Turkish websites?	0.552
	How often do you watch Turkish television?	0.439

Factor A-VIII is labelled “Turkish Social Interactions”. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of “Turkish Social Interactions”. The factor items are based on the respondents’ participation in the public life domain (Peñaloza, 1994; Arends-Toth and Van de Vijver, 2007). The factor explains 1.73% of the variance. The post-hoc reliability test could not be improved through the elimination of any item and yielded an alpha value of 0.909.

**Table 17. Rotated Solution Factor A-VIII: Turkish Social Interactions**

	Items	Loading
<b>Factor A-VIII</b>  $\alpha = 0.909$	How often do you eat with Turkish friends/colleagues?	-0.507
	How often do you ask for help/advice of Turkish students/colleagues?	-0.471
	How often do you spend social time with Turkish people?	-0.436

The variable loadings to Factors A-III, A-IV and A-VIII have negative loadings. This implies that the negative associated factors have a negative correlation with each of the other extracted factors. The subjects who scored high on the variables have low scores on the factor. The factor loadings indicate the relationship between the variable scores and the factor. The presented negative loadings on some factors and the positive loadings on others suggest, the existence of negative associations between certain extracted factors, based on the Oblique rotation.

#### 4.5.2 Factor Rotation B: Value Priorities

Value Priorities loaded onto two factors with eleven items on Factor B-I and ten items on Factor B-II. The items in Factor B-I include Self-Direction, Stimulation, Hedonism, Universalism, and Benevolence. Factor B-II loaded with items of Power, Achievement, Tradition, Conformity and Security.

Factor B included the twenty-one items of Value priorities and was labelled “Value Priorities”. This factor explains 20.42% of the total variance. Schwartz’s (2003) theory established a comprehensive framework of universal human values, and Schwartz’s Portrait Values Questionnaire (PVQ) provided access to adults’ and adolescents’ values. The PVQ is designed to measure basic value orientation and is suitable for use with all segments of the population (ESS, 2012; Cleveland *et al.*, 2013), including with participants with little or no formal schooling (Schwartz, 2003).

A key aspect of the Schwartz (1992) value theory is the hypothesised structure of relations between values. The value theory has been tested in more than 200 samples from more than sixty countries. In the vast majority of samples, both the distinctiveness

of the ten values and the structure of their relations have been verified (Schwartz, 1992; Schwartz and Sagiv, 1995). The set of ten value domains have been used to explain a wide variety of attitudes, behaviours, and subjective states across many nations (Bardi and Schwartz, 2003). The theory also specified the interrelations of conflict and compatibility among the ten types of values. Research with forty samples from twenty countries supported the near universality of the value types and their structure (Schwartz, 1992). The examination of the values supported by the Schwartz Value System (SVS) has been studied by many researchers and this confirms its validity. Schwartz's value categories are based on are based on the "universal requirement of human existence to which all individuals and societies must be responsive" (Schwartz, 1999).

The Human Value Scale is derived from the Portrait Values Questionnaire (PVQ; Schwartz, 2005). The values were measured following the instructions provided by Jowell (2007). The twenty-one item scale measuring human values is included in the questionnaire (Section E). The ten motivationally distinct types of values are intended to be comprehensive of the core values. Empirical evidence supports this assumption (Schwartz, 1992, 2003; Steenkamp *et al.*, 1999).

Values Factor B-I is labelled "Openness and Self-Transcendence" and included eleven value items. The "structure" of values refers to these relations of conflict and congruence among values (Schwartz, 2003). Values are structured in similar ways across culturally diverse groups. Individuals and groups have different value priorities. To identify ten basic values, Schwartz's theory explicates the structure of dynamic relations among them. For example, those who are focused on their own success (Self-enhancement) are less likely to engage in actions that promote the welfare of others (Self-transcendence). Pursuing change (Openness-to-change dimension, stimulation values) is likely to undermine preserving time-honoured customs (Conservation dimension, tradition values). The factor is labelled according to the definitions by Schwartz (2003) and loaded with all items of openness-to-change and self-transcendence i.e. Stimulation, Self-Direction, Hedonism, Benevolence, Universalism (see Chapter Two). The interpretation within the context of the study accepts the meaningful addition of all items in this factor of "Openness and Self-Transcendence". The factor explains 41.38% of the variance. The post-hoc reliability test yielded an alpha value of 0.940. Although the alpha value can be improved to 0.945, no item is deleted, because the alpha value of 0.940 is high and the loadings are well above the recommended level of 0.40.

**Table 18. Rotated Solution Factor Values B-I: Openness and Self-Transcendence**

	Items	Loading
<b>Factor B-I</b>  $\alpha = 0.940$	It is important to me to make my own decisions about what I do. I like to be free and not depend on others.	0.861
	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	0.847
	I think it is important that every person in the world should be treated equally. I believe everyone should have equal opportunities in life.	0.839
	It's very important to me to help the people around me. I want to care for their well-being.	0.821
	It is important to me to be loyal to my friends. I want to devote myself to people close to me.	0.803
	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	0.798
	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	0.788
	I strongly believe that people should care for nature. Looking after the environment is important to me.	0.750
	I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life.	0.738
	Having a good time is important to me. I like to "spoil" myself.	0.661
	I look for adventures and like to take risks. I want to have an exciting life.	0.536

Values Factor B-II is labelled "Conservation and Self-Enhancement" and included ten value items. The value priorities defined by Schwartz (2003) included in this factor are Tradition, Conformity, Security, Achievement and Power. The interpretation within the context of the study accepts the meaningful addition of all items in this factor of "Conservation and Self-Enhancement". The factor explains 13.56% of the variance. The post-hoc reliability test yielded an alpha value of 0.895. Although the alpha value can be improved to 0.900, again, no individual item is deleted, because the alpha value of 0.895 is high and the loadings relating to each item are all above the recommended level of 0.40.

**Table 19. Rotated Solution Factor Values B-II: Conservation and Self-Enhancement**

	Items	Loading
<b>Factor B-II</b>  $\alpha = 0.895$	It is important to me to get respect from others. I want people to do what they say.	0.779
	It's important to me to show my abilities. I want people to admire what I do.	0.777
	It is important to me to be rich. I want to have a lot of money and expensive things.	0.723
	Being very successful is important to me. I hope people will recognise my achievements.	0.722
	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching.	0.659
	Tradition is important to me. I try to follow the customs handed down by my religion or my family.	0.633
	It is important to me always to behave properly. I want to avoid doing anything people would say is wrong.	0.589
	It is important to me to be humble and modest. I try not to draw attention to myself.	0.571
	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.	0.455
	It is important to me that the government ensures safety against all threats. I want the state to be strong so it can defend its citizens.	0.415

#### 4.5.3 Factor rotation C: Dependent Variables, Food and Entertainment (F&E)

The consumer behaviour i.e. food and entertainment (F&E) have split into two factors, Dutch and Turkish food and entertainment. Factor C-I loaded with items of domestic food and entertainment and Factor C-II with mainstream food and entertainment. The two factors explain a total of 64.13% of the variance. Factor C-I was labelled “Domestic Food and Entertainment” and included four items of Turkish food and entertainment, and explained 37.03% of the variance. Factor C-II was labelled “Mainstream Food and Entertainment”, included four items of mainstream food and entertainment, and explained 27.10% of the variance. The items included, domestic (Turkish) and mainstream (Dutch) food, music, movie and cultural performance attendance (Jamal, 2003; Xu *et al.*, 2004; Arends-Toth and Van de Vijver, 2004). The Oblique rotation is

conducted to compare the scores with the Varimax rotation. This resulted in no differences for the dependent factors extracted, identified and defined. The Oblique rotation method is accepted given the potential for association between the two factors amongst the type of consistency being assessed. In order to check the reliability of the scale, reliability tests are carried out using Chronbach's alpha coefficients. The alpha value for Domestic F&E is 0.870 and for Mainstream F&E is 0.854. Therefore, all the items are retained for further analysis in Stage Two without re-specification, given the high loadings to the respective factors presented in Table 20 and the high value of alpha in the post hoc tests although the alpha value could be marginally improved in terms of the former.

**Table 20. Rotated Solution Dependent Factors C-I: Domestic F&E and C-II: Mainstream F&E**

	Items	Loading
<b>Domestic F&amp;E</b> $\alpha = 0.870$	How often do you watch Turkish movies?	0.906
	How often do you listen to Turkish music?	0.887
	How often do you attend Turkish cultural performances (theatre and concerts)?	0.713
	How often do you eat Turkish food?	0.674
<b>Mainstream F&amp;E</b> $\alpha = 0.854$	How often do you listen to Dutch music	0.887
	How often do you attend Dutch cultural performances (theatre and concerts)?	0.802
	How often do you watch Dutch movies?	0.736
	How often do you eat Dutch meals/food?	0.660

#### 4.6 Proposed Hypothesised Model

EFA reduced the variables considered in this study to a smaller set of factors in which the implied underlying pattern of correlated measures (factors) are summarised thereby identifying the implicit structure. Although the literature review discussed basic understandings of the underlying relationships between factors that affect Immigrants' consumer acculturation, the three parts of the EFA determined the number of factors and

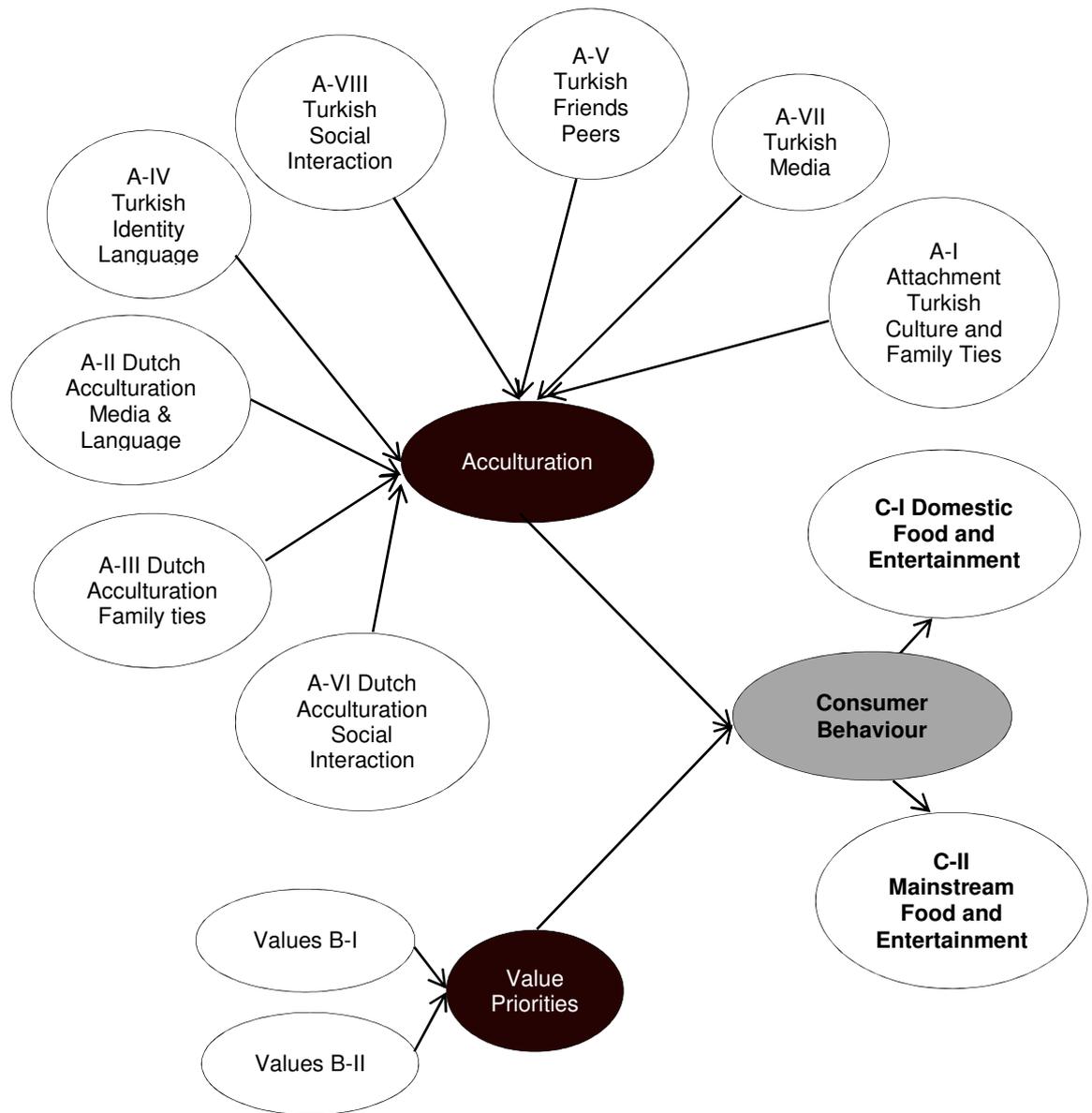
loading of measured variables on them to confirm or refine the research concept in the study.

It is assumed that consumer behaviour of ethnic consumers (Dutch and Turkish food and entertainment) is influenced by Acculturation, Ethnic Identity, Ethnic Friendship Orientation, Value priorities and the interface of Media use. The relationships between the variables are indicated to differ between Dutch Acculturation and Turkish Identification, Value Priorities, and Media Use. The literature review in Chapter Two proposed the following variables to significantly affect ethnic consumers:

- Acculturation
- Ethnic Identity
- Ethnic Friendship Orientation
- Media Use
- Value Priorities

With the focus of the research on the Turkish-Dutch community in the Netherlands, the research concept is constructed as an outcome of the three-part EFA. The proposed research concept can be diagrammatically represented in Figure 7.

**Figure 7. Conceptual Model**



The conceptual framework proposed is refined with the analysis provided in Stage One of the study by means of the EFA. The proposed (refined) model presents the theoretical model and provides the structure for further analysis (Hair *et al.*, 2010; Tabachnick and Fidell, 2007). The second stage in this study, the Confirmatory Factor Analysis (CFA) will be applied to determine if the factors and the loadings of the variables conform to the basis of the theory established here, and by doing so determine the factor structure of a set of observed variables. The associated Structural Equation Modelling (SEM) will test the hypothesis and examine what is expected based on pre-established theory (Tabachnick and Fidell, 2007).

The EFA is assessed on the knowledge in Chapter Two of the literature review. The pilot survey postulates the relationship pattern a priori before stage two of the research study. The data reduction technique identified a number of latent constructs and the underlying factor structure. The pre-defined pattern matrix of the factors will be subsequently used in a confirmatory factor model to test the hypothesis of underlying constructs. The findings have determined underlying constructs for a set of measured variables i.e. eight acculturation factors, two factors of value priorities and two factors of food and entertainment. The factors are displayed with the correlation outcomes to provide an initial understanding of the presented relationships between factors (Table 21).

Domestic Food and Entertainment correlates with six life domains of acculturation, i.e. Attachment Turkish Culture and Family Ties, Turkish Language, Turkish Friends and Peers, Dutch acculturation Social Interactions, Turkish Media Use and with Turkish Social Interactions. Mainstream Food and Entertainment correlates with Dutch Media and Language, Dutch Acculturation Family Ties, Turkish Language, Dutch Acculturation Social Interactions, Turkish Media Use, and Turkish Social Interactions. The Value priorities do not show a direct relationship with Domestic and Mainstream consumption, however show a correlation with the four Acculturation life domains i.e. Attachment Turkish Culture and Family Ties, Dutch Acculturation Media and Language, Dutch Acculturation Family Ties and Turkish Media Use.

**Table 21. Correlations Between Factors**

	FA -A								FA -B		FA -C	
	Acc I	Acc II	Acc III	Acc IV	Acc V	Acc VI	Acc VII	Acc VIII	Values I	Values II	Domestic F&E	Mainstream F&E
<b>Factor Analysis A</b>												
Turkish Culture & Family Ties	1											
Dutch Acculturation M and L	0.145*	1										
Dutch Acculturation Family Ties	-0.108	0.359**	1									
Turkish Language	-0.632**	-0.024	0.245**	1								
Turkish Friends & Peers	0.620**	-0.131	-0.069	-0.483**	1							
Dutch Acculturation SocialI.	-0.155*	-0.434**	-0.416**	0.077	-0.1	1						
Turkish Media Use	0.325**	-0.09	0.122	-0.292**	0.488**	-0.232**	1					
Turkish Social Interactions	-0.224**	-0.294**	-0.151*	0.235**	-0.204**	0.265**	-0.214**	1				
<b>Factor Analysis B</b>												
Openness and Self-Transcendence	0.133	0.176*	-0.101	-0.018	-0.099	0.092	-0.268**	-0.009	1			
Conservation and Self-Enhancement	0.177*	-0.086	-0.176*	-0.079	0.063	0.043	0.064	-0.044	0.396**	1		
<b>Factor Analysis C</b>												
Domestic F&E	0.735**	0.074	-0.029	-0.626**	0.615**	-0.234**	0.624**	-0.412**	-0.069	0.139	1	
Mainstream F&E	-0.097	0.377**	0.592**	0.244**	-0.03	-0.539**	0.269**	-0.201**	-0.109	-0.089	0.126	1

\*Correlation is significant at the 0.01 level (2-tailed).

\*\* Correlation is significant at the 0.05 level (2-tailed).

**FA** = Factor Analysis

**Acc** = Acculturation

The evaluation of the preliminary EFA, considering the communalities and contribution of variables in the factor analysis, resulted in the elimination of one item from the original data: “How often do you speak the Dutch language with Parents and Family Members” (see Table 11).

## **4.7 Chapter Summary**

A number of further issues have been taken into consideration. The use of self-administered questionnaires has the potential problem that the respondents cannot be supported if they have difficulty with questions. Possible threats and weaknesses in the questionnaire can be detected in a pre-test. The pre-test process used established instruments, which are translated and used in a new setting. The development and adequacy of research instruments, in terms of wording to ensure participant understanding of subject concept and quality of the translation process, enables the researcher to identify and eliminate potential problems (Malhotra, 2004). A pre-test enables the researcher to receive information concerning the potential response rates of a survey, the costs, and the timeframe of data collection. The pilot survey supports possible problem elimination and allows the researcher to make adjustments (Malhotra, 2009; Henn *et al.*, 2006). The test of the particular research instruments used for a Turkish-Dutch setting needed to be validated. The participants did not provide any discussion or feedback on the questions. The pilot showed face validity of the instruments with one item being deleted, i.e. “How often do you speak Dutch with your parents and family members?”

The theoretical model presented in Stage One has provided the structure for the next analysis. The pilot test enabled the provision of various hypothesised relationships to become fixed. The second stage, will test the statistical relationships, which have been defined to inform the next part of the primary research. CFA will be used to validate the factor results and assess the replicability of the identified factors with a separate data sample (Hair *et al.*, 2010). The theorised constructs can be associated for assessment through Structural Equation Modelling (SEM) in addition to the CFA. The next chapter will describe and present the findings and analysis of Stage Two.

# Chapter Five - Stage Two - CFA & SEM Analysis

## 5.1 Introduction

This primary research presented in this thesis takes a two-stage approach. Stage one of the research applies an exploratory factor analysis (Chapter Four). The previous chapter presented the findings from this Exploratory Factor Analysis (EFA), which was conducted through the Statistic Package for Social Science (SPSS) version 22. From this, a set of valid and reliable factors were established. The purpose of this chapter is to report the statistical analysis and findings from the substantive survey, where these factors and associated relationships are assessed by means of Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM).

The chapter includes a descriptive analysis that seeks to provide an overview of the overall dataset. Section three will present the findings of the CFA within a four-step data analysis, followed by a two-step SEM in section four. The CFA is used to confirm the reliability and validity of a presented set of latent factors (as proposed by the analysis presented in Chapter Four). These factors are established both empirically and through reference to pre-established ethnic marketing and consumer acculturation theories. The CFA provides valid data for subsequent analysis using a structural model. The SEM is used to evaluate the Immigrants' consumer acculturation model developed in this research and to test the proposed hypothesised relationships. The CFA and SEM involve a six-step process (see Chapter Three). Steps one to four include the CFA and the steps five and six involve the SEM. The final section of this chapter will provide a summary of the key empirical findings.

## 5.2 Respondent Overview

Descriptive analysis was used to provide a basic description of the survey participants considered in this study. A view of the respondents' socio-demographic characteristics is presented, which can assist the researcher and readers in assessing the representativeness of the sample, and in turn, the potential generalisability of the study findings. The calculation of various frequency distributions will indicate how many respondents fall into each category of background characteristics, e.g. gender, age, income, marital status, education, length of stay in the Netherlands and country of birth.

In total, 1,197 answered the screening question “Do you have a Turkish Background?” with “yes”. These respondents were asked to continue with the survey. In respect of this study, in total 530 respondents participated in this research and completed the questionnaire. This represents a response of 44.28%. They represented all regions of the Netherlands. The gender division of respondents was 60.4% male and 39.6% female. The age varied from eighteen years up to seventy-four years. Approximately 10.2% were under the age of twenty-four and 89.8% were above. Approximately 59.6% were between the age of twenty-four and forty-four and 30.2% of the sample were above the age of forty-four. Nearly 44% of the Turkish-Dutch respondents are from the “*Randstad/Utrecht/Zuid-Holland*” region. The largest percentage of Turkish-Dutch inhabitants are located in this region representing the largest cities i.e. Rotterdam, Utrecht and Amsterdam. The respondents’ socio-demographic characteristics can be summarised as shown in Table 22.

A response rate in the range of 10-30% is not unusual in consumer research (Bloch, Sherrell and Ridgway, 1986) and the response rate of this study is higher than the usual 30%. The size of this study is statistically sufficient for conducting a CFA/SEM (Hair *et al.*, 2010). The sample selected is perhaps over-represented in terms of male participants, as concluded in the pilot survey of the EFA (Chapter Four), however it demonstrates spread in terms of age, occupation, education and location within the Netherlands. Although, proportionally males are more represented in this study, this is also recognised in previous ethnic consumer behaviour research studies (Josiassen, 2011; Cleveland *et al.*, 2009, 2011).

The sample size in Stage Two of this research study has met the minimum requirement of 500 for CFA/SEM as recommended by Hair *et al.* (2010). Another formula for calculating the minimum required sample size and classified probability sampling is Cochran’s Formula (1977). The formula is based on the population size. In this study, the total Turkish-Dutch population is 400,000 (CBS, 2013). The estimated minimum required sample size would be 384 at 5% confidence level (margin of error) for the substantial Stage Two of this study (Gill and Johnson, 2010 p.130). The size of collected data (530) exceeds the threshold for CFA/SEM and the minimum sample size with Cochran’s formula. The sample size and elements in this study are therefore reasonably representative for the target population of the Turkish-Dutch resident in the Netherlands. This arguably permits inference for the analysis of the sample to the wider population being represented.

**Table 22. Socio-Demographic Profile of Respondents**

<b><i>Demographic Characteristics</i></b>	<b><i>Number of Cases</i></b>	<b><i>Total (%)</i></b>
<b>Gender</b>		
Male	320	60.4
Female	210	39.6
<b>Birth Place</b>		
Turkey	218	41.0
The Netherlands	297	56.0
<u>Others</u>		
Germany	10	1.9
East-Europe	3	0.6
Belgium	1	0.2
UK	1	0.2
<b>Birth Year</b>		
1940- 1960	62	11.7
1961- 1970	98	18.5
1971- 1980	166	31.3
1981- 1990	150	28.3
1991- 1996	54	10.2
<b>Education</b>		
Low	76	14.3
Middle	216	40.8
Higher Education	61	11.5
University	177	33.4
<b>Occupation</b>		
Student/Employee/Entrepreneur	404	76.2
Unemployed/Retired/Housewife/husband	126	23.8
<b>County</b>		
Region 1 Noord-Holland	107	20.2
Region 2 Randstad/Utrecht/Zuid-Holland	232	43.8
Region 3 Zeeland & Brabant	102	19.2
Region 4 Overijssel, Twente, FR+Gron	89	16.8

**Table 22. Socio-Demographic Profile of Respondents (Continued)**

<b>Demographic Characteristics</b>	<b>Number of Cases</b>	<b>Total (%)</b>
<b>Father Born</b>		
Turkey	454	85.7
Netherlands	64	12.1
Other	12	2.2
<b>Mother Born</b>		
Turkey	413	77.9
Netherlands	109	20.6
Other	8	1.5
<b>Grandparents Fathers' side</b>		
Do live in NL	203	38.3
Did live in NL	50	9.4
<b>Grandparents Mothers' side</b>		
Do live in NL	184	34.7
Did live in NL	41	7.7
<b>Total Cases</b>	<b>530</b>	

### 5.3 Steps in Stage Two of Research

The second stage of the data analysis process is the execution of a CFA and SEM to undertake the separate tasks indicated earlier in this chapter. These are applied to analyse the underlying relationships among the research constructs (Tachnick and Fidell, 2007; Hair *et al.*, 2010).

A prerequisite for SEM analysis, is Confirmatory Factor Analysis (CFA), which is a statistical tool used to assess the validity of a construct and the appropriateness of the research model (Hair *et al.*, 2010). The outcome of the underlying structure can subsequently be validated using the CFA approach. CFA is applied to validate the underlying structure of the research model with a new separate sample (Hair *et al.*, 2010), represented by the 530 records in Stage Two. The EFA in Stage One identified the structure of immigrants' consumer behaviour, while CFA will confirm the identified

structure. The CFA step of analysis will provide a validated empirical answer to research question one of this study (Hair *et al.*, 2010; Tabachnick and Fidell, 2007). An initial sample can be examined with EFA and the results used for further refinement. An additional sample should then be drawn to perform the CFA (Hair *et al.*, 2010). The CFA allows the researcher to assess how well the measured variables represent the construct. Therefore, the researcher can test a conceptual theory and explain different measured items representing important consumer behaviour measures (Hair *et al.*, 2010). The measurement model should be tested for validity before proceeding with the SEM and assessment of the hypothesised structural model (Byrne, 2009).

The consumer acculturation literature has helped to support the examination of consumer adaptation (Peñaloza, 1994). Acculturation measures varying degrees of identification with and attachment to the heritage culture and dominant culture (Laroche, 2007; Kim *et al.*, 2001; Arends-Toth and Van de Vijver, 2007). Acculturation outcomes are impacted by language, media use and social interaction (Kim, Laroche, and Tomiuk 2001). The impact of these variables are shown to be different in the public and private life domains, as well as influenced by friends and family (Arends-Toth and Van de Vijver, 2004; Jamal, 2003; Xu *et al.*, 2004). Furthermore, as indicated in Chapter Two, the degree of acculturation is also influenced by the consumer learning (Despande *et al.*, 1986; Askegaard, *et al.*, 2005). Immigrants' consumer acculturation relates to the consumers' learning process within the host culture (Ogden *et al.*, 2004). Therefore, values are part of the learning process and behaviours (Rotheram and Phinney 1987). Immigrants potentially "swap" between the cultures (Oswald, 1999) and are influenced to varying degrees by the host country (Askegaard, *et al.*, 2005).

Consumer acculturation and ethnic marketing requires the focus of both the home as well as the host culture. This study is especially interested in which life domains of acculturation and values are part of the home dimension, which are part of the host dimension, and their combined impact on the acculturation outcome. Differences are reported, however research is required to examine which life domains are influenced by the host and which remain stable throughout the time within the host. It is necessary to establish whether there is empirical support for the life domains as distinct constructs. Researchers measuring acculturation in consumer research and ethnic marketing frequently adapt to measure the influence of the national level of culture (Engelen and Brettel, 2011) or use identity (Jafari and Goulding, 2008; Ustuner and Holt, 2007). This study integrates scales of bidimensional acculturation, life domains (private and public, language, family, social interactions), ethnic identity, friendships, media use and individual values as distinct domains.

The EFA undertaken in Stage One was designed to assess the life domains of acculturation and resulted in an eight-factor structure. The second factor analysis to assess Values resulted in a two-factor structure, as did the food and entertainment assessment. The constructs of the factor analysis resulted in first-order dimensions enclosed in three higher-level structures, i.e. Acculturation, Value Priorities and Food and Entertainment. The first-order dimensions are enclosed into the higher second-order latent factor structure (Byrne, 2009). However, as indicated in the previous discussion, this study is interested in first-order structure of the measured dimensions and is explicitly focused on examining the relationship between the constructs (predictors) and the impact on Domestic Food and Entertainment and Mainstream Food and Entertainment. Byrne (2009) argued that modelling a measurement instrument as a first-order or as a second-order structure depends on substantive meaningfulness dictated by the underlying theory.

The evaluation of the measurement part of the model first focuses on the relationship between latent variables (also called latent constructs) and their indicators (Hair *et al.*, 2010). The purpose of this method is to determine the reliability and validity of the measures used to represent the constructs of interest. The measurement model will be discussed first, specifically with regard to specification of the relationships within the measurement model. If required, modifications to the proposed relationships will take place and will be assessed and justified in the context of existing literature on this subject. . Modifications are recommended to be made with theoretical support and not only with empirical support (Hair *et al.*, 2010). The evaluation of the structural model is conducted when reliability and validity in the CFA process is achieved.

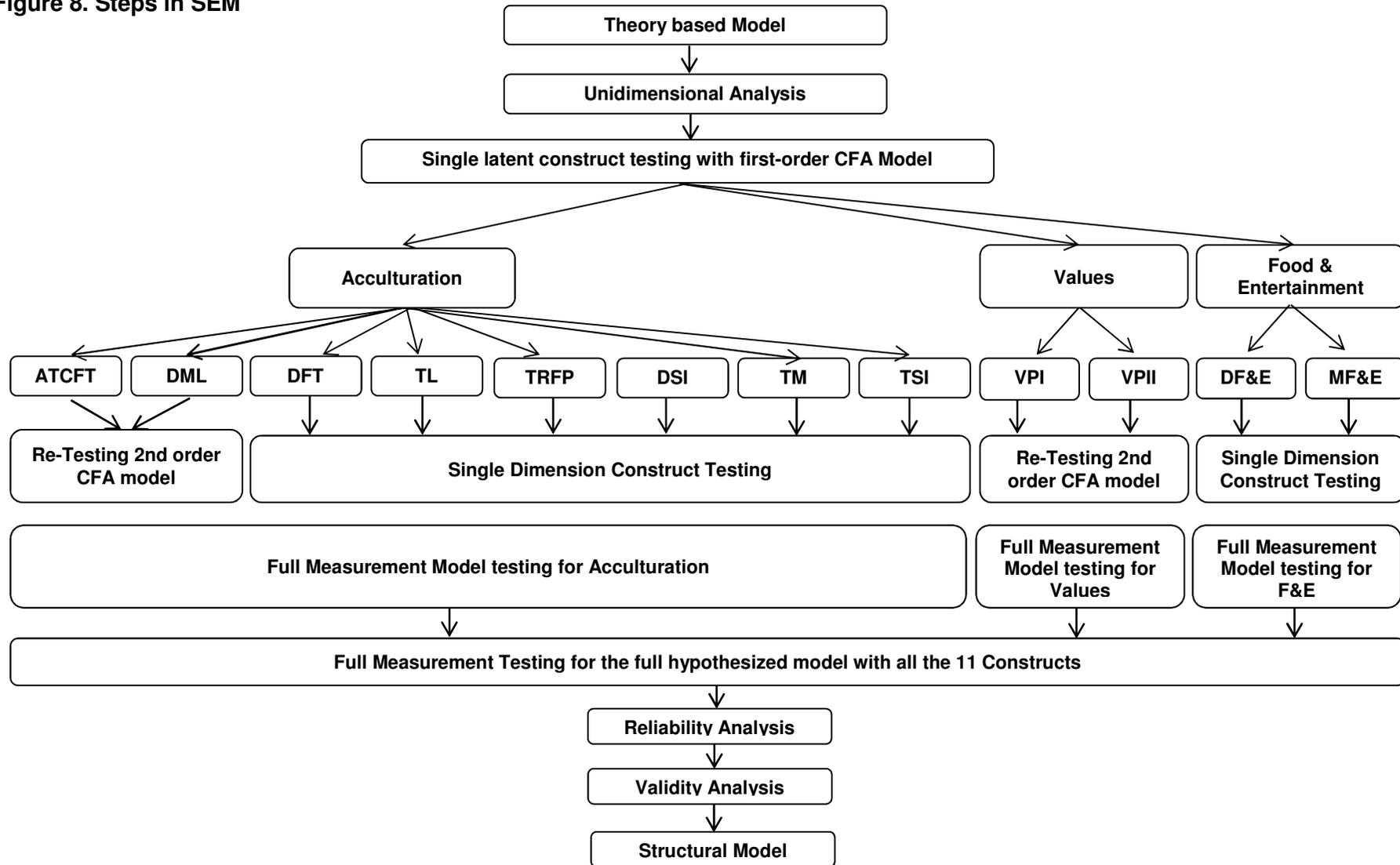
The evaluation of the structural model, i.e. how the constructs are associated with each other, is discussed to examine the relationships of the constructs (Hair *et al.*, 2010). SEM is a method to determine the theoretical relationships among multiple variables. The structure of interrelationships is examined to see if the relationships specified at the conceptual stage fit the survey data. The advantage of the SEM technique is that allows for the statistical testing of a complex hypothesised relationship in a structural model. For a hypothesised model involving various dimensions and high levels of content and complexity, SEM represents the only technique that allows complete and simultaneous testing of all the presented relationships (Tabachnick and Fidell, 2007).

This study follows the guidelines for the CFA/SEM process recommended by Hair *et al.* (2010) discussed in Chapter Three. Figure 8 illustrates the process for conducting the measurement model and the structural model in this study. The measurement model is

specified in order to identify the indicators measuring each construct. This is followed by assessment of convergence and discriminant validity of Immigrants' Consumer Behaviour and associated constructs for construct validity. Construct validity is assessed by comparing a set of measured variables to the theoretical latent construct to see how closely they match. The assessment of construct validity can be examined with face validity (Chapter Four), convergent validity and discriminant validity (section 5.6.2). The test in CFA to validate the measurement model is a prerequisite before evaluation of the structural model.

Therefore, an important step in the analysis of latent variable models is to first test the validity of the measurement model before evaluating the structural model. The full proposed measurement model is assessed with the goodness-of-fit indices. At this stage of data analysis, iterations should be performed to improve goodness-of-fit indices by re-specification. Finally, the relationships within the structural model are assessed. SEM enables the researcher to evaluate complex models with regard to their fit to all relationships within the dataset. The theoretical model is assessed by a range of goodness-of-fit indices. EFA is based on possible scale development. The advantage of SEM is that this process includes confirmatory analysis, which is considered a superior approach to scale development (Hair *et al.*, 2010). SEM modelling is a more precise evaluation of indicator variable loadings and includes reliability and validity of measurement models. The assessment of the estimated structural model may require deletion of problematic items or constructs, in which case the structural model should be re-specified.

Figure 8. Steps in SEM



Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TM**= Turkish Media Use; **TSI**= Turkish Social Interactions; **VPI**= Value Priorities I Conservation and Self-Enhancement; **VPII**= Value Priorities II Openness-to-Change and Self-Transcendence; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

### 5.3.1 Data Assessment

Structural modelling is sensitive to outliers in the data, therefore initial examination is required. In order to obtain reliable results from structural equation modelling, data is examined to ensure multivariate Normality and to recognise potential outliers. Maximum Likelihood Estimation assumes multivariate normal data. It performs well with sample sizes over 500, and can even perform well in dealing with data where the Normality assumption is violated if the sample size is between 500 and 2,500 (Tabachnick and Fidell, 2007) (see Chapter Three section 3.6.2.1). The criteria considered relates to the research model size (Hair *et al.*, 2010) and has been found to yield consistent results across estimation procedures (Byrne, 2009).

Tabachnick and Fidell (2007) state that, in practice, SEM is reasonably robust to modest violations of Normality (multivariate Normality can be conducted by examining Mahalanobis distances). Screening variables for Normality is a very important early step in almost every multivariate analysis and the most commonly used methods are assessment of skewness and kurtosis (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). The test of multivariate Normality is indicated by the z-scores of Skewness and Kurtosis (Baumgartner and Homburg 1996). If the data is distributed normally, the z-scores of Skewness and Kurtosis should be between -2 and +2 ( $p$ -value > 0.05) (Baumgartner and Homburg 1996; Hair *et al.*, 2010). Positive Skewness indicates a distribution of cases to the left and negative to the right (Tabachnick and Fidell, 2007). Positive Kurtosis indicates a high peak of cases and a negative Kurtosis indicates a flat peak.

This study has used a combination of seven-point and six-point Likert. By the very nature of the variables, both a floor and ceiling i.e., one and six, or one and seven are present. It is expected that individuals respond at either the low or high end of this spectrum. When the response is more than three standard deviations away from the mean it is considered to be a non-normal distribution. The output from the multivariate Normality tests are shown in Appendix E and indicate that the sample data are distributed with

reasonable Normality (z-scores typical between -2 and +2), with a considerable pile up within the mean value (Tabachnick and Fidell, 2007) (see Appendix E for details). The Multivariate Normality test demonstrates non-Normality. Although this indicates unacceptance of full multivariate Normality i.e. non-normal data is evident, the researchers can minimize the impact with a sufficient sample size (Field, 2009; Hair *et al.*, 2010). The sample size of 530 is considered relatively large, and therefore can be robust to the small proportion of significant standard errors. With a large sample size (above 200), the normality of data is potentially affected (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). The skewness and kurtosis critical values in Appendix E can be overlooked as a problem and all 530 of the data will be retained for further data analysis.

The Mahalanobis  $D^2$  is a common approach used for the assessment of multivariate outliers (Byrne, 2009; Hair *et al.*, 2010). Mahalanobis distance is defined as the distance of a particular case from the centroid of the remaining cases, where the centroid point is created by the mean of all the variables (Tabachnick and Fidell, 2007). Researchers such as Byrne (2001) and Tabachnick and Fidell (2007) argue that the analysis of Mahalanobis distances enables the author to determine variables in the dataset that have strange patterns of values. Hair *et al.* (2010) recommends a 2.5 significance level as the threshold value for identifying possible outliers. The significance level for outliers can be achieved due to the large sample size. An evaluation of the original dataset did not identify abnormality or non-representativeness of any observations in the Immigrants' Consumer Acculturation. If the researcher decided to delete outliers in order to attempt to improve the multivariate analysis, this may limit generalisability.

The observations in this study were examined carefully and were entered correctly into the dataset recommended by methodological scholars (Tabachnick and Fidell, 2007; Hair *et al.*, 2010). The coding score range one to seven and one to six has been applied across all of the items. Hair *et al.* (2010) recommends retention of possible outliers provided that there are similar characteristics to the study's population of interest. The results do not indicate the observations to be considered as unrepresentative. Therefore, all items can be retained for the forthcoming multivariate analysis.

#### **5.4 Step I in CFA - Conceptual Measurement Model Development**

A total of seventy items have been retained across the six construct areas of Consumption, Acculturation, Ethnic identity, Ethnic Friendship, Value Priorities and Media use. A univariate analysis of each of the items is presented in Tables 23, 24 and

25. This presentation considers the mean, standard deviation and percentage frequency distribution for each item.

As indicated in the tables, the Standard Deviations (SD) are all between zero and two. Therefore, normal distribution is assumed in which 95% of values are less than the maximum value of two SD from the mean. Two items, “It is important to have the Turkish culture in my life” and “It is important to have the Dutch culture in my life”, are slightly above the maximum of two recommended for the value of Standard Deviation.

The average scores for Turkish Identification and Turkish Social Interactions is 4.310 ( $SD=1.32$ ), Turkish Identification Language is 4.728 ( $SD=1.441$ ), and Turkish Media Use is 4.176 ( $SD=1.482$ ). For Turkish Friends and Peers the average score is 4.250 ( $SD=1.557$ ) and for Attachment Turkish Culture and Family Ties, 4.533 ( $SD=1.558$ ). The highest mean core is the factor Attachment Turkish Culture and Family Ties. This factor consists of Ethnic Identity items (Laroche, 2007) and Acculturation of the private life domain (Van de Vijver, 2007). The overall average scores indicate high levels of Turkish Identification.

The average scores for Dutch Acculturation, and Social Interactions and Family Ties is 4.160 ( $SD=1.172$ ) and 3.673 ( $SD=1.558$ ) respectively. The average score for Dutch Acculturation Family Ties is lower than 4.0 caused by the lower average of the item “It is important to have a partner/relationship with a person with Dutch background”. The average scores for Dutch Acculturation Media and Language is 4.838 ( $SD=1.149$ ). Values resulted in two factors in the Exploratory Factor Analysis. The scores reverse coded indicate high scores mean most important (six) and low scores mean less important (one). The average score for Values I: Openness-to-Change Self-transcendence is 4.205 ( $SD=0.933$ ) and Values II: Conservation Self-enhancement is 4.020 ( $SD=0.847$ ). Five value priority items scored lower than average. These items indicate the dimension of Self-Enhancement, including Power and Achievement. Food and Entertainment average scores are for Domestic 4.385 ( $SD=1.278$ ) and for Mainstream 3.897 ( $SD=1.195$ ).

The total scores of the eight life domains of acculturation averaged 3.55–5.25 out of a range of one to seven; these averages underscore the overall high levels of Dutch acculturation and Turkish identification of the sample. Values I indicates higher scores for Values orientations of Openness-to-Change and Self-Transcendence compared with Values II: Conservation and Self-Enhancement. According to Schwartz (1992, 2006)

Values I is emphasised by individuals in Western countries, whereas Values II is emphasised by individuals from non-Western countries (see Chapter Two section 2.5.5.1 for details). The average scores of Values I indicates high levels for the host culture.

**Table 23. Descriptive Measurement Scale Set Factor I**

Variables	M	SD	Factor Loading	1	2	3	4	5	6	7
<b>Acculturation</b> (Marín and Gamba, 1996; Arend-Tóth and Van de Vijver, 2007; Laroche <i>et al.</i> , 2009)										
How often do you spend social time with Turkish people?	4.70	1.407	0.776	3.2	5.1	7.4	24.5	31.5	19.2	9.1
How often do you ask for help/advise of Turkish students/colleagues?	4.09	1.453	0.744	7.2	7.2	12.5	35.3	22.5	11.1	4.3
How often do you eat with Turkish friends/colleagues?	4.27	1.369	0.824	5.1	5.5	10.6	36.2	26.0	11.9	4.7
How often do you speak the Turkish language?	4.71	1.480	0.902	4.7	4	8.3	23.2	27.9	22.6	9.2
How often do you speak the Turkish language with Turkish friends?	4.69	1.560	0.909	6.4	3.6	7.7	21.3	30.2	19.2	11.5
How often do you speak the Turkish language with parents and family?	4.99	1.704	0.794	6.6	2.6	6.8	19.1	23.2	17.5	24.2
How often do you speak the Turkish language with children and young family members?	4.43	1.574	0.874	7.4	4.5	10.0	27.7	26.0	14.7	9.6
How often do you follow the Turkish news?	4.48	1.559	0.807	6.0	6.4	7.9	27.5	28.5	12.6	10.9
How often do you participate in Turkish public celebrations?	4.18	1.554	0.760	6.4	10.0	12.3	27.7	23.0	14.7	5.8

**Table 23. Descriptive Measurement Scale Set Factor I (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
How often do you spend social time with Dutch people?	4.62	1.397	0.720	3.4	6.8	5.8	24.5	34.3	18.1	7.0
How often do you ask help or advice of Dutch students/colleagues?	4.23	1.461	0.546	6.6	6.4	12.1	29.6	27.2	13.8	4.3
How often do you eat with Dutch friends/colleagues?	4.17	1.399	0.700	5.5	7.7	11.1	34.9	25.3	11.5	4.0
How often do you speak the Dutch language?	5.25	1.386	0.860	2.5	2.5	3.6	17.9	25.3	29.6	18.7
How often do you speak the Dutch language with Turkish friends?	4.63	1.524	0.761	6.6	4.2	5.8	24.5	28.3	22.6	7.9
How often do you speak the Dutch language with children and young family members?	4.84	1.521	0.829	5.1	4.0	4.9	22.6	27.4	23.4	12.6
How often do you follow the Dutch news?	4.92	1.480	0.811	3.4	4.9	4.7	20.8	30.4	20.8	15.1
How often do you participate in Turkish public celebrations?	4.00	1.481	0.583	8.9	8.7	10.0	35.3	24.3	9.1	3.8

**Table 23. Descriptive Measurement Scale Set Factor I (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Family Ties (Acculturation)</b>										
It is important to have a partner/relationship with a person with Turkish background.	4.22	1.834	0.931	11.1	10.0	7.0	30.8	13.6	13.6	14.0
It is important to have the Turkish culture in my life.	4.18	2.125	0.850	19.1	7.9	6.8	22.3	10.0	14.3	19.6
It is important to rear children in the Turkish culture.	4.42	1.837	0.831	10.2	8.1	7.5	25.8	15.3	17.9	15.1
It is important to have a partner/relationship with a person with Dutch background.	3.66	1.757	0.813	18.3	9.8	8.1	37.4	11.3	7.9	7.2
It is important to have the Dutch culture in my life.	3.55	2.077	0.853	28.1	9.4	6.4	24.3	9.6	10.9	11.1
It is important to rear children in the Dutch culture.	4.17	1.688	0.677	9.8	9.1	8.9	30.9	17.0	16.4	7.9

**Table 23. Descriptive Measurement Scale Set Factor I (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Ethnic Identity (Laroche <i>et al.</i>, 2007; Josiassen, 2011)</b>										
I consider myself to be Turkish.	4.65	1.689	0.889	6.4	5.1	8.5	29.6	14.2	20.0	16.2
I feel very proud of my Turkish cultural background.	4.95	1.630	0.884	3.4	5.5	7.2	25.8	13.8	23.4	20.9
I think of myself as Turkish first and as Dutch second.	4.57	1.752	0.884	6.6	7.0	10.0	28.7	12.1	18.3	17.4
The Turkish culture has the most positive impact on my life.	4.66	1.593	0.909	4.7	5.3	7.4	33.4	15.5	18.7	15.1
I would like to be known as "Turkish."	4.55	1.650	0.888	5.3	6.6	9.1	32.8	14.9	15.5	15.8
I am still very attached to the Turkish culture.	4.78	1.641	0.883	4.5	6.4	6.4	27.2	18.5	19.1	17.9

**Table 23. Descriptive Measurement Scale Set Factor I (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Ethnic Friendship Orientation (Xu <i>et al.</i>, 2004)</b>										
Most of my friends are Turkish.	4.19	1.716	0.908	7.7	13.0	8.5	30.4	12.5	19.2	8.7
Most of my close friends are Turkish.	4.31	1.811	0.926	8.5	12.6	6.8	28.1	11.9	19.4	12.6
It is important to me to have Turkish friends.	4.41	1.658	0.892	6.2	9.6	7.4	31.5	15.7	18.7	10.9
I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.	3.95	1.740	0.876	11.3	13.0	9.2	32.6	11.5	14.5	7.7
I see more commonalities between me and Turkish friends rather than friends from other ethnic groups.	4.15	1.726	0.898	9.6	11.7	7.5	30.0	15.5	17.5	8.1

**Table 23. Descriptive Measurement Scale Set Factor I (Continued)**

Variables	M	SD	Factor Loading	1	2	3	4	5	6	7
<b>Media Use (Marín and Gamba, 1996 and Sabogal <i>et al.</i>, 1987; Arends-Toth and De Vijver, 2007)</b>										
How often do you use the internet for Turkish websites?	4.27	1.609	0.940	8.7	6.2	10.2	29.4	23.0	14.5	7.9
How often do you watch Turkish television?	4.41	1.634	0.841	7.5	6.8	9.6	25.3	24.9	15.8	10.0
How often do you read Turkish newspapers?	3.84	1.728	0.802	14.9	8.5	13.2	27.7	20.0	8.3	7.4
How often do you use the internet for Dutch websites?	4.92	1.369	0.746	2.8	4.0	3.2	24.5	31.1	22.6	11.7
How often do you watch Dutch television?	4.85	1.346	0.884	3.0	3.4	5.1	23.4	34.2	21.1	9.8
How often do you read Dutch newspapers?	4.46	1.486	0.714	5.5	5.1	10.2	27.4	29.1	14.5	8.3

**Table 24. Descriptives Measurement Scale Set Factor II**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Value priorities (Schwartz, 2003; ESS ,2012)</b>									
It is important to me to be rich. I want to have a lot of money and expensive things.	3.49	1.309	0.797	7.2	13.8	32.1	25.1	14.0	7.9
It's important to me to show my abilities. I want people to admire what I do.	3.06	1.182	0.741	9.2	21.9	35.8	23	6.4	3.6
It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.	2.75	1.187	0.792	14.9	29.4	31.1	17.2	5.1	2.3
I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching,	2.96	1.193	0.706	10.0	27.5	31.7	21.1	6.6	3.0
It is important to me to be humble and modest. I try not to draw attention to myself.	3.06	1.220	0.625	10.6	20.2	37.5	19.4	8.7	3.6
Being very successful is important to me. I hope people will recognise my achievements.	2.97	1.190	0.664	9.8	26.4	34.0	19.2	7.7	2.8
It is important to me that the government ensures safety against all threats. I want the state to be strong so it can defend its citizens.	2.72	1.180	0.767	14.7	31.3	31.3	15.7	4.3	2.6

**Table 24. Descriptives Measurement Scale Set Factor II (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
It is important to me always to behave properly. I want to avoid doing anything people would say is wrong.	2.78	1.207	0.815	13.8	30.2	31.1	17.0	4.7	3.2
It is important to me to get respect from others. I want people to do what they say.	3.12	1.267	0.600	9.8	22.5	32.3	21.9	8.9	4.7
Tradition is important to me. I try to follow the customs handed down by my religion or my family.	2.89	1.307	0.560	15.3	24.7	31.5	17.5	6.0	4.9
Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	2.84	1.181	0.794	13.0	25.5	37.2	15.5	6.2	2.6
I think it is important that every person in the world should be treated equally. I believe everyone should have equal opportunities in life.	2.50	1.236	0.824	25.3	25.8	31.7	10.2	4.5	2.5

**Table 24. Descriptives Measurement Scale Set Factor II (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Value priorities</b>									
I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life.	2.84	1.136	0.781	12.3	25.3	37.9	17.2	5.3	2.1
It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	2.70	1.161	0.801	15.8	28.5	34.0	15.5	4.0	2.3
Having a good time is important to me. I like to “spoil” myself.	2.82	1.167	0.734	12.6	27.0	37.4	14.5	5.8	2.6
It is important to me to make my own decisions about what I do. I like to be free and not depend on others.	2.60	1.193	0.844	18.5	31.7	29.8	13.4	4.2	2.5
It's very important to me to help the people around me. I want to care for their well-being.	2.62	1.179	0.820	18.3	30.2	31.3	13.8	4.3	2.1
I look for adventures and like to take risks. I want to have an exciting life.	3.19	1.208	0.526	7.9	19.8	34.5	25.3	7.9	4.5
It is important to me to be loyal to my friends. I want to devote myself to people close to me.	2.59	1.202	0.831	18.7	32.8	28.9	12.5	4.7	2.5
I strongly believe that people should care for nature. Looking after the environment is important to me.	2.70	1.180	0.767	15.7	29.2	33.6	15.1	3.4	3.0

**Table 24. Descriptives Measurement Scale Set Factor II (Continued)**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	2.78	1.167	0.809	13.0	29.2	34.5	15.3	5.5	2.5

**Table 25. Descriptives Measurement Scale Set Factor III**

<b>Variables</b>	<b>M</b>	<b>SD</b>	<b>Factor Loading</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Food and Entertainment (Xu <i>et al.</i>, 2004)</b>										
How often do you eat Turkish meals/food?	4.96	1.357	0.688	2.5	3.0	5.5	21.5	33.6	20.6	13.4
How often do you attend Turkish cultural performances (theatre and concerts)?	3.83	1.499	0.714	9.6	9.8	14.5	36.6	16.6	9.1	3.8
How often do you watch Turkish movies?	4.30	1.545	0.906	6.2	7.7	10.2	30.6	24.2	12.8	8.3
How often do you listen to Turkish music?	4.60	1.420	0.868	4.0	4.5	7.7	29.4	28.9	16.4	9.1
How often do you eat Dutch meals/food?	4.32	1.302	0.700	3.8	6.8	9.1	33.4	31.7	12.1	3.2
How often do you attend Dutch cultural performances (theatre and concerts)?	3.77	1.500	0.831	11.3	9.8	13.2	34.7	21.1	6.8	3.0
How often do you watch Dutch movies?	4.29	1.324	0.759	4.0	6.8	10.4	33.0	30.8	11.3	3.8
How often do you listen to Dutch music?	3.93	1.542	0.852	10.4	9.2	12.3	29.8	24.7	10.4	3.2

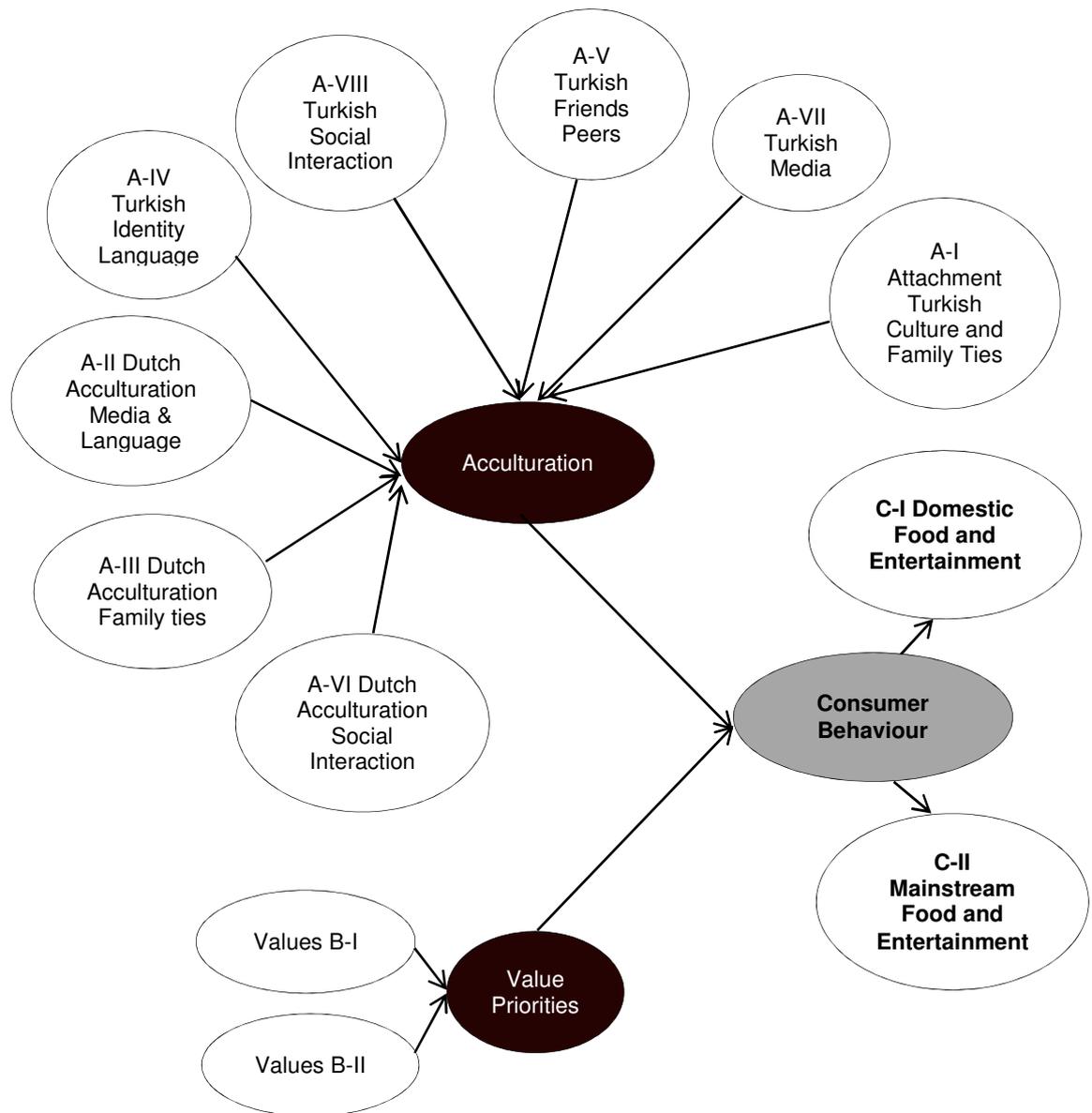
#### 5.4.1 Research Constructs

The conceptual model of Immigrants' consumer acculturation developed for this thesis is based on the ethnic marketing and consumer acculturation theories reviewed in the literature, and refined and labelled following the Exploratory Factor Analysis (EFA) detailed in Chapter Four. The items illustrated in Table 23 to 25 assessed Acculturation, Values, and Domestic and Mainstream consumption (food and entertainment) respectively.

The EFA identified eight latent constructs for Acculturation, two latent constructs for value priorities and two for the dependent variables of food and entertainment. The eight Acculturation constructs are labelled as Attachment Turkish Culture and Family Ties, Dutch Acculturation Media and Language, Dutch Acculturation Family Ties, Turkish Language, Turkish Friends and Peers, Dutch Acculturation Social Interactions, Turkish Media Use, Turkish Social Interactions. Value Priorities are labelled as Construct Values I: Conservation and Self-Enhancement, and Values II: Openness and Self-Transcendence. The Food and Entertainment constructs are split into Turkish Food and Entertainment and Dutch Food and Entertainment.

The conceptual framework proposed has been refined using the analysis provided in stage one of the primary research and presented in Chapter Four. The final proposed theoretical model provides the analytical structure for the substantive study presented in this chapter. This is illustrated in Figure 9 (Tabachnick and Fidell, 2006; Hair *et al.*, 2010).

**Figure 9. Conceptual Model of Immigrants' Consumer Acculturation**



#### 5.4.2 Research Hypotheses

The research hypotheses have been deduced from theory and provide the essential basis of this study. The research measures relating to Consumer Acculturation use the theory of Peñaloza (1994) and the acculturation psychology theory of Van de Vijver (2007) to examine food consumption and entertainment consumption (Jamal, 2003; Xu *et al.*, 2004), alongside the interaction with media use (Peñaloza, 1994; Luna and Gupta, 2001) to identify the most important factors influencing Immigrants' consumer acculturation with respect to domestic and mainstream consumption. The phenomenon of acculturation is valuable to ethnic consumer research as a potential antecedent to the

behaviours listed (Peñaloza, 1994; Askegaard *et al.*, 2005). Acculturation will be examined using a bidimensional form in which the importance of the public and private life domain is included (Van de Vijver, 2007).

This study examined a conceptual framework for changing culture, depicts the life domains, and integrates its key aspects. According to Kim *et al.* (2001) theoretical integration of key aspects evidenced by construct validity indicates a lack in immigrants' consumer acculturation. Bidimensional acculturation defines a process by which immigrants not only acquire aspects of the host culture but remain or lose parts of their cultural heritage. Given the notion that culture, moderated by media, is seen as the most influential factor in marketing and consumer behaviour by way of its role as an antecedent to attitude and behaviour (Luna and Gupta, 2001), the bidimensional measurement approach is valuable to understand the argued and expected culture change of an ethnic group, and with it, the impact on consumption (Peñaloza, 1994). The literature identified the following hypotheses to assess these theoretical factors:

- H<sub>1a</sub>: Turkish Identification has a positive impact on domestic consumption.
- H<sub>1b</sub>: Dutch Acculturation has a positive impact on mainstream consumption.
- H<sub>1c</sub>: Domestic and Mainstream consumption is impacted by the culture-specific life domains, Turkish and Dutch.
- H<sub>2a</sub>: Ethnic Friendship Orientation has a positive effect on Ethnic Identity.
- H<sub>2b</sub>: Ethnic Identity has a positive impact on domestic consumption.
- H<sub>2c</sub>: Ethnic Identity has a negative impact on mainstream consumption.
- H<sub>3a</sub>: Turkish media use has a positive impact on domestic consumption.
- H<sub>3b</sub>: Dutch Media Use has a positive impact on mainstream consumption.
- H<sub>4</sub>: Individual values have an impact on the consumer behaviour.

A selection of statistical analysis techniques are used to examine the relationships between variables that affect Immigrants' consumer acculturation. In the hypotheses above Turkish Food and Entertainment is defined as Domestic consumption and Dutch Food and Entertainment as Mainstream consumption. The purpose is to develop and evaluate an Immigrants' consumer acculturation model to extend the understanding of ethnic marketing and consumer acculturation based on the theoretical background discussed in Chapter two. This study hypothesises that various positive relationships exist between each cultural construct and the Domestic and Mainstream consumer behaviour involved in the theoretical model. The two bi-cultural acculturation dimensions are postulated as Turkish Identification, i.e. Turkish-related life domains, and Dutch

Acculturation i.e. Dutch-related life domains. These constructs are expected to have an influence on Domestic versus Mainstream consumer behaviours.

Value Priorities defined in literature related to Turkishness, are assumed to have a positive relationship with Domestic consumer behaviour (Turkish Food and Entertainment) and the Dutch acculturation and Western Value priorities a positive relationship with Mainstream consumer behaviour (Dutch Food and Entertainment). Therefore, these Values are hypothesised to effect consumer behaviour. Furthermore, the extant literature has shown that culture influences acculturation. Therefore, acculturation is controlled by the attachment to the culture of origin as well as adaptation of host values. According to Zane and Mak (2003), elements of culture, e.g. Values, may produce greater explanatory power when separated into cultural domains. They argue that this may resolve inconsistencies in measuring more significant cultural change on a single scale. Particular aspects of predicting cultural maintenance or change require further analysis. This would require the analysis of other forces in a culture, which cannot be identified and analysed with Schwartz typology in this study (Watson, Lysonski, Gillan, Raymore, 2002), and therefore is beyond the scope of this study.

## **5.5 Step II in CFA - Measurement Model Development**

The purpose of CFA is to develop a measurement model and test reliability and validity i.e. provide empirical support for the validity and unidimensionality of the constructs (Hair *et al.*, 2010). The indicators to measure each construct have to be identified (Byrne, 2009; Hair *et al.*, 2010). The preliminary findings of the EFA have presented the indicators of latent variables in the proposed model considered in unidimensional testing (Byrne, 2009) and are to be analysed with first-order structure factor analysis. The model is analysed to verify its unidimensionality. The constructs are Attachment Turkish Culture and Family Ties, Dutch Acculturation Media and Language, Dutch Acculturation Family Ties, Turkish Language, Turkish Friendship and Peers, Dutch Acculturation Social Interactions, Turkish Media Use, Turkish Social Interactions, Values I: Conservation and Self-Enhancement, Values II: Openness and Self-Transcendence, Domestic Food and Entertainment and Mainstream Food and Entertainment. Second-order structure factor analysis can be considered in addition if required. The twelve constructs will be analysed in a first-order structure, by means of specific unidimensionality tests (see Section 5.3 and Figure 8 for details). In this study, the more general constructs for Acculturation, Value Priorities and Food and Entertainment are related to the home and host culture described in theory as the bi-cultural measurement.

This study takes the guidelines of unidimensional measurement of indicator variables representing only one construct as discussed in Chapter Three section 3.6.2.1. Byrne (2009) recommends testing unidimensionality with each latent variable independently.

### **5.5.1 Unidimensional Testing of Constructs**

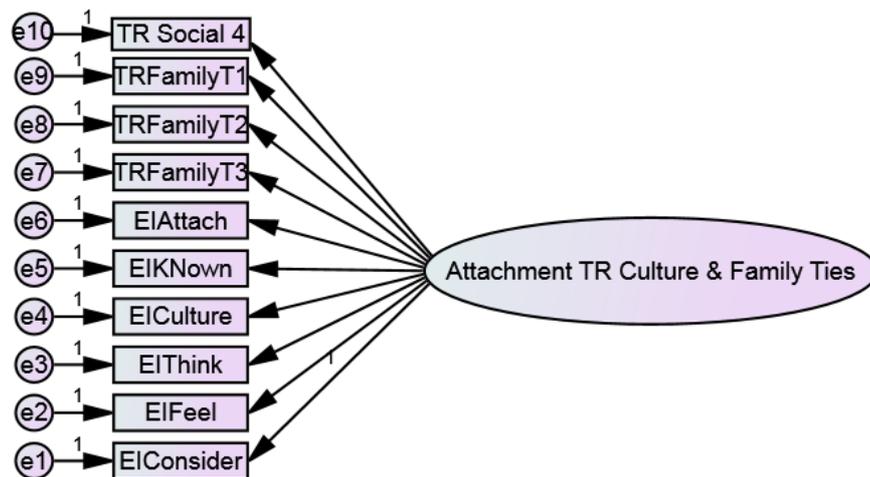
The bidimensional acculturation model considers ethnic and host identities as independent (Ouarasse and Van de Vijver, 2004) in contrast to the unidimensional acculturation model, which proposes the culture of origin and the culture of the host society are dependent. This study proposes that the constructs are treated as independent within the bidimensional acculturation model (see Chapter Two). Each construct is analysed to obtain an adequate measurement model fit. All twelve constructs in the model are subject to individual testing, i.e. first order confirmatory factor analysis using AMOS 22.0. The first-order dimensions of the higher-level constructs, Acculturation, Values, and Food and Entertainment are examined using the CFA on the basis of the EFA results (Gerbing and Hamilton, 1996). This approach is applied to examine the dimensionality of each factor and also to test the model fit of the eight Acculturation dimensions, two Values dimensions and two Food and entertainment dimensions independently.. The magnitude of negative correlation (see Chapter Four) is an indicator of scale dimensionality, in which larger negative correlation indicates unidimensional scales (Arends-Toth and Van de Vijver, 2006). Moreover, each construct in a unidimensional test should have more than three indicators (items) in order to avoid identification issues. A construct with only three indicators are considered either under or just identified (Hair *et.al*, 2010; Kline, 2011). The limitation of AMOS is that it does not allow the testing of a construct that includes less than four items.

This study will adopt the recommended four fit indices, CMIN/DF, CFI, TLI, and RMSEA, as indicated earlier in this chapter. The model assessment involves the established goodness-of-fit CFI (> 0.90), absolute fit index RMSEA (< 0.080) and the incremental index TLI (> 0.90) measures (Hair *et al.*, 2010; Schumacker and Lomax, 2004). SEM is complex and therefore it can be difficult to find a good fit of the proposed model (Hooper, Coughlan, Mullen, 2008). The goodness-of-fit indices recommended by Schumacker and Lomax (2004) of values close to 0.90 rather than exceeding this value are also considered to assess the full measurement model, due to the complexity of this specific study (Hair *et al.*, 2010).

### 5.5.1.1 Unidimensional Measurement Analysis for Attachment Turkish Culture and Family Ties Construct

The measurement model for Attachment Turkish Culture and Family Ties (ATCFT) consists of ten items. The model shows a poor model fit based on the outcomes received from AMOS. The  $\chi^2$  test yields a statistic of 613.346. The  $\chi^2/df$  statistic of 17.524 is higher than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are just below the proposed 0.9 (Hair *et al.*, 2010); CFI = 0.898 and TLI = 0.869. The badness-of-fit index RMSEA is 0.177 which is greater than the recommended 0.08 by Hair *et al.* (2010). In conclusion, the measurement model for Attachment Turkish Culture and Family Ties indicates an insufficient fit in its initial proposed construct.

**Figure 10. Construct Measurement for Attachment Turkish Culture and Family Ties**



The output in AMOS (Table 26) indicates that all of the parameters are significant.

**Table 26. Amos Text Output for Attachment Turkish Culture and Family Ties**

Regression Weights			Unstd Estimate	S.E.	C.R.	P	Std Estimates
Eldentity1	<---	ATCFT	1				0.860
Eldentity2	<---	ATCFT	0.962	0.036	26.639	***	0.857
Eldentity3	<---	ATCFT	1.058	0.038	27.825	***	0.877
Eldentity4	<---	ATCFT	0.988	0.034	29.360	***	0.900
Eldentity5	<---	ATCFT	1.022	0.035	29.284	***	0.899
Eldentity6	<---	ATCFT	1.012	0.035	29.040	***	0.895
Family Ties 1	<---	ATCFT	1.133	0.039	29.056	***	0.896
Family Ties 2	<---	ATCFT	1.063	0.045	23.415	***	0.797
Family Ties 3	<---	ATCFT	0.990	0.043	22.817	***	0.785
TRSocialInt. 4	<---	ATCFT	0.644	0.041	15.525	***	0.601

To identify any areas of poor fit in this model of Attachment Turkish Culture and Family Ties, Modification indices (MIs) will be evaluated. MIs relate to the covariances and provide clear evidence of potential misspecification associated with the pairing of error terms (see Appendix F5.1.2). The Modification indices reveal misspecification associated with the pairing of error terms included in Item “Family Ties 1” and Item “Family Ties 2” (err8<->err9). Hair *et al.* (2010) recommends not to change models purely based on modification indices. Modification is a tool to identify problems with indicator variables. Modification indices provide important diagnostic information regarding the potential for cross-loadings. However, model modifications with MIs should only be made through specifications with a theoretical subject-based justification, because it is essential that SEM is guided by theory (Hair *et al.*, 2010).

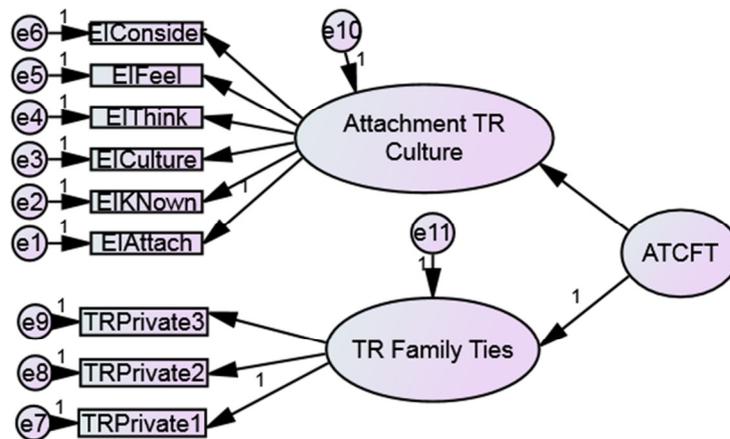
According to the conceptual model, the construct Attachment Turkish Culture and Family Ties included the components of the measurement instrument Ethnic Identity (Laroche *et al.*, 2007) and Acculturation variables of the private life domain and one of the public life domain (Arends-Toth and van de Vijver, 2007). Therefore, it would be interesting to re-test Attachment Turkish Culture and Family Ties in a second-order, i.e. two-factor model. This is necessary to describe the construct and reveal the structural relationships between the life domains. The first-order factor is unidimensional. The second-order

factors are measured indirectly through the indicators of the first-order factors (Kline, 2011).

#### 5.5.1.2 Second-Order for Attachment Turkish Culture and Family Ties (I)

The two-factor measurement model for Attachment Turkish Culture and Family Ties yields a statistic of  $\chi^2$  test 336.105. The  $\chi^2/df$  statistic of 9.885 is above the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the proposed 0.9 (Hair *et al.*, 2010); CFI = 0.947, and TLI = 0.947. The badness-of-fit index RMSEA is 0.130 which is greater than the recommended 0.08 by Hair *et al.* (2010). In conclusion, the two-factor measurement model for Attachment Turkish Culture and Family Ties indicates a more acceptable fit than initially described above, however there may still be potential for this to be improved further<sup>7</sup>.

**Figure 11. Construct Measurement for Attachment Turkish Culture and Family Ties (I)**



The output in AMOS (Table 27) indicates that all parameters are statistically significant. The unstandardised as well as the standardised maximum likelihood parameter estimates are substantively meaningful.

<sup>7</sup> The main tables are presented in Appendix G5.1, allowing clearer presentation of the results

**Table 27. AMOS Text Output for Attachment Turkish Culture and Family Ties**

Regression Weights			Unstd Estimate	S.E.	C.R.	P	Std Estimates
EI	<---	ATCFT	1.000				0.968
TRFT	<---	ATCFT	1.000				0.924
Eidentity6	<---	EI	1.000				0.894
Eidentity5	<---	EI	1.010	0.032	31.918	***	0.898
Eidentity4	<---	EI	0.987	0.030	32.911	***	0.909
Eidentity3	<---	EI	1.055	0.034	30.713	***	0.884
Eidentity2	<---	EI	0.971	0.032	29.976	***	0.874
Eidentity1	<---	EI	1.008	0.034	30.078	***	0.876
Accprivate3	<---	TFT	1.137	0.038	30.131	***	0.952
Accprivate2	<---	TFT	1.112	0.042	26.509	***	0.883

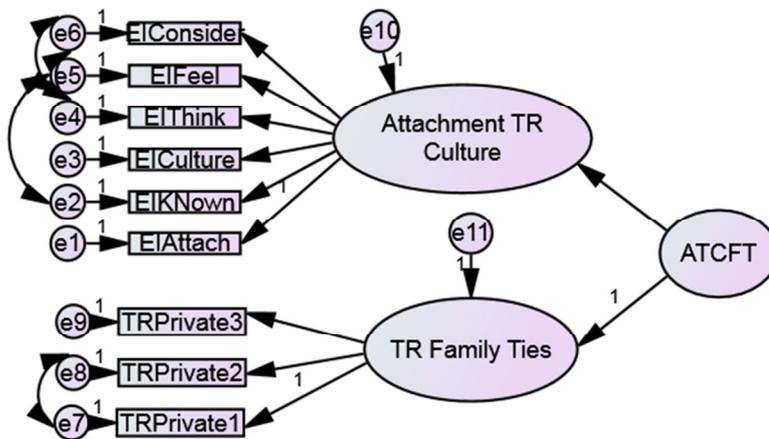
The Modification indices (see Appendix G5.1.2) reveal misspecification associated with the pairing of error terms included within Item “Family Ties 1” and Item “Family Ties 2” (err7<->err8), “ethnic identity Known” and “Ethnic Identity Feel” (err2<-> err5), “Ethnic Identity Think and “Ethnic Identity Consider” (err4<->err6), “Ethnic Identity Feel” and “Ethnic Identity Consider” (err5<->6). This misspecification indicates a big overlap between the items within the Attachment Turkish Culture and Family Ties constructs. These items are highly correlated and indicate the existence of a potentially strong relationship between represented items previously indicated. In the re-estimated model these items will be correlated.

The standardised regression weight for AcculturationPublic9 has a relatively poor loading. From the guidelines relating to the indicators of the standardised factor loadings, these should have values above 0.7. Relatively poor standardised loadings cannot be remedied in the model specification (Kline, 2011). Therefore, this item will be deleted in the re-estimated model.

The re-specified two-factor measurement model for Attachment Turkish Culture and Family Ties II shows a better model fit based on the outcomes received from AMOS. The

$\chi^2$  test yields a statistic of 111.579. The  $\chi^2/df$  statistic of 5.072 is accepted against the recommended value of 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the proposed 0.9 (Hair *et al.*, 2010) with CFI = 0.984 and TLI = 0.973. The badness-of-fit index RMSEA is 0.08 which is in line with the recommended upper value of 0.08 by Hair *et al.* (2010). In conclusion, the two-factor measurement model for Attachment Turkish Culture and Family Ties indicates an acceptable fit subject to the addition of the theoretically accepted correlation.

**Figure 12. Construct Measurement for ATCFT (II)**



The output in AMOS (Table 28) indicates that all of the parameters are significant.

**Table 28. AMOS Text Output for two-factor Model for ATCFT (II)**

Regression Weights			Unstd Estimate	S.E.	C.R.	P	Std Estimates
EI	<---	ATCFT	1.000				0.940
TFT	<---	ATCFT	1.000				0.945
Eidentity6	<---	EI	1.000				0.896
Eidentity5	<---	EI	1.025	0.031	33.365	***	0.913
Eidentity4	<---	EI	0.987	0.030	33.446	***	0.911
Eidentity3	<---	EI	1.038	0.035	29.970	***	0.871
Eidentity2	<---	EI	0.971	0.032	30.041	***	0.876
Eidentity1	<---	EI	0.972	0.035	28.069	***	0.848
Accprivate3	<---	TFT	1.229	0.045	27.027	***	0.979
Accprivate2	<---	TFT	1.140	0.039	28.984	***	0.861
Accprivate1	<---	TFT	1.000				0.799

Table 29 summarises the indices of fit for the construct Attachment Turkish Culture and Family Ties from a unidimensional first-order to a second-order measurement model.

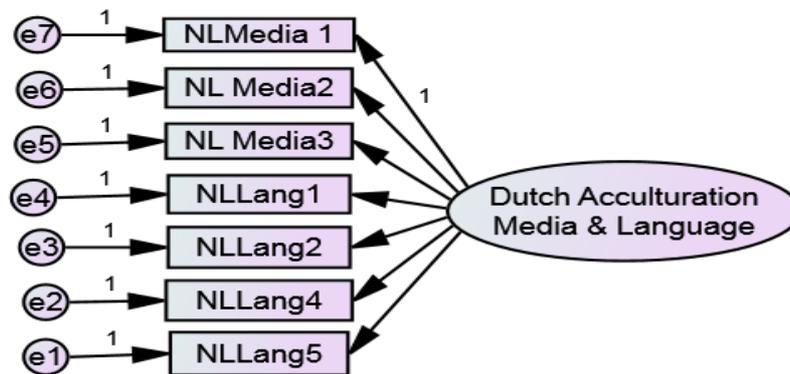
**Table 29. Attachment Turkish Culture & Family Ties Model (II)**

<b>CFA</b>	<b>Model I- Initial Model</b>	<b>Model II- Modified Model</b>
<b>Goodness-of-Fit/ Badness-of-Fit</b>	<b>ATCFT</b>	<b>ATCFT</b>
<b>Chi-Square (<math>\chi^2</math>)</b>		
<i>Chi-square</i>	613.346 ( $p= 0.000$ )	111.579 ( $p= 0.000$ )
<i>DF</i>	35	22
<i>CMIN/DF</i>	17.524	5.072
<b>Goodness-of-Fit</b>		
<i>CFI</i>	0.898	0.984
<i>TLI</i>	0.869	0.973
<b>Badness-of-Fit</b>		
<i>RMSEA</i>	0.177	0.080

*5.5.1.3 Unidimensional Analysis for Dutch Acculturation Media and Language Construct*

The measurement model for Dutch Acculturation Media and Language consists of seven items. The model shows a poor model fit based on the outcomes received from AMOS. The  $\chi^2$  test yields a statistic of 290.808. The  $\chi^2/df$  statistic of 20.772 is substantially higher in value than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are below the proposed 0.9 (Hair *et al.*, 2010); CFI= 0.876, and TLI= 0.814. The badness-of-fit index RMSEA is 0.193 which is greater than the recommended 0.08 by Hair *et al.* (2010). In conclusion the measurement model for Dutch Acculturation Media and Language indicates an insufficiently acceptable fit overall.

**Figure 13. Construct Measurement for Dutch Acculturation Media and Language**



The unstandardised and standardised Maximum Likelihood parameter estimates (Table 30) show all parameters are statistically significant and substantively meaningful.

**Table 30. AMOS Text Output for Dutch Acculturation Media and Language**

Regression Weights	Unstd Estimates	S.E.	C.R.	P	Std Estimates
NLLang5 <--- DML	1.374	0.080	17.200	***	0.854
NLLang4 <--- DML	1.312	0.081	16.203	***	0.794
NLLang2 <--- DML	1.196	0.080	14.930	***	0.723
NLLang1 <--- DML	1.253	0.074	16.839	***	0.832
NLMedia3 <--- DML	1.049	0.077	13.591	***	0.650
NLMedia 2 <--- DML	1.076	0.071	15.175	***	0.736
NLMedia 1 <--- DML	1				0.672

To identify any areas of poor fit within this model of Dutch Acculturation Media and Language, Modification indices (MIs) will be evaluated. MIs relate to the covariances, and provide no clear evidence of misspecification associated with the pairing of error terms (see Appendix F5.2, Table 5.2.2) in this potential application.

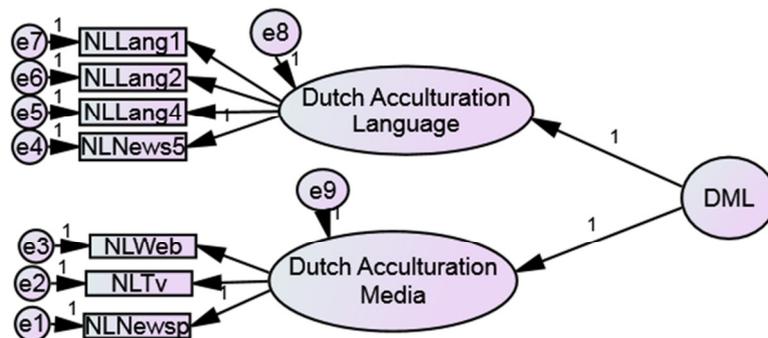
According to the conceptual model, the construct Dutch Acculturation Media and Language included the components of the measurement instrument Media Use (Marín &

Gamba, 1996 and Sabogal *et al.*, 1987; Arends-Toth and Van de Vijver, 2007) and Language measurement (Arends-Toth and Van de Vijver, 2007). Therefore, it would be interesting to re-test Dutch Acculturation Media and Language in a second-order (two-factor model) as appropriate to describe this construct and necessary to reveal the structural relationships between the dimensions.

#### 5.5.1.4 Second-Order for Dutch Acculturation Media and Language

The two-factor measurement model for Dutch Acculturation Media and Language (DML) shows an improved model fit based on the outcomes generated by AMOS. The  $\chi^2$  test yields a statistic of 139.512. The  $\chi^2/df$  statistic of 10.732 is still higher than the recommended value of 5.0 made by Hair *et al.* (2010). The goodness-of-fit statistics are above the proposed 0.9 (Hair *et al.*, 2010) i.e. CFI = 0.943, and TLI = 0.909. The badness-of-fit index RMSEA is 0.136 which is greater than the recommended 0.08 by Hair *et al.* (2010). In conclusion the measurement model for Dutch Acculturation Media and Language has an improved level of fit, even though it does not meet the threshold for a number of the chosen indices (see Appendix G5.2).

**Figure 14. Construct Measurement for DML(I)**

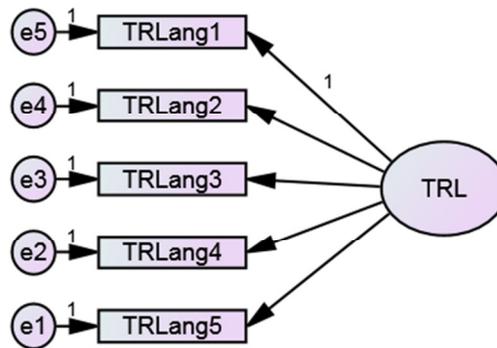


#### 5.5.1.5 Unidimensional Analysis for Turkish Language Construct

The measurement model for Turkish Language consists of five items. The  $\chi^2$  test yields a statistic of 36.765. The  $\chi^2/df$  value of 7.353 is close to the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the proposed 0.9 (Hair *et al.*, 2010); CFI = 0.987, and TLI = 0.974. The badness-of-fit index RMSEA is 0.110 which is slightly higher than the recommended 0.08 by Hair *et al.* (2010). In conclusion, the measurement

model for Turkish Language indicates a decent level of fit, notwithstanding some modest outcomes<sup>8</sup>.

**Figure 15. Construct Measurement for Turkish Language**



The output in AMOS (Table 31) indicates that all parameters are statistically significant and are substantively meaningful.

**Table 31. AMOS Text Output for Turkish Language**

Regression Weights	Unstd. Estimate	S.E.	C.R.	P	Std. Estimates
TRLang5 <--- TL	0.886	0.035	25.524	***	0.787
TRLang4 <--- TL	1.004	0.03	33.765	***	0.884
TRLang3 <--- TL	1.041	0.035	30.108	***	0.846
TRLang2 <--- TL	1.033	0.027	37.801	***	0.918
TRLang1 <--- TL	1				0.936

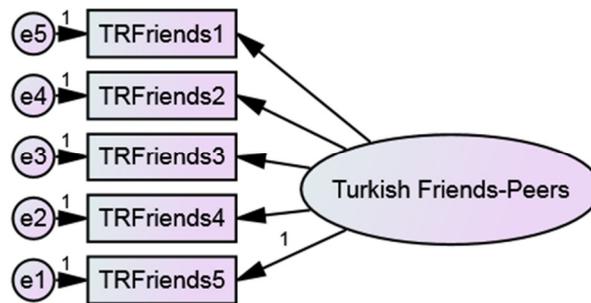
#### 5.5.1.6 Unidimensional Analysis for Turkish Friends and Peers Construct

The measurement model for Turkish Friends and Peers consists of five items. The  $\chi^2$  test yields a statistic of 122.625. The  $\chi^2/df$  statistic of 24.525 is higher than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the

<sup>8</sup> The main tables are presented in Appendix F5.4, allowing clearer presentation of the results

value of 0.9 Hair *et al.*, 2010); CFI = 0.959, and TLI = 0.919. The badness-of-fit index RMSEA is 0.211, which is somewhat greater than the recommended 0.08 by Hair *et al.* (2010). In conclusion, the fitness measures relating to the measurement model for Friends and Peers suggest some clear room for improvement.

**Figure 16. Construct Measurement for Turkish Friends and Peers (I)**



The output in AMOS (Table 32) indicates that all parameters are significant and are substantively meaningful, and as such, have demonstrated an improvement compared with the initial construct.

**Table 32. AMOS Text Output for TRFP (I)**

Regression Weights	Unstd. Estimate	S.E.	C.R.	P	Std. Estimates
Friendship5 <--- TRFP	1				0.886
Friendship4 <--- TRFP	0.985	0.034	28.632	***	0.866
Friendship3 <--- TRFP	0.967	0.032	30.6	***	0.892
Friendship2 <--- TRFP	1.106	0.032	34.115	***	0.934
Friendship1 <--- TRFP	1.031	0.031	32.753	***	0.918

The Modification indices in Table 33 reveal misspecification associated with the pairing of error terms included within Item 5 and Item 4 (err1<->err2) and with Item 2 and Item 1 (err4<->err5). These items are highly correlated and indicate the existence of a potentially strong relationship between them. Item 5, “I see more commonalities between me and Turkish friends rather than friends from other ethnic groups”, is arguably highly

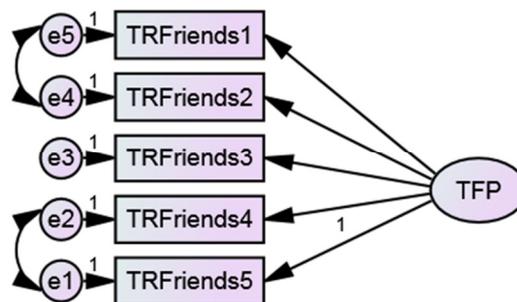
correlated in an intuitive sense with Item 4, “I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions”. Item 1, “Most of my friends are Turkish”, and Item 2, “Most of my close friends are Turkish”, would suggest a high level of compatibility. In the case of both pairs, high correlations would be expected.

**Table 33. Modification Indices and Parameter Change Statistics**

Covariances			M.I.	Par Change
e4	<-->	e5	39.723	0.154
e2	<-->	e5	13.372	-0.112
e2	<-->	e4	18.951	-0.131
e1	<-->	e5	10.296	-0.091
e1	<-->	e4	17.153	-0.116
e1	<-->	e2	86.254	0.322

A re-test with amendments based on the two above mentioned misspecifications related to covariance shows a much improved fit. The re-estimated model has correlated Item 1 and Item 2, as well as Item 4 and Item 5. The re-estimated model is represented in Figure 17. The  $\chi^2$  test yields a statistic of 1.676. The  $\chi^2/df$  statistic 0.559 is lower than the 5.0 recommended by Hair *et al.* (2010). The CFI = 1.000 and TLI = 1.002. The badness-of-fit index RMSEA is 0.000.

**Figure 17. Construct Measurement for Turkish Friends and Peers (II)**



All the parameters are statistically significant and substantively meaningful in the Friends and Peers model (Table 34). The results reflect a good model fit for Turkish Friends and Peers.

**Table 34. AMOS Text Output for Turkish Friends and Peers (II)**

Regression Weights			Unstd. Estimate	S.E.	C.R.	P	Std. Estimates
Friendship5	<---	TRFP	1				0.877
Friendship4	<---	TRFP	0.982	0.028	34.699	***	0.854
Friendship3	<---	TRFP	0.994	0.033	30.091	***	0.908
Friendship2	<---	TRFP	1.1	0.036	30.296	***	0.919
Friendship1	<---	TRFP	1.017	0.035	28.726	***	0.897

Table 35 summarises the indices of fit for the construct Turkish Friends and Peers (TRFP) (see Appendix F5.5 for details).

**Table 35. Turkish Friends and Peers Model (II)**

CFA	Model I - Initial Model	Model II - Modified Model
Goodness-of-Fit/Badness-of-Fit	TRFP	TRFP
<b>Chi-Square (<math>\chi^2</math>)</b>		
<i>Chi-square</i>	122.625 ( $p= 0.000$ )	1.676 ( $p= 0.642$ )
<i>DF</i>	5	3
<i>CMIN/DF</i>	24.525	0.559
<b>Goodness-of-Fit</b>		
<i>CFI</i>	0.959	1.000
<i>TLI</i>	0.919	1.002
<b>Badness-of-Fit</b>		
<i>RMSEA</i>	0.211	0.000

### 5.5.1.7 Unidimensional Analysis for Four Life Domains of Acculturation

Unidimensional testing of a construct with only three measures is difficult to demonstrate in CFA, as the measures are either under or just identified, as indicated earlier in this chapter (Hair *et al.*, 2010; Kline, 2011). Therefore, the first stage of unidimensional testing cannot be applied for four life domains of Acculturation, i.e. Dutch Acculturation Family Ties, Dutch Social Interactions, Turkish Social Interactions and Turkish Media Use. Given the software limitation, it has been decided that these constructs will be moved to the second stage of the analysis, i.e. an eight-factor Acculturation model (see Section 5.5.1.8).

Unidimensional testing is recommended in the assessment of each latent variable (Byrne, 2009). A unidimensional construct is also referred to as a first-order construct and can be measured by a single dimension consisting of a set of indicators (Kline, 2011). Acculturation resulted in eight life domains, which are distinct, but connected to the higher-level construct of “Acculturation” through a single theoretical concept. Various indicators of acculturation have been classified into categories such as Social Interaction, Family Ties, Language, etc. Kim *et al.* (2001) argues that these categories are not exclusive but also not independent. These researchers, for example, suggested that Acculturation and Ethnic Identification are multidimensional constructs. In the context of this study, the multidimensional Acculturation construct exists based on the specific sub-domains (Edwards, 2001) derived from the literature review in Chapter Two, i.e. eight life domains resulted from the preliminary EFA in Chapter Four. In marketing research, most constructs are multidimensional (Jarvis, MacKenzie, Podsakoff, 2003; Mackenzie *et al.*, 2005).

Jarvis *et al.* (2003) argues that the view of a construct can be unidimensional or multidimensional depending on the level of abstraction used in its definition and formation. For example, acculturation is defined in literature as being composed of several different dimensions (named life domains in the context of this study), including family, friends, ethnic identity, language and media use. If the researcher decides to look at each dimension as a separate construct (at an abstract level), they are all integral parts of a person’s acculturation level and therefore, a multidimensional construct definition emerges (Jarvis *et al.*, 2003). This is also supported by Edwards (2001, p.144) who states, “Multidimensional constructs are widely used to represent several distinct dimensions as a single theoretical concept”. According to Edwards (2001) in multidimensional constructs the relationships can be modelled as flowing either from the

construct to its dimensions (i.e. superordinated constructs) or from the dimensions to the construct (i.e. aggregated constructs). Previous research has identified consumer acculturation as a superordinated construct (Edwards, 2001; Cleveland *et al.*, 2009) with the former suggesting, “The dimensions of a superordinate construct are analogous to reflective measures ... However, whereas reflective measures are themselves observed variables, the dimensions of a superordinated construct are themselves constructs that function as specific manifestations of a more general construct” (Edwards, 2001, p.146).

The eight-factor Acculturation model supports the multidimensional perspective of Acculturation. However, the bidimensional acculturation model considers ethnic and host identities as independent dimensions (Ouarasse and Van de Vijver, 2004). The magnitude of negative correlation (see Appendix G Table 5.4) is an indicator of scale dimensionality, in which larger negative correlations indicate unidimensional scales (Arends-Toth and Van de Vijver, 2006). Oswald’s (1999) notion of culture swapping, in which immigrants move and negotiate between the home cultural identity and host culture can be further evaluated in a bidimensional model of acculturation. The acculturation dimensionality of Turkish-Dutch immigrants’ from the measure development process is new in this study. Measurement equivalence with the focus of an empirical examination within a “new” ethnic group is potentially significant (Kim *et al.*, 2001). The bidimensional model of acculturation of ethnic change requires a separate measurement approach.

This study is interested in examining which life domains remain stable, i.e. cultural identity, in addition to life domains and which life domains are negotiated by the immigrants in terms of culture swapping. The development of the research instrument is to examine life domains as antecedents of acculturation.

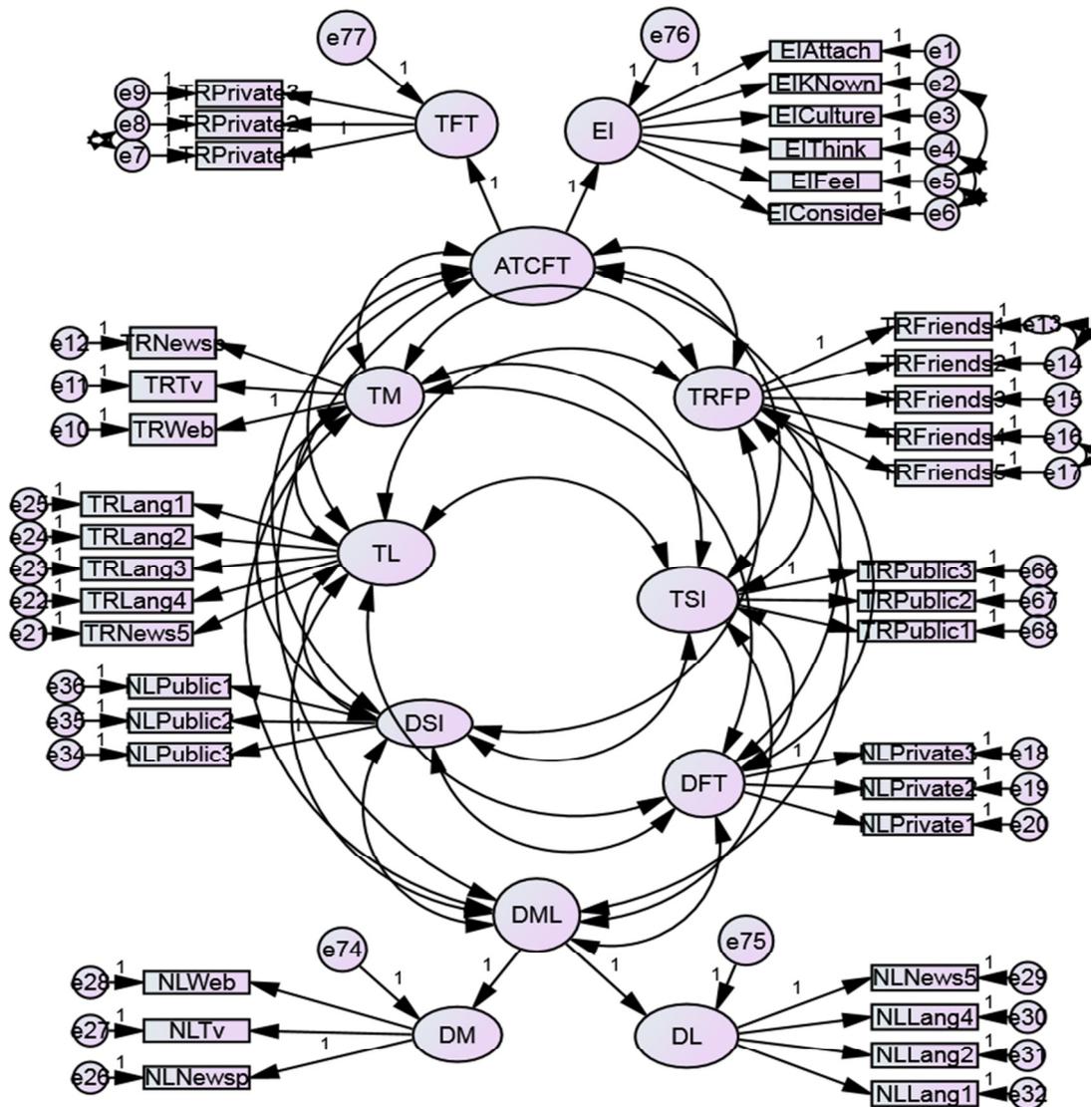
#### *5.5.1.8 Acculturation with the Second-Order Eight-Factor Model*

The analysis has considered a bidimensional acculturation model in which the life domains of acculturation are independent. The model involves unidimensional constructs and has divided Acculturation into eight latent constructs. The higher-level model structure is presented in Figure 18, showing the dimensions being split into the eight life domains of Acculturation.

The  $\chi^2$  test yields a statistic of 2347.175. The  $\chi^2/df$  statistic of 3.732 is lower than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the

value of 0.9 (Hair *et al.*, 2010), with CFI = 0.915, and TLI = 0.905. The badness-of-fit index RMSEA is 0.072, which is accepted as the recommended upper value is 0.08 by Hair *et al.* (2010). In conclusion, the measurement model for Acculturation indicates an acceptable level of fit (see Appendix G5.4).

**Figure 18. Construct Measurement for Eight-Factor Acculturation Model**

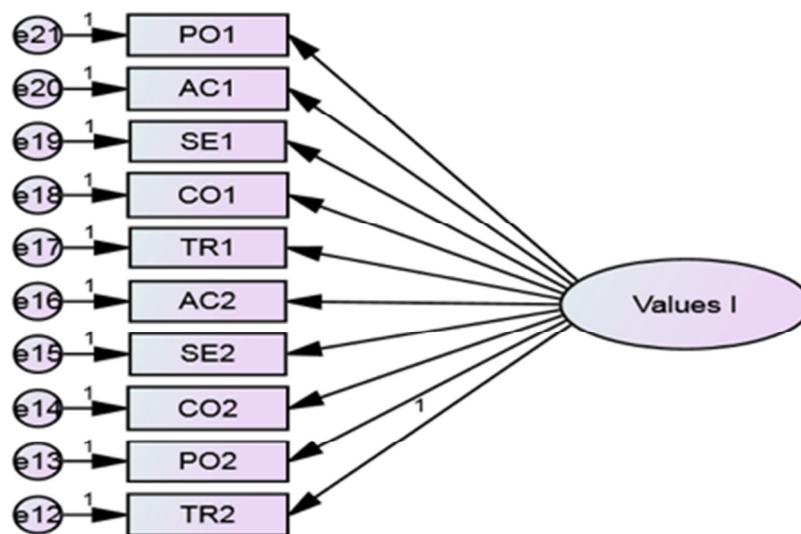


In reviewing both the unstandardised and standardised maximum likelihood parameter estimates (see Appendix G Table 5.4.1), all of the parameter estimates are found to be statistically significant and substantively meaningful. The first-order dimensions of Acculturation are nested into a higher-order (second-order) factor structure.

### 5.5.1.9 Unidimensional Analysis for Values I (Conservation and Self-Enhancement)

The measurement model for Values I consists of ten items (Figure 19). The  $\chi^2$  test yields a statistic of 473.043. The  $\chi^2/df$  statistic of 13.516 is higher than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are below the proposed 0.9 (Hair *et al.*, 2010) with CFI = 0.823, and TLI = 0.772. The badness-of-fit index RMSEA is 0.154, which is clearly greater than the threshold maximum of 0.080. In conclusion, the measurement model indicates a poor model fit with the various fit values falling outside their respective threshold norms and limits.

**Figure 19. Construct Measurement for Values I**



The Maximum Likelihood parameter estimates (Table 36) indicate all parameters are statistically significant and substantively meaningful.

**Table 36. AMOS Text Output for Values (I)**

Regression Weights			Unstd. Estimates	S.E.	C.R.	P	Std. Estimates
ValuesTR2	<---	VP-I	1				0.652
ValuesPO2	<---	VP-I	0.989	0.074	13.349	***	0.666
ValuesCO2	<---	VP-I	1.011	0.071	14.158	***	0.715
ValuesSE2	<---	VP-I	1.004	0.070	14.339	***	0.726
ValuesAC2	<---	VP-I	0.964	0.070	13.768	***	0.691
ValuesTR1	<---	VP-I	0.902	0.071	12.743	***	0.631
ValuesCO1	<---	VP-I	1.065	0.072	14.897	***	0.761
ValueSE1	<---	VP-I	0.983	0.070	14.011	***	0.706
ValueAC1	<---	VP-I	0.921	0.069	13.326	***	0.665
ValuePO1	<---	VP-I	0.708	0.073	9.635	***	0.461

The Modification Indices in Table 37 reveal misspecification associated with the pairing of error terms in Item 2 and Item 1 (err20<->err21), Item 6 and Item 1 (err16<->err21), Item 7 and Item 3 (err15<->err19) and Item 9 and Item 2 (err13<->err20). These items are highly correlated and indicate the existence of potentially strong relationships between them. Items 2 and 9 measure Achievement and Items 1 and 11 measure Power. According to Schwartz' Values System, these value priorities measure the higher-order dimension of Self-Enhancement (Schwartz, 2003). Items 15 and 19 measure the value priority of Security, included in the higher-order dimension of Conservation (Schwartz, 1992; 2003). These value types are not conflicting and high correlations would be expected.

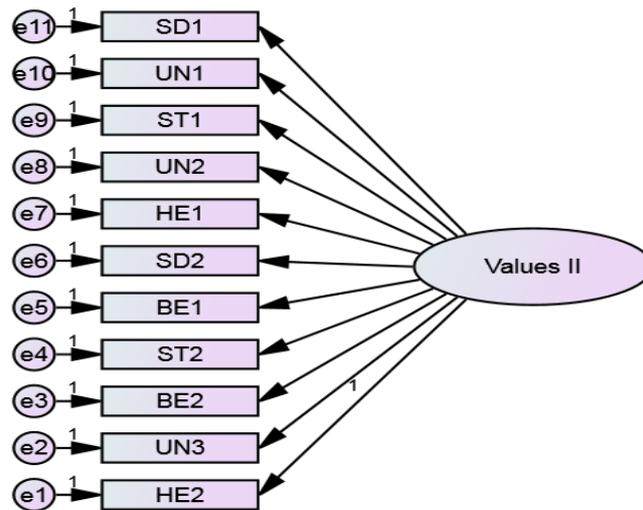
**Table 37. AMOS Text Output for Values (I)**

Covariances			M.I.	Par Change
e20	<-->	e21	77.285	0.414
e19	<-->	e21	30.766	-0.251
e16	<-->	e21	64.922	0.372
e16	<-->	e20	86.02	0.334
e15	<-->	e21	22.131	-0.207
e15	<-->	e19	62.719	0.261
e14	<-->	e21	38.923	-0.284
e14	<-->	e19	23.917	0.167
e14	<-->	e16	25.450	-0.176
e13	<-->	e21	49.272	0.354
e13	<-->	e20	55.407	0.292
e13	<-->	e16	22.962	0.184
e13	<-->	e15	20.495	-0.166

#### 5.5.1.10 Unidimensional Analysis for Values II

The measurement model for Values II consists of eleven items (Figure 20). The  $\chi^2$  test yields a statistic of 402.137. The  $\chi^2/df$  statistic of 9.139 is higher than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the proposed 0.9 (Hair *et al.*, 2010), with CFI = 0.919, and TLI = 0.899. The badness-of-fit index RMSEA is 0.124, which is clearly greater than the maximum threshold value of 0.08. In conclusion the measurement model requires adaptation given the fit measures in Values II.

**Figure 20. Construct Measurement for Values II**



The unstandardised and standardised Maximum Likelihood parameter estimates (Table 38) show all parameters are statistically significant and substantively meaningful.

**Table 38. AMOS Text Output for Values II**

Regression Weights			Unstd. Estimates	S.E.	C.R.	P	Std. Estimates
ValuesHE2	<---	VP-II	1				0.793
ValuesUN3	<---	VP-II	0.984	0.050	19.833	***	0.772
ValuesBE2	<---	VP-II	1.094	0.049	22.300	***	0.842
ValuesST2	<---	VP-II	0.666	0.055	12.091	***	0.510
ValuesBE1	<---	VP-II	1.058	0.048	21.881	***	0.831
ValuesSD2	<---	VP-II	1.095	0.049	22.582	***	0.850
ValuesHE1	<---	VP-II	0.912	0.050	18.241	***	0.723
ValuesUN2	<---	VP-II	1.008	0.048	20.907	***	0.803
ValuesST1	<---	VP-II	0.933	0.048	19.443	***	0.760
ValuesUN1	<---	VP-II	1.120	0.051	22.174	***	0.839
ValuesSD1	<---	VP-II	1.005	0.049	20.363	***	0.788

The Modification Indices in Table 39 reveal misspecification associated with the pairing of error terms in Item 4 and Item 8 (err4<->err9), which measure the value type Stimulation. Item 5 and Item 11 (err1<->err7) measure the value type Hedonism. High correlations would be expected between the pairs given the respective levels of common measurement. Furthermore, these value types measure the higher-order dimension of Openness-to-Change (Schwartz, 2003)<sup>9</sup>.

**Table 39. AMOS Text Output for Values II**

Covariances			M.I.	Par Change
e9	<-->	e11	19.525	0.111
e9	<-->	e10	24.816	-0.118
e7	<-->	e9	23.165	0.132
e5	<-->	e10	25.828	0.109
e5	<-->	e7	16.241	-0.100
e4	<-->	e10	30.637	-0.180
e4	<-->	e9	79.321	0.309
e3	<-->	e5	21.918	0.097
e1	<-->	e9	24.008	0.120
e1	<-->	e7	59.458	0.205
e1	<-->	e4	27.229	0.176
e1	<-->	e3	23.100	-0.106

According to the conceptual model in preliminary analysis, the construct for Values resulted in two factors, defined by Schwartz (2003) as the higher-order value dimensions. The following section tests the full measurement model for Values based on single construct measurement testing. Values I and Values II are connected together and examined using second-order confirmatory factor analysis. Schwartz (2003) defines four higher order value dimensions, i.e. openness-to-change, conservation, self-enhancement and self-transcendence. Those higher order dimensions are often

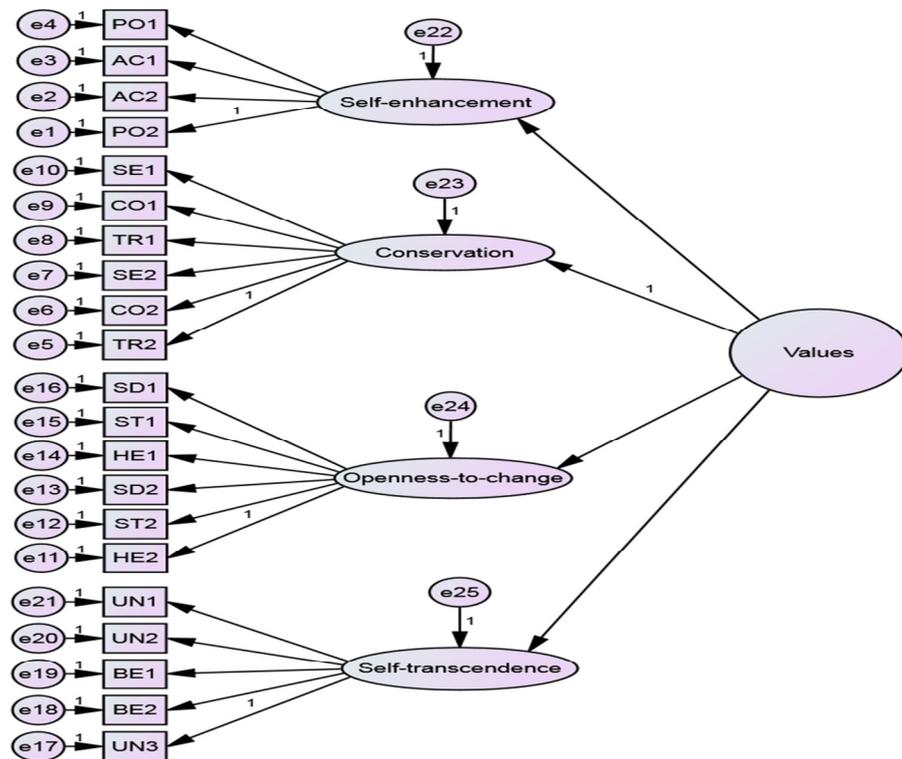
<sup>9</sup> The main tables for Values I and Values II are presented in Appendix F5.9 and F5.10 allowing clearer presentation of the results

described in pairs; openness versus conservation and self-enhancement versus self-transcendence (Schwartz, 1992). A higher-level construct is a multidimensional construct underlying its dimensions (Law, Wong and Mobley, 1998; p.743).

#### 5.5.1.11 Second-Order Structure for Values

The second-order measurement model for Values (VP) consists of four sub-dimensions (Figure 21). The  $\chi^2$  test yields a statistic of 907.544. The  $\chi^2/df$  statistic value of 4.906 is below the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are close to the proposed 0.9 (Hair *et al.*, 2010); CFI = 0.902, and TLI = 0.888. The badness-of-fit index, RMSEA, is 0.080 which is accepted given the closeness of the value to the maximum threshold of 0.08. In conclusion, the measurement model for the four-factor construct indicated an overall good fit (see Appendix G5.3).

**Figure 21. Construct Second-Order Measurement Model for Value Priorities**



ML (Maximum Likelihood Parameter Estimates) is a reliable and preferable parameter (variable) estimation technique for a robust and stable result with the large sample (Hair *et al.*, 2010; Tabachnick and Fidell, 2007). Based on the assessment of the ML all parameters of Values are statistically significant and substantively meaningful (Table 40).

**Table 40. AMOS Text Output for Value Priorities (I)**

Regression Weights			Unstd. Estimate	S.E.	C.R.	P	Std. Estimates
VP1	<---	VP	0.816	0.109	7.504	***	0.467
VP2	<---	VP	1.000				0.624
VP3	<---	VP	1.757	0.160	10.989	***	0.942
VP4	<---	VP	1.681	0.157	10.704	***	0.952
sO2	<---	VP-1	1.000				0.724
AC2	<---	VP1	1.034	0.062	16.581	***	0.796
AC1	<---	VP1	1.082	0.063	17.145	***	0.839
PO1	<---	VP1	0.923	0.067	13.689	***	0.647
sR2	<---	VP2	1.000				0.643
CO2	<---	VP2	1.096	0.075	14.536	***	0.764
SE2	<---	VP2	1.091	0.074	14.734	***	0.778
TR1	<---	VP2	0.943	0.074	12.793	***	0.650
CO1	<---	VP2	1.061	0.074	14.299	***	0.747
SE1	<---	VP2	1.087	0.074	14.619	***	0.770
HE2	<---	VP3	1.000				0.839
sT2	<---	VP3	0.698	0.051	13.817	***	0.565
SD2	<---	VP3	1.008	0.043	23.179	***	0.827
HE1	<---	VP3	0.920	0.044	20.859	***	0.772
ST1	<---	VP3	0.932	0.042	22.128	***	0.803
sD1	<---	VP3	0.973	0.044	22.285	***	0.806
UN3	<---	VP4	1.000				0.785
BE2	<---	VP4	1.117	0.050	22.350	***	0.861
BE1	<---	VP4	1.095	0.049	22.327	***	0.861
UN2	<---	VP4	1.008	0.049	20.415	***	0.804
UN1	<---	VP4	1.145	0.051	22.238	***	0.858

The indices of fit for the Values construct is summarised in Table 41.

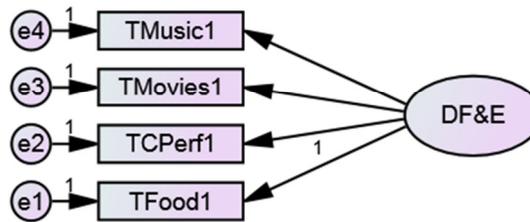
**Table 41. Value Priorities Model**

<b>CFA</b>	<b>Initial Model</b>	<b>Initial Model</b>	<b>Model I - Modified</b>
<b>Goodness-of-Fit/ Badness-of-Fit</b>	<b>Values I</b>	<b>Values II</b>	<b>Model VP</b>
<b>Chi-Square (<math>\chi^2</math>)</b>			
<i>Chi-square</i>	473.043 ( $p= 0.000$ )	402.137 ( $p=0.000$ )	907.544 ( $p=0.000$ )
<i>DF</i>	35	44	185
<i>CMIN/DF</i>	13.516	9.139	4.906
<b>Goodness-of-Fit</b>			
<i>CFI</i>	0.823	0.919	0.902
<i>TLI</i>	0.772	0.899	0.888
<b>Badness-of-Fit</b>			
<i>RMSEA</i>	0.154	0.124	0.086

#### 5.5.1.12 Unidimensional Analysis for Domestic Food and Entertainment

The measurement model for Domestic (Turkish) Food and Entertainment consists of four items. The  $\chi^2$  test yields a statistic of 27.123. The  $\chi^2/df$  statistic of 13.561 is higher than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the recommended value of 0.9 (Hair *et al.*, 2010) with CFI = 0.978 and TLI = 0.933. The badness-of-fit index RMSEA is 0.154 which is greater than the recommended 0.08 by Hair *et al.* (2010). In conclusion, the measurement model for Domestic Food and Entertainment indicates some decent indication of fit, however it can be improved given the variation in performance against these fit measures.

**Figure 22. Construct Measurement for Domestic Food and Entertainment (I-I)**



The unstandardised and standardised Maximum Likelihood parameter estimates (Table 42) show all parameters are statistically significant and substantively meaningful.

**Table 42. AMOS Text Output for Domestic Food and Entertainment (I-I)**

Regression Weights			Unstand. Estimate	S.E.	C.R.	P	Standardised Estimates
TR Food1	<---	DF&E	1				0.684
TR Perf2	<---	DF&E	1.161	0.077	14.997	***	0.717
TR Movie3	<---	DF&E	1.516	0.084	17.971	***	0.911
TR Musicr4	<---	DF&E	1.311	0.075	17.427	***	0.856

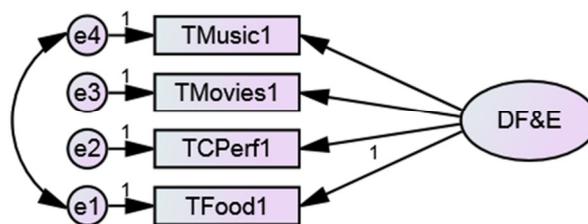
The Modification Indices in Table 43 reveal misspecification associated with the pairing of error terms included in Item 1 and Item 4 (err1<->err4). Item 1 assessing “How often do you eat Turkish meals/food?” and Item 4 measuring “How often do you listen to Turkish music?” Music affects individuals in various ways and stimulates purchase and consumption behaviour (Bruner, 1990; Yalch and Spangenberg, 1990; Areni and Kim, 1993). A study of Caldwell and Hibbert (2002) showed that the outcomes of the restaurant selection were found to be significantly related to musical preference. Likewise, a study by Stroebele and Castro (2004) indicated that the presence of music appears to be one of a set of environmental factors that influences food consumption. Research has acknowledged that background music can influence consumer behaviour (Bitner, 1992) and therefore high correlations can be expected.

**Table 43. Modification Indices and Parameter Change Statistics**

Covariances			M.I.	Par Change
e2	<-->	e4	6.131	-.099
e2	<-->	e3	10.549	.129
e1	<-->	e4	17.226	.157
e1	<-->	e3	5.460	-.088
e1	<-->	e2	4.475	-.104

A re-test with the mentioned misspecification related to the covariance shows a good fit. The re-estimated model correlated Item 1 and Item 4 and is represented in Figure 23. The  $\chi^2$  test yields a statistic of 0.014. The  $\chi^2/df$  statistic of 0.014 is equal to the  $\chi^2$  test and is lower than the 5.0 recommended by Hair *et al.* (2010). The goodness-of-fit statistics are above the recommended value of 0.9 (Hair *et al.*, 2010) with CFI = 1 and TLI = 1.005. The badness-of-fit index RMSEA is 0.000. In conclusion, the measurement model for the four-item construct indicates a much improved model fit with values above the recommended thresholds (see Appendix F5.11).

**Figure 23. Construct Measurement for Domestic Food and Entertainment (I)**



**Table 44. AMOS Text Output for Domestic Food and Entertainment (I)**

Regression Weights			Unstandard. Estimate	S.E.	C.R.	P	Standardised Estimates
T Food1	<---	DF&E	1				0.629
T Perf2	<---	DF&E	1.259	0.09	13.966	***	0.717
T Movie3	<---	DF&E	1.727	0.113	15.285	***	0.954
T Music4	<---	DF&E	1.352	0.076	17.809	***	0.812

Table 45 summarises the indices of fit for the construct Domestic Food and Entertainment (DF&E).

**Table 45. Domestic Food and Entertainment Model**

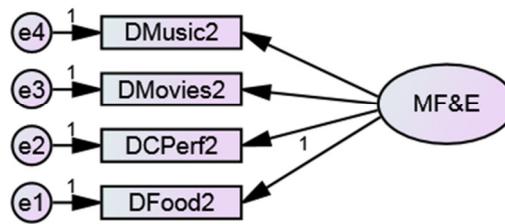
CFA Goodness-of-Fit/Badness-of-Fit	Model - Initial Model DF&E	Model I - Modified Model DF&E
<b>Chi-Square (<math>\chi^2</math>)</b>		
<i>Chi-square</i>	27.123 ( $p= 0.000$ )	0.014 ( $p=0.906$ )
<i>DF</i>	2	2
<i>CMIN/DF</i>	13.561	0.014
<b>Goodness-of-Fit</b>		
<i>CFI</i>	0.978	1.000
<i>IFI</i>	0.978	1.000
<i>TLI</i>	0.933	1.005
<b>Badness-of-Fit</b>		
<i>RMSEA</i>	0.154	0.000

#### 5.5.1.13 Unidimensional Measures for Mainstream Food and Entertainment

The measurement model for Mainstream Food and Entertainment (MF&E) consists of four items. The  $\chi^2$  test yields a statistic of 26.271. The  $\chi^2/df$  statistic of 13.135 is higher

than the recommended 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are above the recommended value of 0.9 (Hair *et al.*, 2010) with CFI = 0.976 and TLI = 0.929. The badness-of-fit index RMSEA is 0.151, which is greater than the recommended 0.08 by Hair *et al.* (2010). The measurement model for Mainstream Food and Entertainment indicates an acceptable fit, however, there is the potential for improvement (see Appendix F5.12).

**Figure 24. Construct Measurement for Mainstream Food and Entertainment**



The unstandardised and standardised Maximum Likelihood parameter estimates of the four items for Mainstream Food and Entertainment are statistically significant and (Table 46) and substantively meaningful.

**Table 46. AMOS Text Output for Mainstream Food and Entertainment**

Regression Weights			Unst. Estimate	S.E.	C.R.	P	Std. Estimates
D Food1	<---	MF&E	1				0.683
D Perf2	<---	MF&E	1.334	0.84	15.883	***	0.791
D Movies3	<---	MF&E	1.184	0.074	15.962	***	0.796
D Music4	<---	MF&E	1.504	0.089	16.885	***	0.867

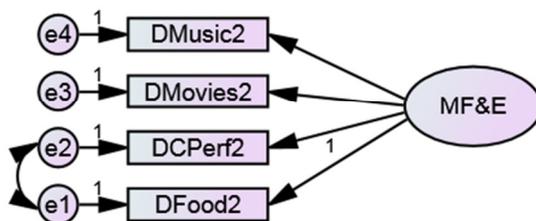
**Table 47. Modification Indices and Parameter Change Statistics**

Covariances			M.I.	Par Change
e7	<-->	e8	5,937	,086
e6	<-->	e7	7,323	-,105
e5	<-->	e8	8,837	-,121
e5	<-->	e6	16,754	,181

Bruner (1990) has indicated that music (e.g. music with cultural performances) is an effective and efficient means for arousing moods, emotional responses and communicating without words. The presence of an individual in a specific location (e.g. presence at the theatre, concert, etc.) influence food behaviour (Stroebele and Castro, 2004). Thus, this study accepts the correlation between Dutch cultural performances and Dutch food. A re-test with related to the covariance of Item 5 and Item 6 shows a good fit. The re-estimated model correlated Item 5 and Item 6.

The re-estimated model is represented in Figure 25. The  $\chi^2$  test yields a statistic of 4.300. The  $\chi^2/df$  statistic of 0.014 is lower than the 5.0 recommended by Hair *et al.* (2010). The goodness-of-fit statistics are above the recommended value of 0.9 (Hair *et al.*, 2010) with CFI = 0.997 and TLI = 0.981. The badness-of-fit index RMSEA is 0.079 and below the advised threshold of 0.08. In conclusion, the measurement model for the four-item construct indicates a good model fit with values above the recommended thresholds.

**Figure 25. Construct Measurement for Mainstream Food and Entertainment (I)**



The unstandardised and standardised Maximum Likelihood parameter estimates in Table 48 show that all parameters are statistically significant and substantively meaningful.

**Table 48. AMOS Text Output for Mainstream Food and Entertainment (I)**

Regression Weights			Unstand. Estimate	S.E.	C.R.	P	Standardised Estimates
D Food1	<--- MF&E		1				0.637
D Perf2	<--- MF&E		1.370	0.084	16.355	***	0.758
D Movies3	<--- MF&E		1.276	0.087	14.634	***	0.800
D Music4	<--- MF&E		1.660	0.111	15.012	***	0.893

Table 49 below summarises the indices of fit for the construct Mainstream Food and Entertainment.

**Table 49. Mainstream Food and Entertainment Model**

CFA Goodness-of-Fit/Badness-of-Fit	Model - Initial Model MF&E	Model I - Modified Model MF&E
<b>Chi-Square (<math>\chi^2</math>)</b>		
<i>Chi-square</i>	26.271 ( $p= 0.000$ )	4.300 ( $p=0.038$ )
<i>DF</i>	2	1
<i>CMIN/DF</i>	13.135	4.300
<b>Goodness-of-Fit</b>		
<i>CFI</i>	0.976	0.997
<i>TLI</i>	0.929	0.981
<b>Badness-of-Fit</b>		
<i>RMSEA</i>	0.151	0.079

### 5.5.2 Results of Constructs Measurement Model of Immigrants' Consumer Acculturation

The indices of fit for all constructs are summarised in Table 50. The constructs can be tested and potentially be included in the SEM. The indices show strong evidence of unidimensionality for all nine constructs and will be considered to be examined and tested in the full measurement model in the next step of SEM. With only a limited number of fitness statistics lying outside their respective threshold values only modifications have taken place and no items were required to be deleted.

**Table 50. Summary of Results of Constructs Measurement Model**

Variables	$\chi^2$	$\chi^2/df$	CFI	TLI	RMSEA
Attachment Turkish Culture and Family Ties	111.579	5.072	0.984	0.930	0.080
Dutch Acculturation Media and Language	139.512	10.732	0.943	0.909	0.136
Turkish Language	36.765	7.353	0.987	0.974	0.110
Friends and Peers	1.676	0.559	1.000	1.002	0.000
Dutch Acculturation Social Interactions	4.266	2.133	0.998	0.993	0.046
Values	907.544	4.906	0.902	0.888	0.086
Domestic Food and Entertainment	0.014	0.014	1.000	1.005	0.000
Mainstream Food and Entertainment	4.300	4.300	0.997	0.981	0.079
Acculturation	3067.629	4.558	0.884	0.872	0.080

### 5.6 Step III in CFA - Measurement Theory Test

This section will test the full measurement model specified previously. The full 530 observed sample size is used for full model measurement. The sample data is sufficient to obtain solutions for the parameters to produce the estimated population covariance matrix in the associated confirmatory factor analysis (Hair *et. al.*, 2010).

This study measures the impact of acculturation scales, ethnic identity, friendship and individual value scales as a measurement construct and aims to provide evidence consistent with its construct validity. The measurement model can be illustrated in a visual diagram, known as a path diagram (Hair *et al.*, 2010). The path diagram shows the relationship of the latent constructs and the links between the specific measured variables and their corresponding constructs. The measurement model consists of eleven latent constructs, as presented in Figure 26.

The first construct is a second-order latent construct labelled “Attachment Turkish Culture” and is at the top left of the figure. This construct consists of two first-order latent constructs; Ethnic Identification and Turkish Family Ties, with six and three indicator variables respectively. Turkish Media Use has three indicator variables. Turkish Language has five indicator variables and Turkish Social Interaction has three indicator variables, illustrated at the middle left

Dutch Acculturation Family Ties and Dutch Acculturation Social Interactions, shown on the middle left, loaded with three indicator variables each. The second-order construct, Dutch Acculturation Media and Language, is illustrated with two first-order latent constructs i.e. Dutch Acculturation Media with three indicators and Dutch Acculturation Language with four indicator variables.

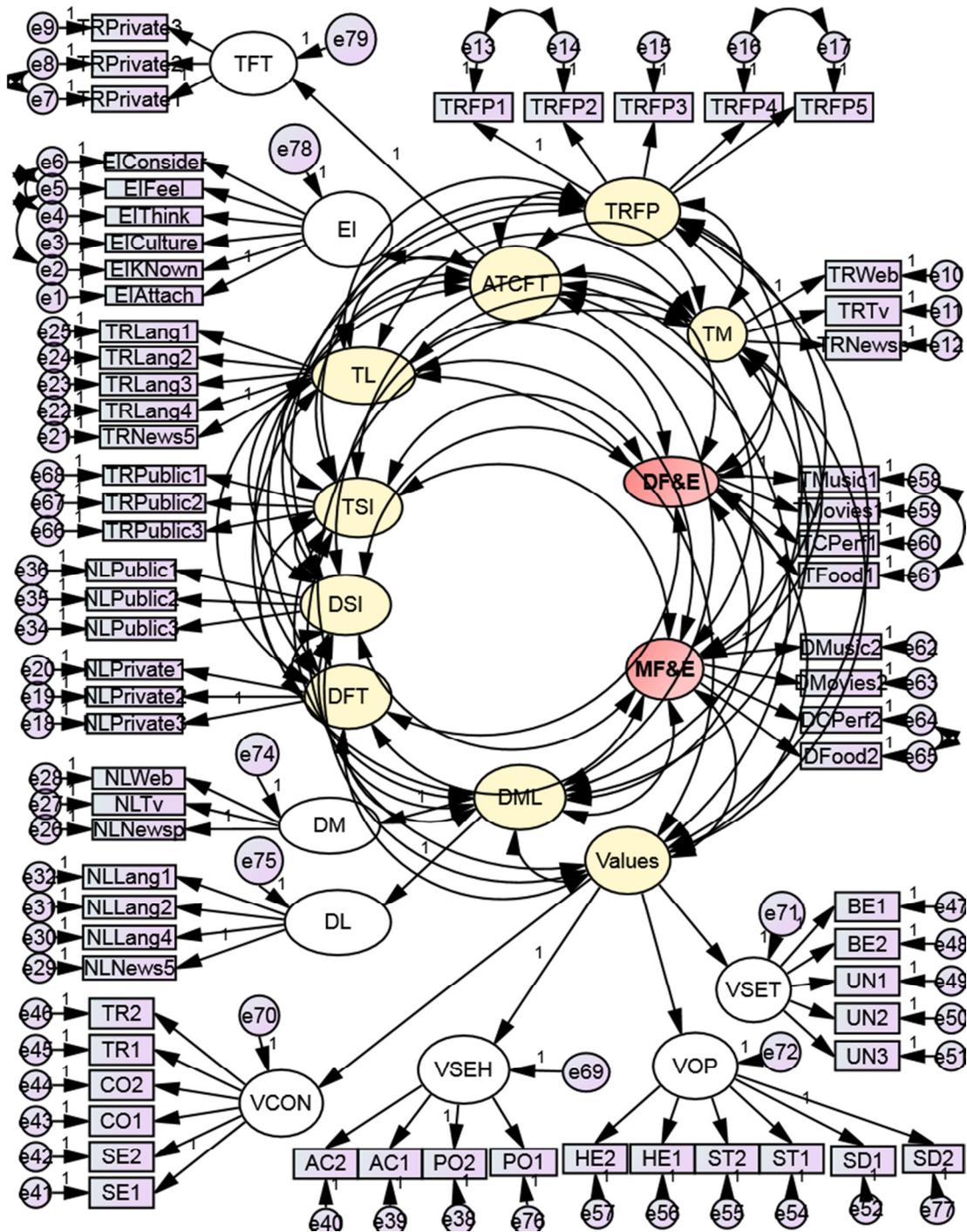
Turkish Friends and Peers, on the top of the figure has retained with the initial five items. Values second-order construct is defined with four first-order latent constructs; Self-Enhancement with three indicator variables, Conservation with six indicator variables, Self-Transcendence with five indicator variables and Openness-to-Change with five indicator variables. Values are shown on the bottom of the figure.

Finally, the middle right of the figure illustrates the two latent constructs of Food and Entertainment. On the left, the Domestic Food and Entertainment construct and on the right the Mainstream Food and Entertainment construct with four indicator variables each.

The full measurement model yields a  $\chi^2$  value of 5992.649. The  $\chi^2/df$  statistic of 2.888 is within the recommended threshold levels of 2.0 to 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are slightly below the proposed 0.9 (Hair *et al.*, 2010); with CFI = 0.878 and TLI = 0.870. This is expected given the complexity of the model. The badness-of-fit index RMSEA is 0.060 and below the suggested level of 0.08 by Hair *et al.*

(2010). The GOF indices are close to the threshold level of 0.90 recommended by Hair *et al.* (2010). The model has an acceptable fit overall (see Appendix H5.1).

**Figure 26. Full Model Measurement**



The focus of the study is on the relationships between the fourteen constructs described above. Although the model utilises many parameters and therefore has the disadvantage of lower goodness-of-fit statistics, all constructs are included. The marketing literature

recommends the use of multiple indicators (Bergkvist and Rossiter, 2007), because single indicators tend to be biased and unreliable (Aaker and Bagozzi, 1979). Malhotra, Peterson and Kleiser (1999) noted that the quality of measures that are used in marketing research needs to be improved by using more detailed conceptualisations and a greater number of more specific measures. They specifically recommend the use of multi-item scales and multiple methods to measure key variables. In order to proceed with SEM, the reliability of scale items needs to be analysed. The data should be reliable and valid prior to analysis with structural equation modelling. Therefore confirmation is needed for the CFA to fit the sample data adequately.

One main advantage of SEM is that it allows the estimation of multiple and interrelated relationships between constructs (Hair *et al.*, 2010) and therefore allows more complex modelling relationships to provide a reflection of the theory. The model under assessment in this study can be defined as complex, given that it comprises ten or more constructs and fifty or more items (Chin, 2010; Akter *et al.*, 2011a). It is argued that complex models with an emphasis on model fit restricts researchers to test models representing a more complex theoretical domain (Chin *et al.*, 2008, p.294). The assessment of reliability and validity of the measurement model is a prerequisite to proceed with the structural model (Hair *et al.*, 2010). The next section proceeds with the reliability analysis and validity test of the measurement model.

### **5.6.1 Reliability Analysis for the Measurement Model**

In marketing research Cronbach's alpha is widely applied to assess the internal consistency of a scale comprising multiple items. In the context of CFA, construct reliability (CR) and the Average Variance Extracted (AVE) are the most adequate measures of reliability and validity (Hair *et al.*, 2010). Construct Reliability (CR) is a measure "of the degree to which assets of indicators of a latent construct is internally consistent based on how highly interrelated the indicators are with each other" (Hair *et al.*, 2010, p.636). A high CR indicates that internal consistency exists with the assessment scale, thus the measures applied collectively represent the same latent construct. A reliable construct is achieved at the minimum value of 0.7. Values below the cut-off point are considered unreliable (Field, 2009; Hair *et al.*, 2010).

Marketing research recommends systematically utilising the CR at a minimum of 0.7 (Steenkamp and Trijp, 1991) and an analysis of the indicators' loadings for every construct at a minimum of 0.5 (Fornell and Larcker, 1981). Hair *et al.* (2010), recommend

standardised loadings with a minimum of 0.5, with values higher than 0.7 representing a scale deemed as more adequate. An alternative reliability measurement is the average variance extracted (AVE) (Hair *et al.*, 2010). AVE is the mean variance extracted for the item's loading on a construct and is a summary indicator of convergence. AVE ranges from zero to one, with a minimum of 0.5 being required. Higher AVE values are assumed to have greater representativeness of the indicators with the associated latent construct. The analysis of validity can lead to acceptance when CR is above 0.7 and AVE is higher than 0.5 (Martinez-Lopez, 2013).

The outcomes for CR and AVE are shown in Tables 51, 52 and 53. The reliability coefficients for all constructs are in the range of 0.824 and 0.958, i.e. each exceeds the value of 0.7. The AVE of all constructs exceed the threshold of 0.50 indicated by various authors identified in this study.

**Table 51. Scale Items, Factor Loadings and Reliability Measures of each Construct**

Latent constructs	Scale items	Factor loading	CR	AVE
Attachment Turkish Culture and Family Ties	I am still very attached to the Turkish culture.	0.894	0.945	0.895
	I would like to be known as "Turkish."	0.911		
	The Turkish culture has the most positive impact on my life.	0.911		
	I think of myself as Turkish first and as Dutch second.	0.875		
	I feel very proud of my Turkish cultural background.	0.873		
	I consider myself to be Turkish.	0.854		
Turkish Family Ties	It is important to rear children in the Turkish culture.	0.969		
	It is important to keep the Turkish culture.	0.869		
	It is important to have a partner/relationship with a person with Turkish background.	0.815		

**Table 51. Scale Items, Factor Loadings and Reliability Measures of each Construct  
(Continued)**

<b>Latent constructs</b>	<b>Scale items</b>	<b>Factor loading</b>	<b>CR</b>	<b>AVE</b>
Turkish Friends and Peers	I see more commonalties between me and Turkish friends rather than friends from other ethnic groups.	0.871	0.951	0.794
	I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.	0.843		
	It is important to me to have Turkish friends.	0.906		
	Most of my close friends are Turkish.	0.925		
	Most of my friends are Turkish.	0.907		
Turkish Language	How often do you follow the Turkish news?	0.805	0.943	0.768
	How often do you speak the Turkish language with children and young family members?	0.887		
	How often do you speak the Turkish language with parents and family?	0.833		
	How often do you speak the Turkish language with Turkish friends?	0.918		
	How often do you speak the Turkish language?	0.933		
Turkish Social Interaction	How often do you eat with Turkish friends/colleagues?	0.933	0.909	0.770
	How often do you ask for help/advice of Turkish students/colleagues?	0.869		
	How often do you spend social time with Turkish people?	0.827		
Dutch Acculturation Social Interactions	How often do you eat with Dutch friends/colleagues?	0.860	0.836	0.630
	How often do you ask help or advice of Dutch students/colleagues?	0.746		
	How often do you spend social time with Dutch people?	0.770		

**Table 51. Scale Items, Factor Loadings and Reliability Measures of each Construct  
(Continued)**

<b>Latent constructs</b>	<b>Scale items</b>	<b>Factor loading</b>	<b>CR</b>	<b>AVE</b>
Dutch Acculturation Family Ties	It is important to rear children in the Dutch culture.	0.732	0.824	0.614
	It is important to have Turkish culture in my life.	0.855		
	It is important to have a partner/relationship with a person with Dutch background.	0.753		
Dutch Acculturation Media	How often do you follow the Dutch news?	0.820	0.883	0.790
	How often do you speak the Dutch language with children and young family members?	0.828		
	How often do you speak the Dutch language with Turkish friends?	0.749		
	How often do you speak the Dutch language?	0.855		
Dutch Acculturation Language	How often do you read Dutch newspapers?	0.767		
	How often do you watch Dutch television?	0.849		
	How often do you use the internet for Dutch websites?	0.755		
Turkish Media Use	How often do you read Turkish newspapers?	0.784	0.895	0.740
	How often do you watch Turkish television?	0.895		
	How often do you use the internet for Turkish websites?	0.897		

Note: CR= Construct Reliability, AVE= Average Variance Extracted

**Table 52. Scale Items, Factor Loadings and Reliability Measures of Values**

Latent constructs	Scale items	Factor loading	CR	AVE
Values Self-Enhancement	Being very successful is important to me. I hope people will recognise my achievements.	0.796	0.844	0.596
	It is important to me to be rich. I want to have a lot of money and expensive things.	0.647		
	It's important to me to show my abilities. I want people to admire what I do.	0.840		
Values Conservation	Tradition is important to me. I try to follow the customs handed down by my religion or my family.	0.648		
	It is important to me always to behave properly. I want to avoid doing anything people would say is wrong.	0.764		
	It is important to me that the government ensures safety against all threats. I want the state to be strong so it can defend its citizens.	0.779		
	It is important to me to be humble and modest. I try not to draw attention to myself.	0.642		
	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching.	0.746		
	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.	0.771		

**Table 52. Scale Items, Factor Loadings and Reliability Measures of Values  
(Continued)**

<b>Latent constructs</b>	<b>Scale items</b>	<b>Factor loading</b>	<b>CR</b>	<b>AVE</b>
Values Openness-to-Change	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	0.839		
	I look for adventures and likes to take risks. I want to have an exciting life.	0.800		
	Having a good time is important to me. I like to “spoil” myself.	0.770		
	I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life.	0.562		
	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	0.806		
	It is important to me to make my own decisions about what I do. I like to be free and not depend on others.	0.831		
Values Self-Transcendence	I strongly believe that people should care for nature. Looking after the environment is important to me.	0.783		
	It is important to me to be loyal to my friends. I want to devote myself to people close to me.	0.861		
	It's very important to me to help the people around me. I want to care for their well-being	0.863		
	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	0.803		
	I think it is important that every person in the world should be treated equally. I believe everyone should have equal opportunities in life.	0.858		

Note: CR= Construct Reliability, AVE= Average Variance Extracted

**Table 53. Scale Items, Factor Loadings and Reliability Measures of Domestic and Mainstream Food & Entertainment**

Latent constructs	Scale items	Factor loading	CR	AVE
Domestic Food and Entertainment	How often do you eat Turkish meals/food?	0.682	0.873	0.634
	How often do you attend Turkish cultural performances (theatre and concerts)?	0.738		
	How often do you watch Turkish movies?	0.891		
	How often do you listen to Turkish music?	0.855		
Mainstream Food and Entertainment	How often do you eat Dutch meals/food?	0.684	0.864	0.615
	How often do you attend Dutch cultural performances (theatre and concerts)?	0.793		
	How often do you watch Dutch movies?	0.794		
	How often do you listen to Dutch music?	0.856		

Note: CR= Construct Reliability, AVE= Average Variance Extracted

### 5.6.2 Validity Analysis for the Measurement Model

The analysis of validity and reliability is the next step in model development, once the indicator and constructs are defined and known (Hair *et al.*, 2010). Validity reflects how well a measure indicates its unobservable construct (Hair *et al.*, 2010). A full structural model involves relations amongst only latent variables and the primary concern in working with a full model is to assess the extent to which these relations are valid. It is important that the measurement of each latent variable is psychometrically sound (Byrne, 2009; Kline, 2011). Thus, an important preliminary step in the analysis of full latent variable models is to test for the validity of the measurement model before making any attempt to evaluate the structural model (Byrne, 2009). Once it is known that the measurement model is valid and is operating adequately, assessment of the structural model can subsequently follow.

### 5.6.2.1 Face Validity

Constructs should also have face validity, which means that the test items are representative of the domains they are supposed to measure (Kline, 2011). Hair *et al.* (2010) argues that without an understanding of every item's content or meaning it is impossible to express and correctly specify a measurement theory. The matrix of construct correlations can be useful in this assessment. Researchers often test a measurement theory using constructs measured by multi-item scales developed in previous research. For instance, this study intends to measure immigrants' consumer behaviour with the influence of acculturation. This study evaluated and selected several scales, including a bidimensional acculturation measurement, ethnic identity, and friendship, as well as values in marketing and consumer behaviour literature. Multi-item scales exist in marketing and consumer acculturation. Although previously used scales are incorporated into the same model, even applied with adequate reliability and validity in other research, this study has to pay attention to the item content of the scales (Hair *et al.*, 2010). Borrowed scales, which are used together in a single new measurement model, may not indicate face validity that was not seen in previous research.

Face validity is most commonly based on researchers' subjective judgement (Hair *et al.*, 2010). In order to minimise the subjective evaluation of the measure, all of the constructs adopted for this research are identified from the relevant literature with face validity assessed during Stage One. In Stage One (Chapter Four), the Exploratory Factor Analysis led to the simplification of some items that were considered complex and potentially misleading questions. Therefore, it can be assumed that the overall instrument employed in this study has sufficient face validity.

### 5.6.2.2 Convergent Validity

To evaluate the validity of the measurement model the nomological validity (also referred to as construct validity), convergent and discriminant validity are assessed (Byrne, 2009; Hair *et al.*, 2010). Nomological validity examines whether the correlations among the constructs in the measurement model have theoretical meaning.

Convergent validity can be accepted when indicators of a specific construct converge or share a high proportion of variance (Hair *et al.*, 2010). Factor loadings, AVE, and reliability can be used to estimate the relative amount of convergent validity amongst indicator measures. The previous section discussed the convergent validity

measurement and demonstrated that the factors under consideration have met the requirements of convergent validity (see Section 5.6.1).

Convergent validity and discriminant validity involve the evaluation of measures against each other instead of against an external standard (Kline, 2011). The set of variables counted on to measure one construct indicates convergent validity, whilst their intercorrelations are at least moderate in magnitude. Convergent validity utilises the assessment of each item with a practical scale representing the considered construct. Convergent validity can be assumed to exist when item factor loadings are higher than 0.50 (Hair *et al.*, 2010; Kline, 2011). The recommended threshold point for factor loading score of 0.50 is achieved.

### 5.6.2.3 Discriminant Validity

Discriminant validity measures the extent to which a construct is unique from the other constructs being considered (Hair *et al.*, 2010), and therefore determines whether constructs are significantly different from each other (Bagozzi *et al.*, 1991). It can be assumed that high discriminant validity provides evidence that a construct is unique and captures some phenomena that other measures do not. Discriminant validity can be assessed by setting the value of the relationship between two constructs to be equal to one. If the two-construct model is significantly different from that of the one-construct model, then discriminant validity is supported. However, this test does not provide strong evidence of discriminant validity when high correlations exist (sometimes  $> 0.9$ ) and can produce significant differences in fit between the two models (Hair *et al.*, 2010)

Another approach to assess discriminant validity is by comparing the AVE values is by comparing the square of the correlation estimate of two constructs with their AVE values. (Hair *et al.*, 2010). This test is argued to be more rigorous (Hair *et al.*, 2010). The AVE should be greater than the squared correlation estimate. According to Hair *et al.* (2010), a latent construct should explain more of the variance in its item measures that it shares with another construct. If this condition is met, discriminant validity is achieved. In order to claim discriminant validity, diagonal elements should be larger than any other corresponding row or column entry (Hair *et al.*, 2010). In order to claim discriminant validity, all items must load more highly on their intended construct than on any other construct.

Discriminant validity is achieved when the specification of two different constructs measurement items do not show an unacceptable level of correlation. That is, the measurement items for the two constructs are considered distinctive and measure two different relational factors. A rigorous assessment of discriminant validity is when AVE is greater than the square inter-correlation (Farrel, 2010; Hair *et al.*, 2010). As mentioned in section 5.6.1, AVE is the mean variance extracted for the item's loading on a construct (Hair *et al.*, 2010). Square inter-correlation represents the shared variance of correlation between the two constructs being measured. Fornell and Larcker (1981) stated that the discriminant validity can be assessed by comparing the Average Variance Extracted (AVE) with the corresponding interconstruct squared correlation estimates. If the AVE for each construct is greater than its shared variance with any other construct, discriminant validity is supported (Farrel, 2009).

The outcomes of the validity test are presented in Table 54. It can be noted from the analysis that high correlation exists between Turkish Identification Media and Domestic Food & Entertainment i.e. 0.888. The retention of all of the scales within the model is potentially problematic. As a consequence, discriminant validity is violated and as such the full measurement model presented is rejected. One or more constructs are required to be removed from the original full measurement model. Hair *et al.* (2010) proposed that a correlation between two scales of over 0.80, suggests multicollinearity. A correlation matrix (Table 54) indicates the evidence to demonstrate high correlation between Domestic F&E and Turkish Media Use and is above the 0.80 threshold. Following the problematic issues identified as a result of discriminant validity, it was decided to delete the Turkish Media scale. The square root of the AVE for TM is less than one, the absolute value of the correlations with another factor. In addition, the AVE for TRM is less than the Maximum Shared Variance. A modified full measurement model (I) is generated. Overall discriminant validity is violated and as such the initial full measurement model presented is rejected.

**Table 54. Validity Measures of Constructs (Initial)**

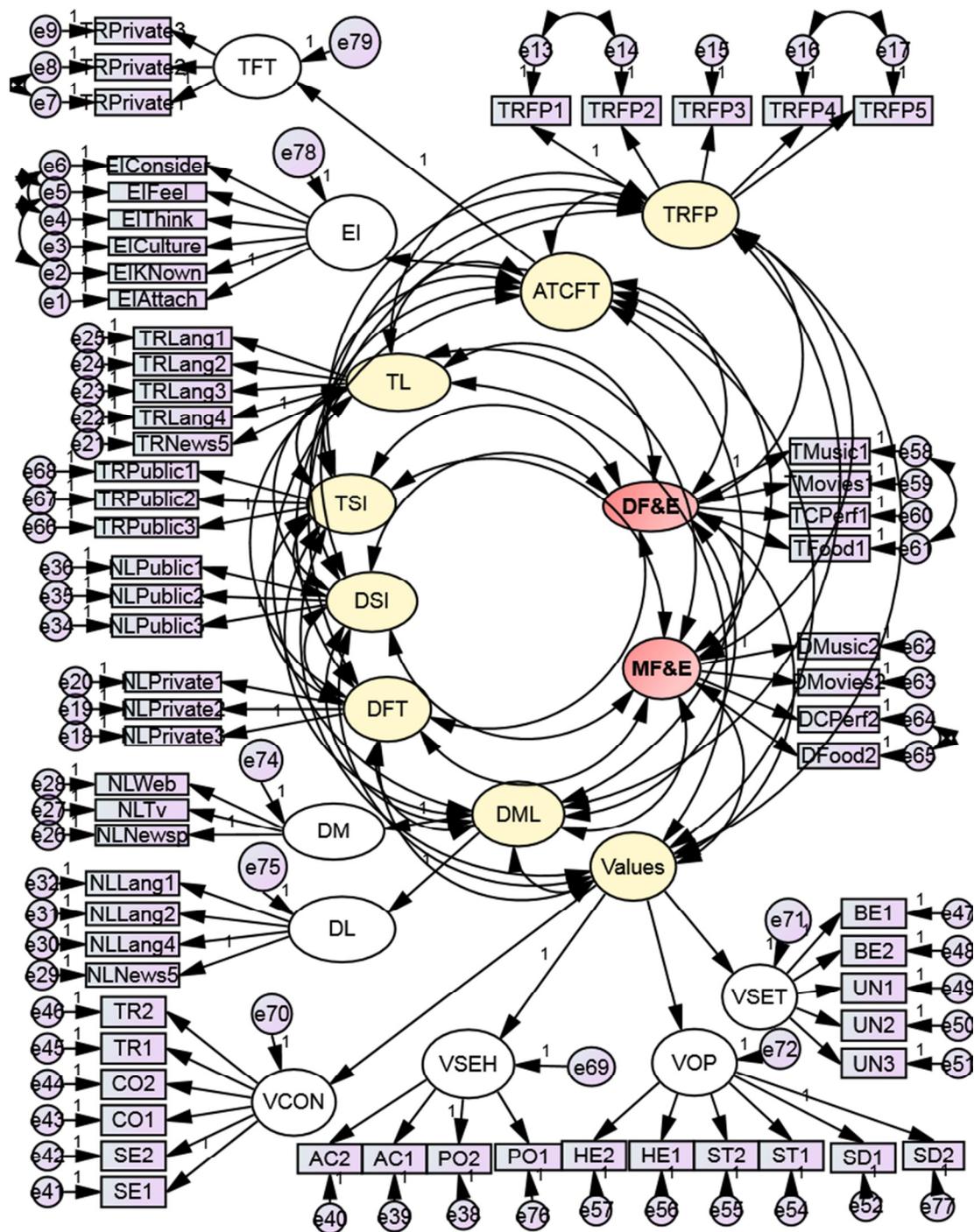
	CR	AVE	MSV	ASV	ATCFT	TM	TFP	DFT	TL	DSI	DF&E	MF&E	TSI	VP	DML
<b>ATCFT</b>	0,945	0,895	0,648	0,258	0,946										
<b>TM</b>	0,895	0,740	0,789	0,291	0,685	0,860									
<b>TFP</b>	0,951	0,794	0,648	0,260	0,805	0,666	0,891								
<b>DFT</b>	0,824	0,611	0,319	0,081	-0,097	-0,072	-0,103	0,781							
<b>TL</b>	0,943	0,768	0,624	0,291	0,746	0,790	0,700	-0,186	0,877						
<b>DSI</b>	0,836	0,630	0,596	0,157	-0,009	0,040	-0,101	0,565	0,091	0,794					
<b>DF&amp;E</b>	0,873	0,634	0,789	0,283	0,696	0,888	0,645	-0,088	0,756	0,060	0,796				
<b>MF&amp;E</b>	0,864	0,615	0,593	0,129	-0,187	-0,004	-0,168	0,519	-0,091	0,770	0,070	0,785			
<b>TSI</b>	0,909	0,770	0,616	0,267	0,602	0,753	0,728	-0,005	0,785	0,196	0,740	0,075	0,878		
<b>VP</b>	0,844	0,596	0,069	0,010	0,101	-0,026	-0,026	-0,106	0,041	0,040	0,028	-0,019	0,008	0,772	
<b>DML</b>	0,883	0,790	0,596	0,119	0,033	-0,091	-0,142	0,381	0,057	0,772	-0,022	0,589	0,043	0,262	0,889

Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TM**= Turkish Media Use; **TSI**= Turkish Social Interactions; **VP**= Value Priorities; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

### 5.6.3 Re-specified Measurement Model (I)

One construct is required to be removed from the original full measurement model due to the violation of validity as previously discussed in section 5.6.2.2. Turkish Identification Media was removed from the initial model in order to achieve CFA validity for the SEM development. The re-specified full measurement model yields a  $\chi^2$  value of 5423.396. The  $\chi^2/df$  statistic of 2.865 is within the recommended level of 2.0 to 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics are slightly below but very close to the proposed 0.9 (Hair *et al.*, 2010), with CFI = 0.883 and TLI = 0.883. The badness-of-fit index RMSEA is 0.059 and below the suggested level of 0.08 by Hair *et al.* (2010). The model now has an acceptable fit, given the statistics presented above.

Figure 27. Re-Specified Measurement Model (I)



Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **EI**= Ethnic Identity; **TFT**= Turkish Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TSI**= Turkish Social Interactions; **VP**= Value Priorities; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

Tables 55, 56 and 57 depict the results from the individual assessment of the convergent validity for each individual relationship construct. An inspection of the standardised factor loadings range from 0.562 to 0.969 with 59 of the 64 items having a loading in excess of 0.70. All constructs remain to have a high factor loading and are greater than the recommended threshold of 0.5 (Hair *et al.*, 2010; Kline, 2011). These high loadings suggest convergent validity (Kline, 2011). Further assessment of convergence validity using the AVE greater than or equal to 0.50 as the minimum cut-off point, suggests all constructs are above the 0.50 cut-off point (Hair *et al.*, 2010). The value of the AVE estimates in Table 56 are within the range of 0.597 (Values) to 0.895 (ATCFT). Also, the composite reliability scores for each construct as indicated in the results below exceed the 0.70 threshold point suggested by Field (2000).

Based on these results provided by the three assessment criteria (standardise factor loading, AVE and reliability score), there is satisfactory evidence to confirm the convergent validity of each individual measurement model. Discriminant validity is achieved, with the AVE of all of the constructs being greater in value than the corresponding MSV. The results of the Measurement Model (I) demonstrate that the re-tested model is valid (see Table 59).

**Table 55. Scale Items, Factor Loadings and Reliability Measures of each Construct**

Latent constructs	Scale items	Factor loading	CR	AVE
Attachment Turkish Culture and Family Ties	I am still very attached to the Turkish culture.	0.895	0.945	0.895
	I would like to be known as "Turkish."	0.911		
	The Turkish culture has the most positive impact on my life.	0.911		
	I think of myself as Turkish first and as Dutch second.	0.875		
	I feel very proud of my Turkish cultural background.	0.873		
	I consider myself to be Turkish.	0.854		
Turkish Family Ties	It is important to rear children in the Turkish culture.	0.969		
	It is important to keep the Turkish culture.	0.869		
	It is important to have a partner/relationship with a person with Turkish background.	0.816		

**Table 55. Scale Items, Factor Loadings and Reliability Measures of each Construct  
(Continued)**

<b>Latent constructs</b>	<b>Scale items</b>	<b>Factor loading</b>	<b>CR</b>	<b>AVE</b>
Turkish Friends and Peers	I see more commonalties between me and Turkish friends rather than friends from other ethnic groups.	0.871	0.951	0.794
	I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.	0.843		
	It is important to me to have Turkish friends.	0.906		
	Most of my close friends are Turkish.	0.925		
	Most of my friends are Turkish.	0.907		
Turkish Language	How often do you follow the Turkish news?	0.799	0.943	0.767
	How often do you speak the Turkish language with children and young family members?	0.886		
	How often do you speak the Turkish language with parents and family?	0.834		
	How often do you speak the Turkish language with Turkish friends?	0.918		
	How often do you speak the Turkish language?	0.935		
Turkish Social Interactions	How often do you eat with Turkish friends/colleagues?	0.931	0.909	0.770
	How often do you ask for help/advice of Turkish students/colleagues?	0.869		
	How often do you spend social time with Turkish people?	0.830		
Dutch Acculturation Social Interactions	How often do you eat with Dutch friends/colleagues?	0.860	0.836	0.630
	How often do you ask for help or advice of Dutch students/colleagues?	0.746		
	How often do you spend social time with Dutch people?	0.770		

**Table 55. Scale Items, Factor Loadings and Reliability Measures of each Construct  
(Continued)**

<b>Latent constructs</b>	<b>Scale items</b>	<b>Factor loading</b>	<b>CR</b>	<b>AVE</b>
Dutch Acculturation Family Ties	It is important to rear children in the Dutch culture.	0.736	0.824	0.611
	It is important that I have the Turkish culture in my life.	0.854		
	It is important to have a partner/relationship with a person with Dutch background.	0.749		
Dutch Acculturation Media	How often do you follow the Dutch news?	0.822	0.883	0.790
	How often do you speak the Dutch language with children and young family members?	0.828		
	How often do you speak the Dutch language with Turkish friends?	0.751		
	How often do you speak the Dutch language?	0.857		
Dutch Acculturation Language	How often do you read Dutch newspapers?	0.764		
	How often do you watch Dutch television?	0.854		
	How often do you use the internet for Dutch websites?	0.755		

Note: CR= Construct Reliability, AVE= Average Variance Extracted

**Table 56. Scale Items, Factor Loadings and Reliability Measures of Values**

Latent constructs	Scale items	Factor loading	CR	AVE
Values Self-Enhancement	Being very successful is important to me. I hope people will recognise my achievements.	0.796	0.843	0.597
	It is important to me to be rich. I want to have a lot of money and expensive things.	0.647		
	It's important to me to show my abilities. I want people to admire what I do.	0.840		
Values Conservation	Tradition is important to me. I try to follow the customs handed down by my religion or my family.	0.724		
	It is important to me always to behave properly. I want to avoid doing anything people would say is wrong.	0.649		
	It is important to me that the government ensures safety against all threats. I want the state to be strong so it can defend its citizens.	0.764		
	It is important to me to be humble and modest. I try not to draw attention to myself.	0.779		
	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching.	0.642		
	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.	0.746		

**Table 56. Scale Items, Factor Loadings and Reliability Measures of Values  
(Continued)**

Latent constructs	Scale items	Factor loading	CR	AVE
Values Openness-to-Change	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	0.771		
	I look for adventures and likes to take risks. I want to have an exciting life.	0.839		
	Having a good time is important to me. I like to “spoil” myself.	0.800		
	I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life	0.770		
	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	0.562		
	It is important to me to make my own decisions about what I do. I like to be free and not depend on others.	0.806		
Values Self-Transcendence	I strongly believe that people should care for nature. Looking after the environment is important to me	0.831		
	It is important to me to be loyal to my friends. I want to devote myself to people close to me.	0.783		
	It's very important to me to help the people around me. I want to care for their well-being.	0.861		
	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	0.863		
	I think it is important that every person in the world should be treated equally. I believe everyone should have equal opportunities in life.	0.803		

Note: CR= Construct Reliability, AVE= Average Variance Extracted

**Table 57. Scale Items, Factor Loadings and Reliability Measures of Domestic and Mainstream Food & Entertainment**

<b>Latent constructs</b>	<b>Scale items</b>	<b>Factor Loading</b>	<b>CR</b>	<b>AVE</b>
Domestic Food and Entertainment	How often do you eat Turkish meals/food?	0.702	0.874	0.636
	How often do you attend Turkish cultural performances (theatre and concerts)?	0.727		
	How often do you watch Turkish movies?	0.882		
	How often do you listen to Turkish music?	0.862		
Mainstream Food and Entertainment	How often do you eat Dutch meals/food?	0.688	0.864	0.615
	How often do you attend Dutch cultural performances (theatre and concerts)?	0.786		
	How often do you watch Dutch movies?	0.799		
	How often do you listen to Dutch music?	0.855		

Note: CR= Construct Reliability, AVE= Average Variance Extracted

**Table 58. Validity Measures of Constructs (I)**

	<b>CR</b>	<b>AVE</b>	<b>MSV</b>	<b>ASV</b>	<b>ATCFT</b>	<b>TRFP</b>	<b>DFT</b>	<b>TL</b>	<b>DSI</b>	<b>DF&amp;E</b>	<b>MF&amp;E</b>	<b>TSI</b>	<b>VP</b>	<b>DML</b>
<b>ATCFT</b>	0,945	0,895	0,646	0,235	0,946									
<b>TRFP</b>	0,951	0,794	0,646	0,239	0,804	0,891								
<b>DFT</b>	0,824	0,611	0,319	0,090	-0,097	-0,103	0,781							
<b>TL</b>	0,943	0,767	0,616	0,255	0,746	0,699	-0,186	0,876						
<b>DSI</b>	0,836	0,630	0,593	0,174	-0,008	-0,101	0,565	0,092	0,794					
<b>DF&amp;E</b>	0,874	0,636	0,581	0,229	0,702	0,647	-0,095	0,762	0,057	0,798				
<b>MF&amp;E</b>	0,864	0,615	0,593	0,144	-0,187	-0,168	0,518	-0,091	0,770	0,062	0,784			
<b>TSI</b>	0,909	0,770	0,616	0,234	0,602	0,729	-0,005	0,785	0,197	0,742	0,075	0,878		
<b>VP</b>	0,845	0,597	0,069	0,011	0,101	-0,026	-0,106	0,041	0,039	0,035	-0,019	0,008	0,772	
<b>DML</b>	0,883	0,790	0,593	0,132	0,035	-0,140	0,381	0,059	0,770	-0,013	0,593	0,044	0,263	0,889

Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TSI**= Turkish Social Interactions; **VP**= Value Priorities; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

To achieve nomological validity the correlations among the constructs of interest in this study are examined (Byrne, 2009; Hair *et al.*, 2010). The correlations presented in Table 59 indicate correlations among the constructs as indicated in the conceptual framework hypothesized in Chapter Two and assessed in Chapter Four. The measurement model shows convergent and discriminant validity, therefore nomological validity is accepted. The Measurement Model demonstrates that the results with iterations achieved discriminant validity and an improvement of the Goodness-of-fit Indices. The improvement of Model (I) compared to the Initial Model is presented in Table 60.

**Table 59. Iterations to Model to Improve Measure of Fit**

	$\chi^2$	CMIN	CFI	TLI	RMSEA
Initial model	5992.649	2.888	0.878	0.870	0.060
Model (I)	5423.396	2.865	0.883	0.883	0.059

The re-assessment of the full measurement model after the deletion of the Turkish Media construct suggests satisfactory goodness-of-fit. Evidence from the model fit result suggests that the re-specified full measurement model of Immigrants' Consumer Behaviour and other relational factors are empirically acceptable for the investigation of the hypothesised relationship. Based on these findings, the measurement model is considered appropriate and no further model improvement or re-specification is required at this stage of the analysis (see Appendix H5.2).

As mentioned earlier in this Chapter, this study followed a two stage SEM approach to analyse the underlying relationships amongst the research constructs (Tachnick and Fidell, 2007; Hair *et al.*, 2010). The first stage of the approach entailed the CFA aspect to confirm the reliability and validity of the pre-defined factors and to assess the replicability of the factors with a new separate sample (Hair *et al.*, 2010). The results of the CFA, based on the measurement model results, have satisfied the condition for testing the structural model of Immigrants' Consumer Behaviour. The next stage is the evaluation of the hypothesised structural model, depicted in this study as the "bi-cultural acculturation life domains".

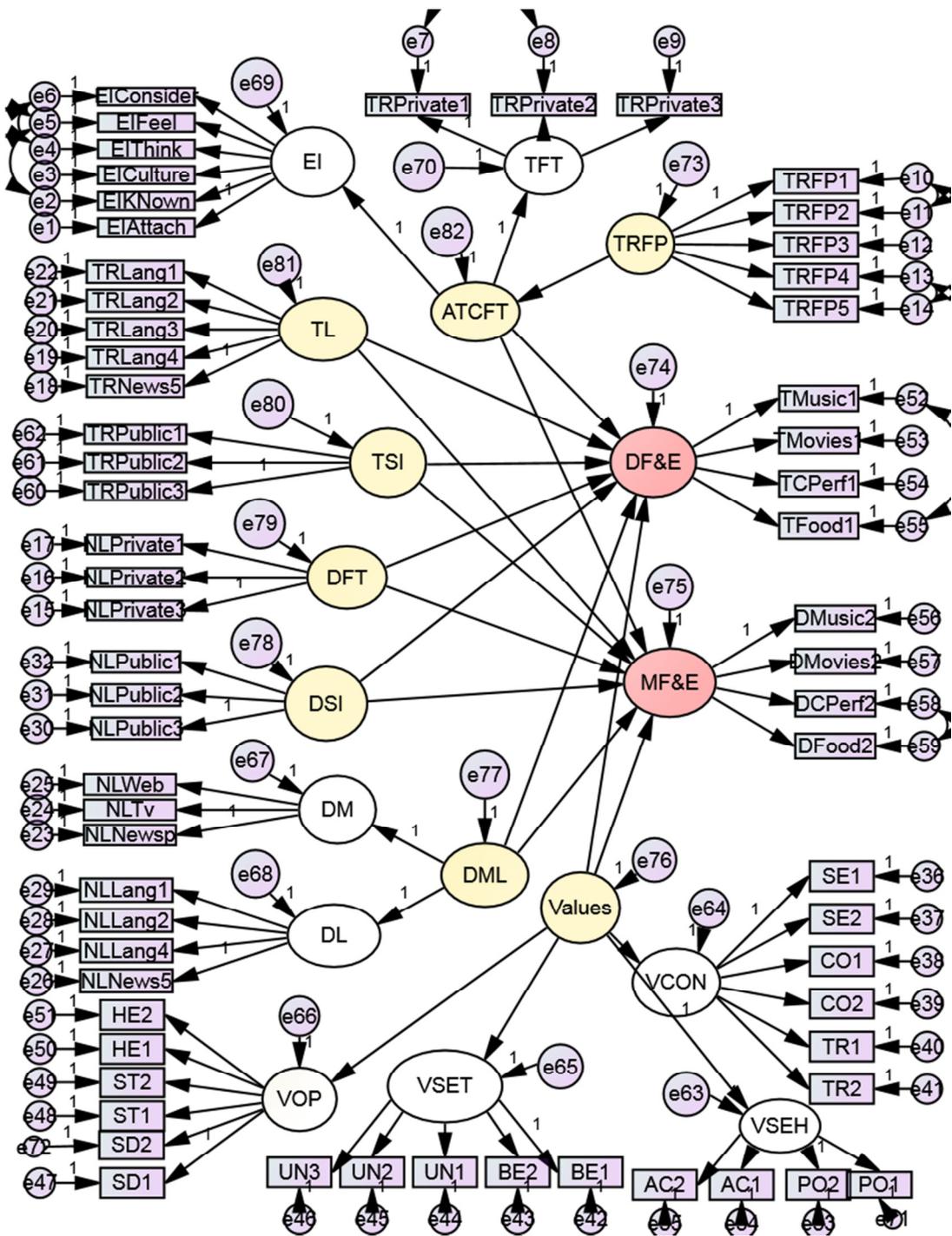
The hypothesised structural model, and the independent and dependent constructs are specified based on the research model. The bi-cultural independent constructs are Social Interaction (Turkish and Dutch), Language (Turkish and Dutch), Attachment

Turkish Culture & Family Ties, Dutch Acculturation Family Ties, Dutch Media use & Language. The dependent construct is behaviour with respect to Food & Entertainment (Domestic and Mainstream). The re-assessment of the various scales in the hypothesised structural model are provided below.

## **5.7 Structural Equation Model Development**

Based on the assessment of the scales in the full measurement model, the SEM for Immigrants' Consumer Acculturation is presented in Figure 28. The SEM of Immigrants' Consumer Acculturation yields a  $\chi^2$  value of 6949.002. The  $\chi^2/df$  statistic of 3.614 is between the recommended levels of 2.0 to 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics have values slightly below the proposed 0.9 threshold (Hair *et al.*, 2010), with CFI = 0.833 and TLI = 0.825. The badness-of-fit index RMSEA is 0.07 and is below the suggested upper threshold level of 0.08 by Hair *et al.* (2010). Overall, the GOF indices of this model reflect a moderate fit.

Figure 28. SEM Development



Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **EI**= Ethnic Identity; **TFT**= Turkish Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TSI**= Turkish Social Interactions; **VOP**= Values Openness-to-Change; **VSET**= Values Self-Transcendence; **VSEH**= Values Self-Enhancement; **Vcon**= Values Conservation; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

As a result of the moderate model fitting of CFI (0.833) and TLI (0.825), potential improvement can be implemented by investigating the MIs. The examination of the MIs can identify the degree of correlation between possible variables, in which these relationships are not yet estimated in the model (Hair *et al.*, 2010). The Modifications fit indices are used as a guideline for model improvement supported by relevant theory (see section 5.3). Key researchers argue that the desire to achieve a better fit should not compromise the theory, which is tested (Hair *et al.*, 2010). The Modification Indices are used to improve the model based on the assessment that high MIs should only be made through specifications with a theoretical justification (Hair *et al.*, 2010). A better fit can be achieved by reducing the number of items per construct, however this can compromise the theoretical underpinning supporting the proposal of the model in the first place (Hair *et al.*, 2010). More complex models with larger samples should not be held to strict standards (Hair *et al.*, 2010; Kline, 2011), in terms of fit indices (see Chapter Three section 3.6.2.1).

A review of the MIs shows that there are some values indicating a potential to improve the model (Appendix I5.1.2). Hair *et al.* (2010) states that “...researchers learn not only from theory that is confirmed, but from the areas where theoretical expectations are not confirmed” (p.646). To assess their inclusion the regression weights of factor loadings are consulted. Research methodology for SEM suggested to decide re-specification on size of the parameter change statistics of regression weights (Kaplan, 1989; Byrne, 2009) rather than on the MIs only.

A review of the output related to the initial model revealed six error variances with fairly large MIs. These paths included Friendship Orientation and Turkish Identification Social Interactions with error80<->error73, Dutch Acculturation Media and Language, and Dutch Acculturation Social Interactions with error78<->error77, Turkish Friends and Peers and Turkish Identification Language with error81<->error73, Turkish Identification and Turkish Identification Social Interactions with error81<->error80, Dutch Acculturation Social Interactions and Dutch Acculturation Family Ties with error79<->error78, and Self-Enhancement Values and Conservation Values with error63<->error65. Additional parameters in the model depend on their substantive meaning and the adequate fit of the existing model. Considering the parameter change statistics, the argument for including the six paths is strong.

The parameter change statistic of Friends & Peers (TRFP) to Turkish Identification Social Interaction (TSI) is 0.601, and to Turkish Identification Language (TL) is 0.569. This is high and therefore should be included in the model. From a substantively meaningful perspective, it is expected that high levels of Friends and Peers would generate high levels of TSI and of TL, thereby yielding positive expected parameter change statistic values. Peñaloza (1994) stated the influence of friends as one of the acculturation agents. Language use relates to many life domains, such as Friends and Social Interactions (O'Guinn and Meyer 1983; Hui *et al.*, 1992; Peñaloza, 1994; Laroche *et al.*, 1998; Peñaloza, 1994; Korzenny and Korzenny, 2005). The value of TL to TSI is very high (0.809), and substantively meaningful.

The parameter change statistics of Dutch Acculturation Media and Language (DML) to Dutch Acculturation Social Interaction (DSI) yields a value of 0.783 and is positive. Given that this parameter is substantively meaningful, the model was re-specified to include the estimation of this regression path leading from DML to DSI in the next model. Considering Dutch Acculturation Social Interaction and Dutch Family Ties, the parameter change statistic shows a value of 0.532. From a substantively meaningful perspective, it is expected that high levels of DSI would generate high levels of DFT, thereby yielding a positive expected parameter change statistic value. Research emphasised the extent of acculturation differentiation in context (Jamal, 2003; Askegaard *et al.*, 2005). It is accepted that immigrants' participation in their social life with peers, friends, and family have a relationship and influence each other in these specific life domains. Finally the parameter change statistic value for Self-Enhancement to Self-Transcendence revealed a high MI (83.776) with the parameter change statistic of 0.380. Given that this parameter is substantively meaningful, as identified by the MI and parameter change statistic, the inclusion of this path in this model is justified to. Self-Enhancement and Self-Transcendence are dissimilar motivational values (Schwartz, 1992). Immigrants' are part of a heritage culture as well as subject to the host culture. Therefore, immigration may cause a change in values with the dynamics of acculturation (Steenkamp *et al.*, 1999; Craig and Douglas, 2006).

The Modification Indices (MI) were also used to identify problems with correlated items and any potential problematic variables with cross loading issues. The values of the MI indicate the presence of some cross loading problems between some of the indicators' error terms of different constructs. The MIs indicate that Items 41, 71, 72 (Values) and 54 (DF&E) were extremely problematic (see Appendix I5.1.2). These items demonstrated evidence of cross loading with other variables. Given the size and complexity of the model, an attempt can be made to establish model parsimony while maintaining the

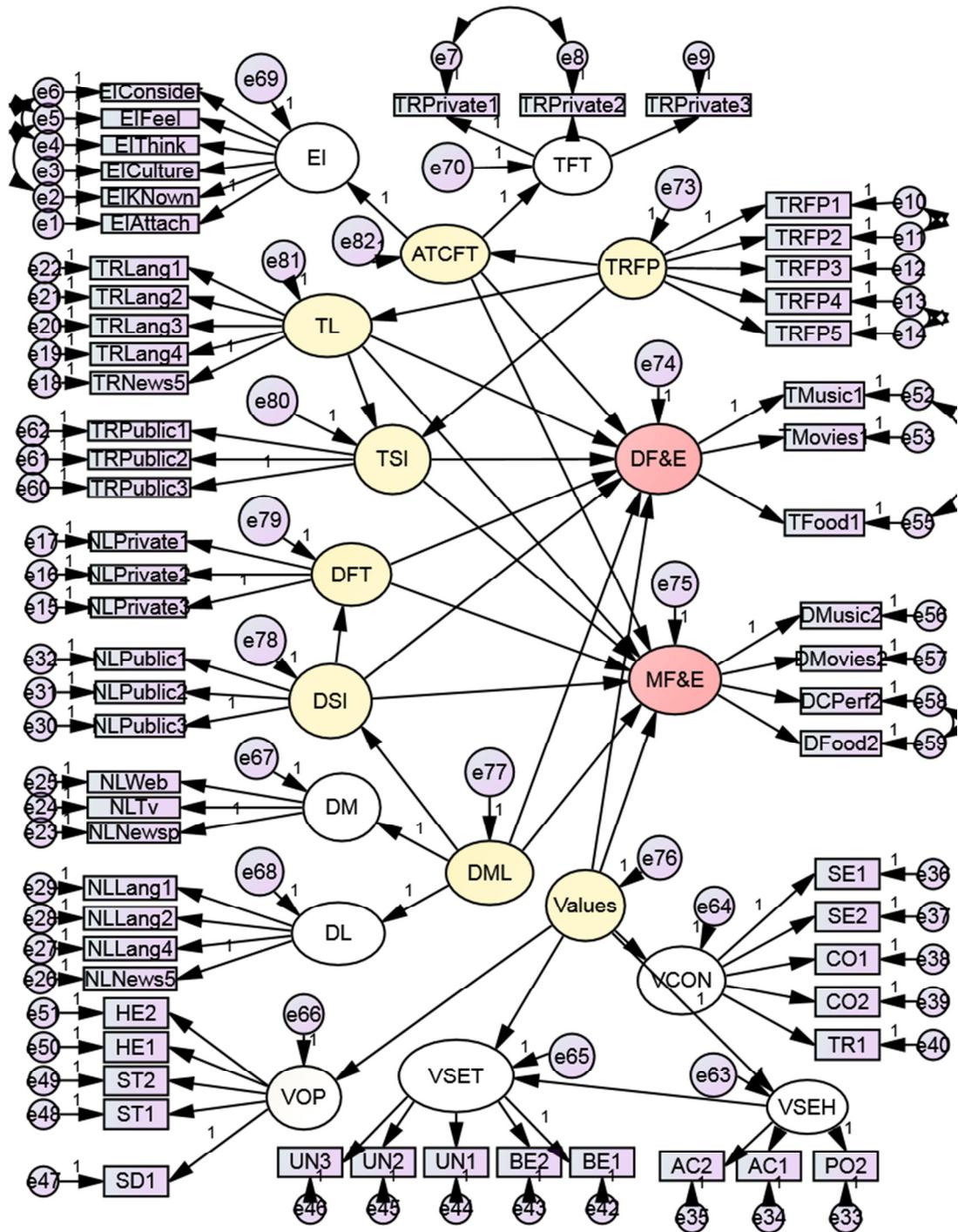
integrity of the original structural model by reducing the number of items within it (Byrne, 2009; Larwin and Harvey, 2012) i.e. items are proposed to be removed as long as each original factor continues to include at least three observed variables and the structural integrity of the model is not violated (Bagozzi, 1980; Bollen, 1989). In the interest of parsimony, these four items are deleted and the model is re-estimated in the next section. From a construct validity perspective, all variables are expected to show unidimensionality and the indicated cross-loadings of the four items violates discriminant validity. These items were deleted in order to improve the adequacy of the measurement model to an acceptable goodness-of-fit threshold level.

In conclusion, six newly specified relationships were included and four items were deleted. The mentioned parameters above are substantively meaningful. The initial model is re-specified to include the estimation of the additional regression paths. This was labelled Model I and is discussed in the next section.

#### **5.7.1 Re-specified Structural Evaluation of the Hypothesised Model of Immigrants' Consumer Acculturation (I)**

The re-specified model (I) is illustrated in Figure 29 below. The SEM of Immigrants' Consumer Acculturation (I) yields a  $\chi^2$  value of 4716.534. The  $\chi^2/df$  statistic of 2.814 is between the recommended levels of 2.0 to 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics have a value close to the proposed 0.9 (Hair *et al.*, 2010) with CFI = 0.892 and TLI = 0.886. The badness-of-fit index RMSEA is 0.059 and below the suggested threshold level of 0.08 by Hair *et al.* (2010). Overall, the GOF indices of this model reflect an improved decent level of fit.

Figure 29. SEM Model (I)



Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **EI**= Ethnic Identity; **TFT**= Turkish Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TSI**= Turkish Social Interactions; **VOP**= Values Openness-to-Change; **VSET**= Values Self-Transcendence; **VSEH**= Values Self-Enhancement; **Vcon**= Values Conservation; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

The GOF indices of this model (I) reflect improved decent levels of fit. Further Modification Indices (MI) are applied to examine the degree of correlation between possible variables where these relationships are not yet estimated in this model. The structural model is iterated with newly specified relationships. According to Hair *et al.* (2010), modification fit indices should be used as a guideline for the improvement of the model supported by relevant theory. In addition, MIs are consulted to implement diagnostic assessment to identify potential areas of model enhancement to improve the overall fit of the model to an acceptable threshold point. In other words, any correlations included must also have theoretical sense as well as statistical justification.

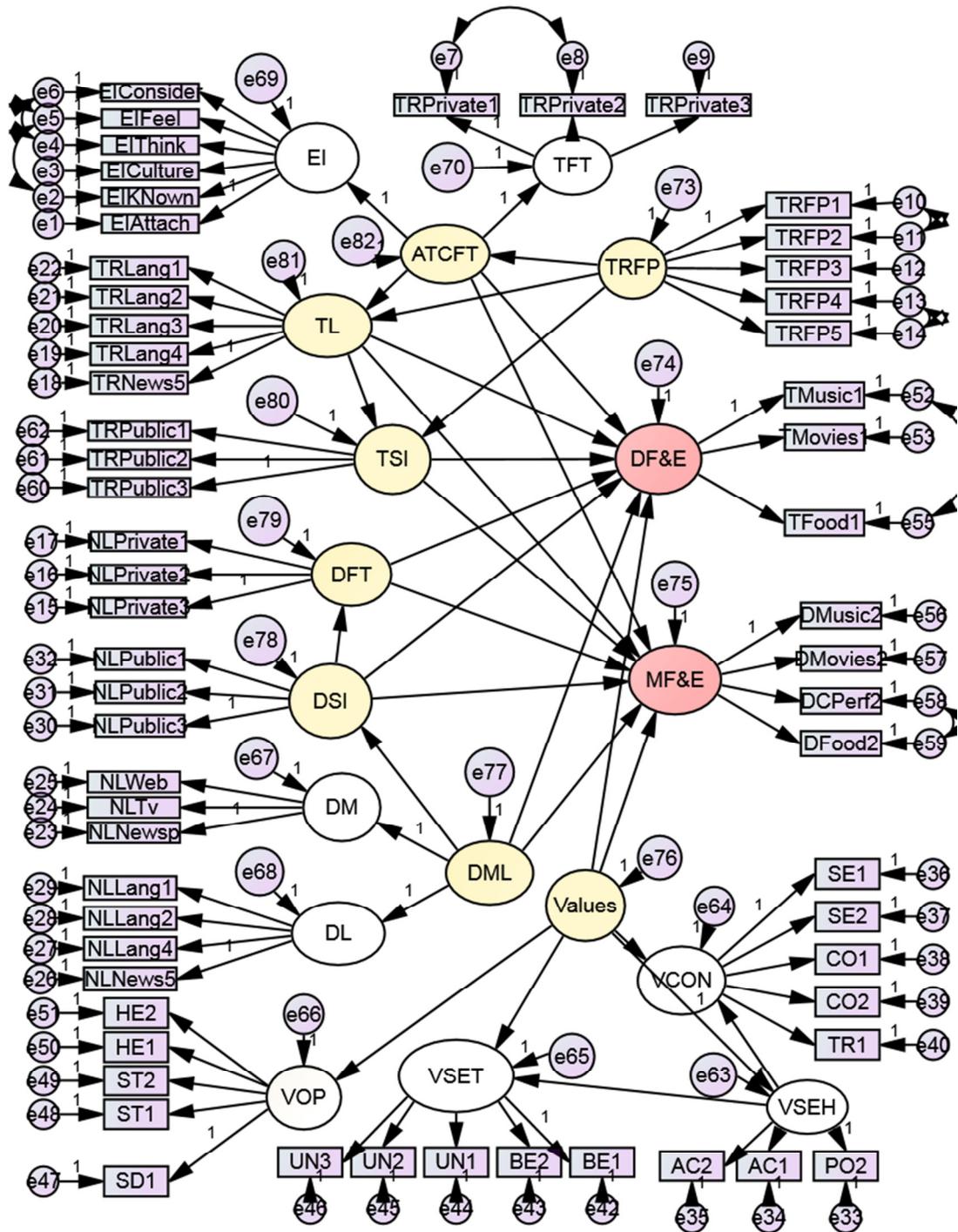
Byrne (2009) argues that the best way to guide structural equation models is to understand when to stop fitting a model, because there are no unified clear rules or regulations to guide this decision. Decisions should be based firstly on knowledge of the substantive theory, secondly, an adequate assessment of statistical criteria based on information pooled from various indices of fit, and finally based on rigorous examination of parsimony (Byrne, 2009). Parsimony is a tool to detect that the model can comprise parameters that actually contribute to its structure.

A review of the MIs reveals some values that are significantly large. This is assumed to be the result of the iterations in the previous section. The MIs indicate that the error term Items 64 and 63, and 82 and 81 have large MIs corresponding to potential association. Given that this parameter is substantively meaningful, as identified by the MI and parameter change statistic, the inclusion of these paths in the model is justified. Self-Enhancement (error term 63) and Conservation (error term 64) are compatible values (Schwartz, 1992). Since these two constructs are highly correlated, this signals the existence of a potential relationship between them. This is supported by scholars who suggest a relationship between Attachment Turkish Culture & Family Ties (error term 82) and Turkish Identification Language (error term 81) (Peñaloza, 1994; Laroche *et al.*, 1998; Peñaloza, 1994; Korzenny and Korzenny, 2005) as Ethnic Identification is shown as a strong predictor in ethnic consumer behaviour (Xu *et al.*, 2004; Josiassen, 2011).

### **5.7.2 Re-specified Structural Evaluation of the Hypothesised Model of Immigrants' Consumer Acculturation (II)**

The re-specified model (II) is illustrated in Figure 30. The SEM of Immigrants' Consumer Acculturation yields a  $\chi^2$  value of 4470.316. The  $\chi^2/df$  statistic of 2.670 is between the recommended levels of 2.0 to 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics have a value slightly below the proposed 0.9 (Hair *et al.*, 2010) with values of CFI = 0.900 and TLI = 0.895. The badness-of-fit index RMSEA is 0.056 and below the suggested upper threshold level of 0.08 by Hair *et al.* (2010). The GOF indices appear to be close to the threshold level of 0.90 recommended by (Hair *et al.*, 2010) given the complexity of the SEM model. Overall, the GOF indices of this model reflect a good and acceptable fit (see Appendix 5.3).

Figure 30. SEM model (II)



Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **EI**= Ethnic Identity; **TFT**= Turkish Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TSI**= Turkish Social Interactions; **VOP**= Values Openness-to-Change; **VSET**= Values Self-Transcendence; **VSEH**= Values Self-Enhancement; **Vcon**= Values Conservation; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

The original structural model initially showed a relatively poor fit, with a number of the fitness measures not meeting the threshold value levels and therefore was not accepted. Through an iterative process, with the examination of the modification indices and the path added into the model, it has clearly been improved. The goodness-of-fit levels have moved to an acceptable fit, as presented in Table 61.

**Table 60. Iterations to Model Improvement Measures of Fit**

<b>CFA Goodness-of-Fit/Badness-of-Fit</b>	<b>Initial SEM Model</b>	<b>Model II - Modified SEM Model</b>
<b>Chi-Square (<math>\chi^2</math>)</b>		
<i>Chi-square</i>	6949.002 ( $p= 0.000$ )	4470.316 ( $p= 0.00$ )
<i>CMIN/DF</i>	3.614	2.670
<b>Goodness-of-Fit</b>		
<i>CFI</i>	0.833	0.900
<i>TLI</i>	0.825	0.895
<b>Badness-of-Fit</b>		
<i>RMSEA</i>	0.070	0.056
<b>Squared Multiple Correlation</b>		
$R^2$ - <i>Domestic F&amp;E</i>	0.476	0.674
$R^2$ - <i>Mainstream F&amp;E</i>	0.553	0.623

Based on these results, there is sufficient evidence of adequate structural model fit. Subsequently, the plausibility of the structural relationship was assessed.

### 5.7.3 Assessment of the Hypothesised Model

The assessment of the initial hypothesis and the additional paths amended in the development of the SEM model (marked in blue) are listed in section 5.4.2. The outcomes of this assessment are displayed in Tables 62 and 63. An assessment of the hypothesised structural paths in the Immigrants' Consumer Acculturation model provided mixed results.

In reviewing the structural parameter estimates for Model II, seven parameters are non-significant. The parameters represent the paths from three life domains, Dutch Acculturation Social Interaction, Family Ties and Media and Language, and Turkish F&E, were found non-significant (hypothesis 1c). Furthermore, the path from Dutch Acculturation Media & Language (DML) to Dutch F&E (hypothesis 1b) was found to be non-significant. The hypothesised path from Turkish Identification Language to Mainstream F&E is also non-significant. Finally, the two paths from Values to Domestic as well as Mainstream F&E are non-significant (hypothesis 4). Therefore, a final model needs to be estimated with the above mentioned seven structural paths deleted in the interest of parsimony. It is essential for theoretical plausibility of a conceptual model in conforming to the hypothesised relationship (Hair *et al.*, 2010). When the hypothesised relationships are not empirically supported, it indicates the need to re-specify the model in order to confirm the theoretical rationale.

**Table 61. Structural Parameters of Immigrants' Consumer Acculturation**

	Initial Hypotheses	Path Coeffic.	Direction	p-value	Decision
H1a	Turkish Identification Social Interaction → DF&E	0.264	positive	0.000	accepted
H1a	Turkish Identification Language → DF&E	0.346	positive	0.000	accepted
H1a	Attachment Turkish Culture & Family Ties → DF&E	0.292	positive	0.000	accepted
H1b	Dutch Acculturation Social Interaction → MF&E	0.610	positive	0.000	accepted
H1b	Dutch Acculturation Family Ties → MF&E	0.100	positive	0.039	accepted
H1b	Dutch Acculturation Media Language → DF&E	0.117	positive	0.103	rejected
H2a	Turkish Friends and Peers → Attachment Turkish Culture and Family Ties	0.798	positive	0.000	accepted
H3a	Turkish Media → DF&E				rejected
H4	Values → DF&E	0.010	positive	0.571	rejected
H4	Values → MF&E	-0.026	negative	0.227	rejected

**Table 62. Structural Parameters of Immigrants' Consumer Acculturation**

	Initial Hypotheses	Path Coeffic.	Direction	p-value	Decision
<b>Crossover</b>					
<b>H1c</b>	Turkish Identification Social Interaction → DF&E	0.201	positive	0.002	accepted
<b>H1c</b>	Turkish Identification Language → MF&E	-0.119	negative	0.082	rejected
<b>H1c</b>	Attachment Turkish Culture Family Ties → MF&E	-0.206	negative	0.000	accepted
<b>H1c</b>	Dutch Acculturation Social Interaction → DF&E	-0.048	negative	0.460	rejected
<b>H1c</b>	Dutch Acculturation Family Ties → DF&E	-0.040	negative	0.330	rejected
<b>H1c</b>	Dutch Acculturation Media and Language → DF&E	0.044	positive	0.465	rejected
<b>Additional Paths in the Model</b>					
<b>5a</b>	Turkish Identification Language → Turkish Identification Social Interaction	0.544	positive	0.000	accepted
<b>5b</b>	Dutch Acculturation Social Interaction → Dutch Acculturation Media and Language	0.765	positive	0.000	accepted
<b>5c</b>	Friends Peers → Turkish Identification Social Interaction	0.342	positive	0.000	accepted
<b>5d</b>	Friends Peers → Turkish Identification Language	0.296	positive	0.000	accepted
<b>5e</b>	Attachment Turkish Culture and Family Ties → Turkish Identification Language	0.504	positive	0.000	accepted
<b>5f</b>	Dutch Acculturation Social Interaction → Dutch Acculturation Family Ties	0.563	positive	0.000	accepted
<b>5i</b>	Self-Enhancement → Conservation	0.622	positive	0.000	accepted
<b>5j</b>	Self-Enhancement → Openness-to-Change	0.381	positive	0.000	accepted

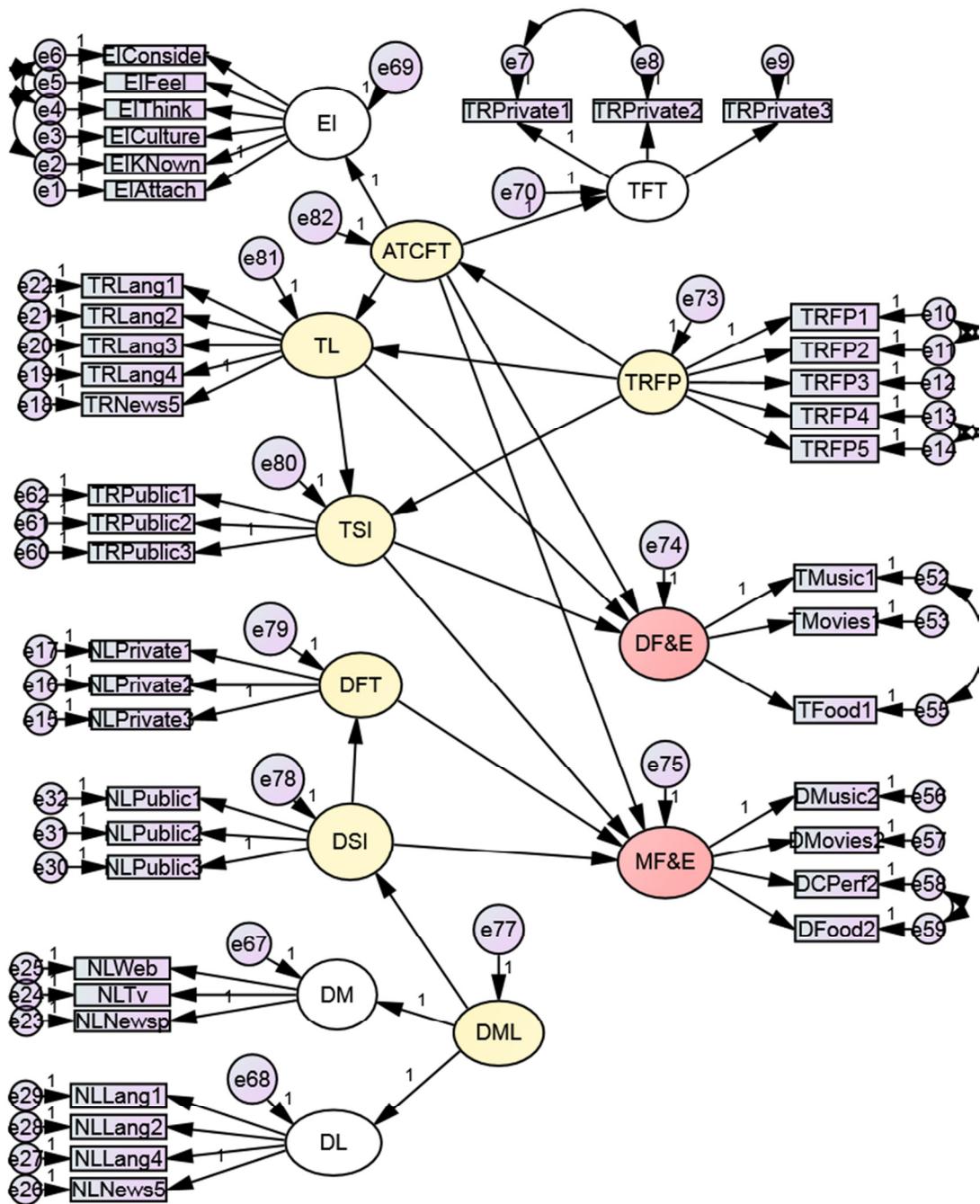
This Chapter provided a detailed assessment of the CFA followed by further development and assessment of a SEM. The SEM modelling process involved addition of parameters to the model and the deletion of four items as identified by the Modification Indices. The additional structural paths were found to be statistically and conceptually justified.

The following section will address model parsimony, which is the extent to which certain hypothesised paths may be irrelevant to the model as indicated by their statistical non-significance (Byrne, 2009) i.e. some specified structural paths that are shown to be redundant to the model. In order to have a theoretically plausible model, a re-specification of the Immigrants' Consumer Acculturation model with the deletion of the values construct and rejected paths will be undertaken. The re-specification of the model to confirm the theoretical rationale is needed when the hypothesised relationships are not empirically supported.

#### **5.7.4 Final Hypothesised Model of Immigrants' Consumer Acculturation**

The Final Model is illustrated in Figure 31. The final SEM of Immigrants' Consumer Acculturation yields a  $\chi^2$  value of 2795.060. The  $\chi^2/df$  statistic of 3.516 is between the recommended levels of 2.0 to 5.0 by Hair *et al.* (2010). The goodness-of-fit statistics have values which are acceptable with the proposed 0.9 (Hair *et al.*, 2010) with CFI= 0.907 and TLI= 0.899. The badness-of-fit index RMSEA is 0.069 and below the suggested level of 0.08 by Hair *et al.* (2010). The results of this final model represent a good fit to the data. The model fit result suggests that the re-specified full hypothesised model of Immigrants' Consumer Behaviour are empirically acceptable for the investigation of the hypothesised relationship. Based on these findings, the measurement model is considered appropriate and no further model improvement or re-specification is required (see Appendix 15.4).

Figure 31. Final Model for Immigrants' Consumer Acculturation



Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **EI**= Ethnic Identity; **TFT**= Turkish Family Ties; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TSI**= Turkish Social Interactions; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

**Table 63. Structural Parameters of Immigrants' Consumer Acculturation (Final)**

	Initial Hypotheses	Path Coeff.	Direction	p-value	Decision
H1a	Turkish Identification Social Interaction → DF&E	0.239	positive	0.000	accepted
H1a	Turkish Identification Language → DF&E	0.370	positive	0.000	accepted
H1a	Attachment Turkish Culture & Family Ties → DF&E	0.295	positive	0.000	accepted
H1b	Dutch Acculturation Social Interaction → MF&E	0.694	positive	0.000	accepted
H1b	Dutch Acculturation Family Ties → MF&E	0.119	positive	0.015	accepted
H2a	Turkish Friends and Peers → Attachment TRC and Family Ties	0.798	positive	0.000	accepted
<b>Crossover</b>					
H1c	Turkish Identification Social Interaction → MF&E	0.130	positive	0.01	accepted
H1c	Attachment Turkish Culture Family Ties → MF&E	-0.251	negative	0.000	accepted
<b>Additional Paths in the Model</b>					
H5a	Turkish Identification Language → Turkish Identification Social Interaction	0.543	positive	0.000	accepted
H5b	Friends Peers → Turkish Identification Social Interaction	0.342	positive	0.000	accepted
H5c	Friends Peers → Turkish Identification Language	0.295	positive	0.000	accepted
H5d	Attachment TR C and Family Ties → Turkish Identification Language	0.505	positive	0.000	accepted
H5e	Dutch Acculturation Media and Language → Dutch Acculturation Social Interaction	0.773	positive	0.000	accepted
H5f	Dutch Acculturation Social Interaction → Dutch Acculturation Family Ties	0.563	positive	0.000	accepted

The findings of the Final Immigrants' Consumer Behaviour Model demonstrate that acculturation dimensions display significant associations with Domestic and Mainstream Food and Entertainment. Three life domains of Turkish identification have significant results in relationship to Domestic Food and Entertainment. Turkish Identification Social Interaction ( $\beta = 0.239$ ,  $p = 0.000$ ), Turkish Identification Language ( $\beta = 0.370$ ,  $p = 0.000$ )

and Attachment Turkish Culture and Family Ties ( $\beta = 0.295, p = 0.000$ ) show positive and significant associations with Domestic Food and Entertainment. Hypothesis H<sub>1a</sub> is therefore supported. In contrast, Dutch Acculturation shows two positive and significant associations with Mainstream Food and Entertainment; Dutch Acculturation Social Interactions ( $\beta = 0.694, p = 0.000$ ) and Dutch Acculturation Family Ties ( $\beta = 0.119, p = 0.015$ ). The path from Acculturation life domain Dutch Media and Acculturation life domain Language showed a non-significant association with Mainstream Food and Entertainment ( $\beta = 0.117, p = 0.103$ ) and was deleted from the Final SEM Model. Hypothesis H<sub>1b</sub> is therefore partly supported. In this study Dutch Acculturation Media and Language is determined to have non-significant associations with Mainstream Food and Entertainment.

The paths involving “crossover” in the structural equation model have also been assessed. Hypotheses H<sub>1c</sub> concerned potential “crossover” i.e. Turkish Identification influences on Mainstream Food and Entertainment, and the relationship between Dutch Acculturation and Domestic Food and Entertainment. Two life domains have significant associations. Turkish Identification Social Interaction showed a positive and significant association with Mainstream Food and Entertainment ( $\beta = 0.130, p = 0.01$ ). Thus, hypothesis H<sub>1c</sub> relating to the Turkish Identification life domains associated with Mainstream Food and Entertainment is partly accepted by Turkish Identification Social Interactions. There is a negative and significant association between Attachment to Turkish Culture & Family Ties and Mainstream Food and Entertainment ( $\beta = -0.251, p = 0.000$ ), thus supporting hypotheses H<sub>1c</sub> and H<sub>2c</sub>. The relationships based on Turkish Identification life domains, Social Interactions and Attachment Turkish Culture & Family Ties, to Mainstream F&E, yield respective regression coefficients of 0.130 and -0.251, suggesting moderate relationships (Hair *et al.*, 2010). The paths are statistically significant at the 1% level.

Turkish Friends and Peers displays a positive and significant association with Attachment Turkish Culture ( $\beta = 0.798, p = 0.000$ ), thus hypothesis 2<sub>a</sub> is supported. Attachment to Turkish Culture & Family Ties shows a positive and significant association with Domestic Food and Entertainment ( $\beta = 0.295, p = 0.000$ ). Therefore, hypothesis H<sub>2b</sub> is supported accordingly.

Turkish Media Use is not included in the proposed model. The researcher decided to delete this construct during CFA to achieve validity for the SEM development. The results for values did not demonstrate significant associations with Food and Entertainment. Therefore, hypothesis H<sub>3a</sub> and H<sub>4</sub> are rejected.

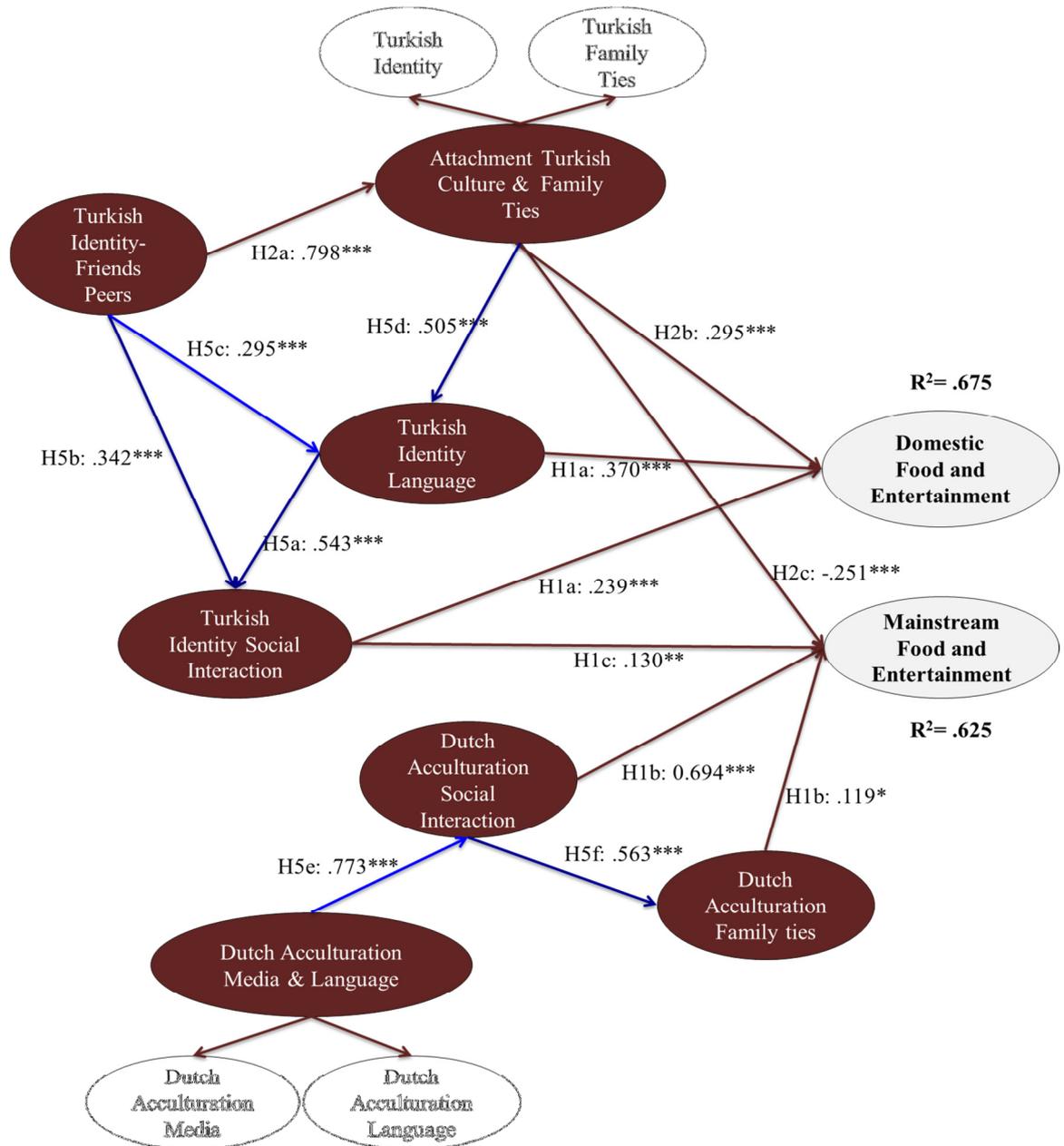
Additional paths were added in the iterative process of the SEM development (defined as Hypothesis H<sub>5</sub>). Six paths are included in the Final Immigrants' Consumer Acculturation Model. The paths are the relationship between Turkish Identification Language and Turkish Identification Social Interaction (5a), Dutch Acculturation Media and Language and Dutch Acculturation Social Interaction (5e). Turkish Friends and Peers included two additional paths between Turkish Social Interactions (5b) and Turkish Language (5c). The five additional paths included a relationship between Attachment Turkish Culture and Family Ties and Turkish Identification Language (5d). The final sixth path formed the relationship between Dutch Social Interaction and Dutch Family Ties (5f).

Turkish Identification Language has a positive and significant relationship with Turkish Identification Social Interaction ( $\beta = 0.543$ ,  $p = 0.000$ ) and is defined as additional hypothesis H<sub>5a</sub>. Turkish Friends and Peers and Turkish Identification and Social Interactions is positive and significant ( $\beta = 0.342$ ,  $p = 0.000$ ) and is defined as hypothesis H<sub>5b</sub>. Friendship and Turkish Identification Language is positive and significant ( $\beta = 0.295$ ,  $p = 0.000$ ) and is defined as hypothesis H<sub>5c</sub>. Attachment Turkish Culture and Family Ties and Turkish Identification Language is positive and significant ( $\beta = 0.505$ ,  $p = 0.000$ ) and is defined as hypothesis H<sub>5d</sub>. Dutch Acculturation Media and Language has a positive and significant association with Dutch Acculturation Social Interactions ( $\beta = 0.773$ ,  $p = 0.000$ ) and is defined as hypothesis H<sub>5e</sub>. Dutch Acculturation Social Interactions has a positive and significant association with Dutch Acculturation Family Ties ( $\beta = 0.563$ ,  $p = 0.000$ ) and is defined as hypothesis H<sub>5f</sub>. The additional identified paths in the model make a substantive contribution to the explanation of the regression model, as well as to its predictive capability.

The model yields a squared multiple correlation value for Domestic Food and Entertainment and Mainstream Food and Entertainment with the dependent variables of 0.675 and 0.625 respectively. The results of R<sup>2</sup> values above 0.67 constitute substantial meaning (Chin, 1998). Falk and Miller (1992) recommended values greater than 0.10 to be adequate. According to Cohen (1988) R<sup>2</sup> for endogenous latent variables are substantial at the value of 0.26. Hair *et al.* (2011 & 2013) suggested that in marketing scholarly research R<sup>2</sup> values can be described substantial at 0.75, 0.50 is moderate and 0.25 for endogenous latent variables (dependent variables) is weak. The square multiple correlation is the proportion of variance that is explained by the predictors of the endogenous factor (variable). The final modified Immigrants' Consumer Behaviour Model explained significant amounts of variance in Domestic Food and Entertainment (67.5%) and in Mainstream Food and Entertainment (62.5%). Theoretically, the model is accepted as substantially meaningful. The statistical assessment of the above

hypotheses in the proposed model of Immigrants' Consumer Acculturation has identified the Acculturation life domains as the most important factors that have an impact on Domestic and Mainstream Food and Entertainment.

**Figure 32. Model for Immigrants' Consumer Acculturation**



→ Significant relationship,

\*\*\* Significant at the  $p < 0.001$ ; \*\* Significant at  $p < 0.01$ ; \*Significant at  $p < 0.05$

Notes: Red arrows are hypothesized relationships; Blue arrows are newly specified relationships.

This study will further examine the effects of the final model of Immigrants' Consumer Acculturation and the significance of mediation. Conducting mediation analysis allows assessment of potential relationships between the indirect effects of relationship paths in the model. The assessment of an indirect (mediating) effect will determine if acculturation life domains are mediators to other life domains impacting Immigrants' Consumer Behaviour. This is necessary to empirically demonstrate the robustness and superiority of the preferred model over potentially competing models (Hair *et al.* 2010). In addition, the iterations in the final model presented included paths suggesting mediation, which were not depicted as relationships in the proposed model in Figure 32.

### **5.7.5 Mediation Analysis**

Mediation analysis tests the indirect effect between two latent variables when the second latent variable is connected to the first latent variable. Indirect effect is in addition to any direct (unmediated) effect that a predictor (independent variable) may have on the dependent variable (Tabachnick and Fidell, 2007). The first step is that the independent variable (predictor) has a significant effect on the dependent variable (outcome) i.e. the direct effect. The second requirement is the significant relationship between the mediator and the independent variable. Mediation analysis can be performed when the effect of the mediator is also a significant predictor of the dependent variable, while controlling for the independent variable. A mediator is defined if the direct relationship between the predictor and the dependent variables, and the relationship between the predictor and the mediator is significant (Tabachnick and Fidell, 2007). Accordingly, this study examines the effects of mediation.

Considering the direct effects (total effects) shown in Table 65 of all constructs on Domestic consumer behaviour, Turkish Identification Language exhibits the strongest effect (0.370), followed by Attachment Turkish Culture & Family Ties (0.295), and Turkish Identification Social Interaction (0.239). This is due to the direct (unmediated) effect of Turkish Identification Language (TL) on domestic consumption, i.e. when TL goes up by one standard deviation, domestic consumption goes up by 0.370 standard deviation, compared to 0.295 for Attachment Turkish Culture & Family Ties, and 0.239 for Turkish Identification Social Interaction.

**Table 64. Direct Effects**

	TRFP	DML	ATCFT	DSI	TL	TSI	DFT
ATCFT	0.798*						
DSI		0.773**					
TL	0.295**		0.505*				
TSI	0.342*				0.543*		
DFT				0.563*			
DL		0.888**					
DM		0.890*					
TFT			0.931**				
EI			0.963*				
<b>MF&amp;E</b>			<b>-0.251**</b>	<b>0.694**</b>		<b>0.130*</b>	<b>0.119*</b>
<b>DF&amp;E</b>			<b>0.295**</b>		<b>0.370*</b>	<b>0.239**</b>	

\*\*\* Significant at the  $p < 0.001$ ; \*\* Significant at  $p < 0.01$ ; \* Significant at  $p < 0.05$

Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **DSI**= Dutch Acculturation Social Interactions; **TL**= Turkish Language; **TSI**= Turkish Social Interactions; **DFT**= Dutch Family Ties; **DL**= Dutch Acculturation Media; **DM**= Dutch Acculturation Language; **DML**= Dutch Acculturation Media and Language; **TRFP**= Turkish Network and Peers; **TFT**= Turkish Family Ties; **EI**= Ethnic Identity; **MF&E**= Mainstream Food and Entertainment; **DF&E**= Domestic Food and Entertainment.

Considering the indirect effects of all constructs on Domestic F&E, Friends and Peers exhibit the strongest effect (0.666), followed by ATCFT (0.254) and TL (0.130). This is due to the indirect (mediated) effect of ATCFT and TRL. When ATCFT goes up by one standard deviation, Domestic F&E goes up by 0.666 standard deviations. The indirect effect on Mainstream F&E is the strongest by DML (0.588), followed by DSI (0.067). TL show a negative indirect effect (-0.071). When NLML goes up by one standard deviation, Mainstream F&E goes up by 0.588. The indirect effect is in addition to any direct (unmediated) effect that an independent variable may have on a dependent variable.

**Table 65. Indirect Effects**

	TRFP	DML	ATCFT	DSI	TL
ATCFT					
DSI					
TL	0.403*				
TSI	0.379*		0.275*		
DFT		0.435**			
DL					
DM					
TFT	0.743*				
EI	0.768*				
<b>MF&amp;E</b>	<b>-0.106</b>	<b>0.588**</b>	<b>0.036*</b>	<b>0.067*</b>	<b>0.071*</b>
<b>DF&amp;E</b>	<b>0.666*</b>		<b>0.252*</b>		<b>0.130**</b>

\*\*\* Significant at the  $p < 0.001$ ; \*\* Significant at  $p < 0.01$ ; \*Significant at  $p < 0.05$ . Note: Red marked value is non-significance

Notes: Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **DML**= Dutch Acculturation Media and Language; **TRFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TL**= Turkish Language; **TSI**= Turkish Social Interactions; **DFT**= Dutch Family Ties; **DL**= Dutch Acculturation Media; **DM**= Dutch Acculturation Language; **TFT**= Turkish Family Ties; **EI**= Ethnic Identity; **MF&E**= Mainstream Food and Entertainment; **DF&E**= Domestic Food and Entertainment.

Considering the total effects of all constructs, Friends and Peers exhibits the strongest influence on Domestic F&E (0.666), followed by ATCFT (0.547), TL (0.500) and TSI (0.239). DSI exhibits the strongest effect on Mainstream F&E (0.761), followed by DML (0.588), TSI (0.130), TL (0.071) and a negative effect by ATCFT (-0.215).

**Table 66. Total Effects**

	TRFP	DML	ATCFT	DSI	TL	TSI	DFT
ATCFT	0.798*						
DSI		0.773**					
TL	0.698*		0.505*				
TSI	0.722**		0.275*		0.543*		
DFT		0.435**		0.563*			
DL		0.888**					
NLM		0.890*					
TFT	0.743*		0.931**				
EI	0.768*		0.963*				
<b>MF&amp;E</b>	<b>-0.106</b>	<b>0.588**</b>	<b>-0.215**</b>	<b>0.761**</b>	<b>0.071*</b>	<b>0.130*</b>	<b>0.119</b>
<b>DF&amp;E</b>	<b>0.666*</b>		<b>0.547*</b>		<b>0.500*</b>	<b>0.239**</b>	

\*\*\* Significant at the  $p < 0.001$ ; \*\* Significant at  $p < 0.01$ ; \*Significant at  $p < 0.05$

Notes: **ATCFT**= Attachment Turkish Culture and Family Ties; **DML**= Dutch Acculturation Media and Language; **TRFP**= Turkish Network and Peers; **DML**= Dutch Acculturation Media and Language; **TL**= Turkish Language; **TFP**= Turkish Network and Peers; **DSI**= Dutch Acculturation Social Interactions; **TM**= Turkish Media Use; **TSI**= Turkish Social Interactions; **VP**= Value Priorities; **DF&E**= Domestic Food and Entertainment; **MF&E**= Mainstream Food and Entertainment.

The final model yielded a squared multiple correlation value for TSI as the mediator variable of 0.672. It also yields a square multiple correlation for TL of 0.580, DFT 0.317, DSI of 0.597 and ATCFT of 0.637. The five structural paths of the proposed mediating relationships are supported. Based on the empirical evidence from the assessment of Immigrants' Consumer Behaviour this study supports the literature which considers the relationship between life domains as a central factor influencing consumer behaviour.

## 5.8 Chapter Summary

This chapter has detailed the process of Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM). CFA was performed to examine the validity of the variables to be used for SEM. A re-specification of the model demonstrated CFA acceptance of the acculturation life domains and values constructs within the associated measurement model presented. A detailed iterative process was applied in this study to obtain estimates of free parameters until the values reached an acceptable level on the goodness-of-fit indices, after which the adapted structural model was presented. Each latent construct (except Turkish Media Use) was valid for structural model estimation. The initial specified structural model did not meet the requirements for an accepted fit and several modifications (six paths added to the model) were made to improve the model fit and to improve accuracy in determining relationships between variables that impact Immigrants' Consumer Acculturation, supported by theory and statistical evidence.

SEM was employed to statistically test the various established research hypotheses within the structural model. In order to have a plausible theoretical model, a re-specification of the Immigrants' Consumer Acculturation model was undertaken with the deletion of the Values construct. The structural model indicated the need for a re-specification, because of the theoretical relationships involving values. Values did not support the initial hypothesis with a significant effect on Food and Entertainment. A further inspection of the structural hypothesised relationships in Tables 62 and 63 showed five initially hypothesised non-significant relationships. The life domains of Dutch acculturation were found to be non-significant for cross-over i.e. Dutch Acculturation life domains influence on Domestic Food and Entertainment. However, Turkish Identification Social Interaction provided a significant relationship to Mainstream Food and Entertainment. The hypothesised significant relationship between Turkish Social Interactions and Mainstream Food and Entertainment was not confirmed in previous literature. Attachment Turkish Culture and Family Ties showed a negative relationship with Mainstream Food and Entertainment consistent to the theoretical underpinning in the literature. Equally, the estimated results confirmed the hypothesised relationship between Dutch Social Interactions and Mainstream Food and Entertainment. The findings of the additional paths included in the final model were not hypothesised in this study. The strong theoretical support for re-specification is based on the theoretical underpinnings (Byrne, 2009).

This thesis has examined the impact of acculturation life domains and Values relationships by modelling Immigrants' Consumer Acculturation. The gap in the literature that this thesis addressed is the limited research into the specific relationship between the acculturation life domains and consumer behaviour in marketing and consumer research literature (documented in Chapter Two). The unique context in the Netherlands as indicated in Chapter One further increased the necessity to investigate the impact of Acculturation on Immigrants' Consumer Acculturation.

In the next chapter, the final statistical model and hypotheses is discussed. The discussion is based on the estimated research model and hypotheses with related literature. This will highlight the key contribution to knowledge and professional practice provided by this research study as well as an assessment of the research objectives set out in Chapter One.

# Chapter Six - Discussions

## 6.1 Introduction

This chapter will discuss the empirical findings generated from analysis of the theoretical model and hypotheses developed for this study and presented in Chapters Two, Four and Five. The discussions are based on the various estimated paths for the research model, the results of which are presented in section 5.7 of Chapter Five of this thesis. The purpose of the study is to examine the impact of acculturation on consumer behaviour of the Turkish-Dutch immigrants in the Netherlands. The significance of this empirical study is outlined in the study context presented in Chapter One and the theoretical literature review presented in Chapter Two and empirically assessed in Chapters Four and Five.

The research concept in this study examined the impact of bidimensional acculturation on consumer behaviour with respect to the home and host culture and the identified variables from the literature review, i.e. private and public life, language, ethnic identity and the interface of media. The unique situation of Turkish-Dutch immigrants reflects their background, Dutch society and self-expression of their ethnic identity, which results in a bi-cultural identity. Specifically, this study empirically examined the relationship between acculturation, values and Domestic (Turkish) as well as Mainstream (Dutch) consumer behaviour. There is significant research that suggests that it is essential to have knowledge and to understand the underpinning influence of culture, i.e. the dynamic process of acculturation, in order to predict consumer behaviour in a particular culture (Peñaloza, 1994; Luna and Gupta, 2001; Askegaard *et al.*, 2005; Cleveland *et al.*, 2011). The understanding of the cultures of ethnic subgroups will help marketers to implement successful strategies and potentially avoid misunderstandings and conflicts within a mixed society.

The focus of this research has been on the Turkish-Dutch individuals who are consumers in the Dutch mainstream market. This chapter starts with an introduction overview, then section two presents the acculturation life domains assessment in this study. This seeks to determine the significant acculturation life domains and their impact on Domestic and Mainstream consumption. The discussion is made with regard to the study context presented in Chapter One and the literature assessed in Chapter Two of this thesis. The third part of this Chapter will discuss the initially proposed hypothesized relationships and statistically significant paths established from the SEM analysis. The

following section three discusses the model which is based on the various estimated model paths and results presented in Chapter Five.

The research question is divided into two research questions. The first research question (RQ1a) seeks to determine the significant life domains in acculturation that impact on consumption. Hypotheses  $H_{1a}$  and  $H_{2b}$  consider the relationship between Turkish Identification and Domestic consumption. Hypotheses  $H_{1b}$  and  $H_{2c}$  assess the relationship between Dutch Acculturation and Mainstream consumption. The mediating effect of Friends & Peers on Attachment Turkish culture & Family Ties is examined by hypothesis  $H_{2a}$ . This study considers the effect of Crossover and considers the relationship between Turkish Identification and Mainstream consumption as well as Dutch Acculturation and Domestic consumption in hypothesis  $H_{1c}$ . The influence of Values in Research Question 1b of this thesis relates to hypothesis  $H_4$ . Since Values was deleted from the research model, with the reasons for its removal having been extensively discussed in Section 5.7.3 of Chapter Five, limited discussion is provided in this chapter. The discussion of the initial hypotheses are followed by a discussion of the specified paths in the SEM subsequently developed (see Chapter Five, section 5.7). The final section of this chapter draws conclusions and highlights the study's assessment of bi-cultural consumer acculturation exhibited by Turkish-Dutch immigrants in the Netherlands. The Chapter concludes with a summary.

### **6.1.1 Terminology**

The terminology used in this chapter has distinct meanings. The terms “home” and “host” imply a theoretical relationship of the individuals to a home culture, in which their culture is not equal to the culture of the mainstream. The mainstream culture-group is defined as the dominant “host” culture (e.g. Turkish-Dutch immigrants and the “home” Turkish culture, and the Dutch individuals as the mainstream and the “host” Dutch culture). These terms are conceptually consistent with prior research outlined in Chapter Two.

Throughout this chapter, the bidimensional acculturation constructs are referred to as “*life domains*”. The term “*life domain*” includes constructs of the Turkish life domains i.e. the constructs of Social Interaction, Language, Attachment Turkish Culture & Family Ties and Media. The life domains of the Dutch Acculturation constructs include Social Interactions, Family Ties, and Media and Language. The term “Mainstream” consumption refers to the host Dutch consumption and the term “Domestic” consumption refers to the home Turkish consumption. The term “Mainstream” refers to the numeric and social majority within a society, and the term “Domestic” refers to an ethnic minority

group. Throughout this thesis, the immigrant group in this study, Turkish immigrants in the Netherlands, are referred to as Turkish-Dutch.

The terms labelled in Chapter Four and Chapter Five are subsequently presented by abbreviations for ease of reading as provided in Table 68 below.

**Table 67. Terms and Abbreviations in this Chapter**

Terms	
<b>Home</b>	<ul style="list-style-type: none"> <li>Reference to the cultural heritage of the ethnic group. In the context of this study “home” refers to “Turkish”.</li> </ul>
<b>Host</b>	<ul style="list-style-type: none"> <li>Reference to the Mainstream culture. In the context of this study “host” refers to “Dutch”</li> </ul>
<b>Domestic</b>	<ul style="list-style-type: none"> <li>Refers to Turkish</li> </ul>
<b>Mainstream</b>	<ul style="list-style-type: none"> <li>Refers to Dutch</li> </ul>
<b>Crossover</b>	<ul style="list-style-type: none"> <li>ethnic crossover can be defined as “when a product intended for one ethnic group i.e. mainstream gains significant penetration among other ethnic groups i.e. immigrants”.</li> </ul> <p>In the context of this study crossover is defined as</p> <ol style="list-style-type: none"> <li>“when Turkish Identification life domains influence Mainstream consumption</li> <li>“when Dutch Acculturation life domains influence Domestic consumption</li> </ol>
<b>ATCFT</b>	<ul style="list-style-type: none"> <li>Attachment Turkish Culture and Family Ties</li> </ul>
<b>EI</b>	<ul style="list-style-type: none"> <li>Ethnic Identity</li> </ul>
<b>TFT</b>	<ul style="list-style-type: none"> <li>Turkish Identification Family Ties</li> </ul>
<b>TSI</b>	<ul style="list-style-type: none"> <li>Turkish Identification Social Interactions</li> </ul>
<b>TL</b>	<ul style="list-style-type: none"> <li>Turkish Identification Language Use</li> </ul>
<b>TRFP</b>	<ul style="list-style-type: none"> <li>Turkish Identification Friends and Peers</li> </ul>
<b>DSI</b>	<ul style="list-style-type: none"> <li>Dutch Acculturation Social Interactions</li> </ul>
<b>DFT</b>	<ul style="list-style-type: none"> <li>Dutch Acculturation Family Ties</li> </ul>
<b>DML</b>	<ul style="list-style-type: none"> <li>Dutch Acculturation Media and Language</li> </ul>
<b>DM</b>	<ul style="list-style-type: none"> <li>Dutch Acculturation Media Use</li> </ul>
<b>DL</b>	<ul style="list-style-type: none"> <li>Dutch Acculturation Language Use</li> </ul>
<b>DF&amp;E</b>	<ul style="list-style-type: none"> <li>Domestic consumption (Food and Entertainment)</li> </ul>
<b>MF&amp;E</b>	<ul style="list-style-type: none"> <li>Mainstream consumption (Food and Entertainment)</li> </ul>

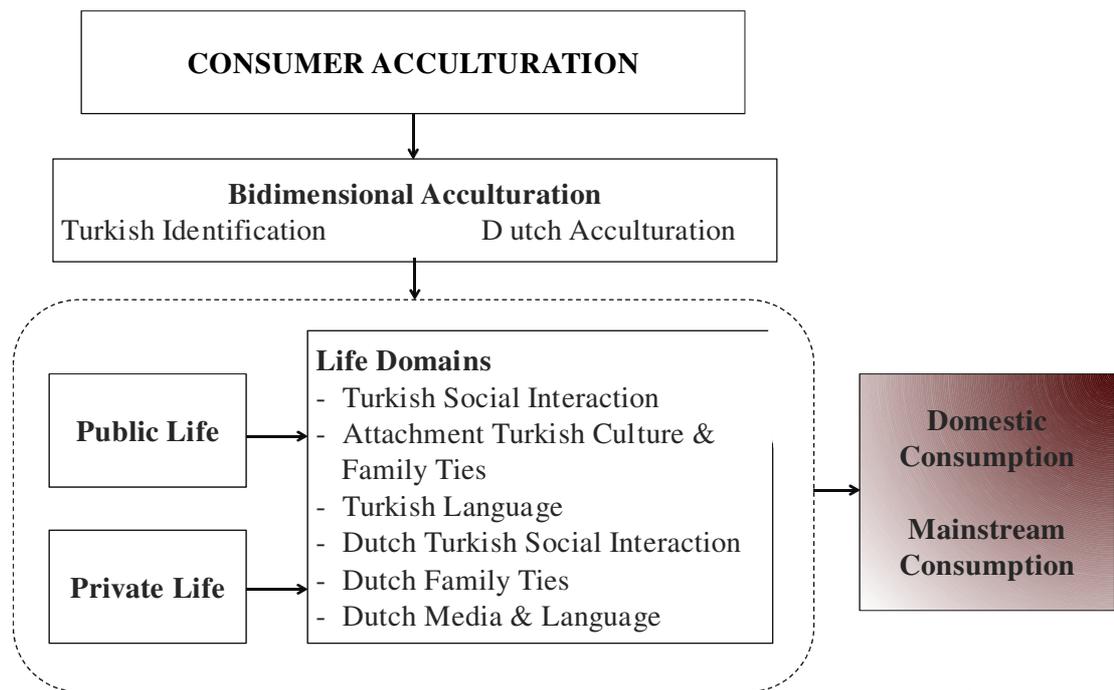
## 6.2 Acculturation Life Domains Assessment

This study addressed the bidimensional life domains of the immigrants' community and the way that it impacts on their consumption. The empirical examination of the bidimensional acculturation constructs contributes to the existing body of knowledge through the validation of these constructs i.e. the life domains Social Interactions, Family Ties, Language, Ethnic Identity and Media Use. Consumer marketing research has contributed over a period of time to the identification and conceptualisation of ethnic consumer behaviour in their role of consumers (Peñaloza, 1994; Oswald, 1999; Jamal, 2003; Askegaard *et al.*, 2005, Ustuner and Holt, 2007; Laroche *et al.*, 2007). This study has extended the conceptualisation of acculturation to the tandem operation of Domestic and Mainstream consumer behaviour in the Dutch market.

### 6.2.1 Empirical Contribution of the Immigrants' Consumer Behaviour Model

The proposed theoretical model that represents Immigrants' Consumer Acculturation has integrated existing models from Xu *et al.* (2004) and Jamal (2003) to examine Domestic and Mainstream consumption. Acculturation was examined in a bidimensional way in which the importance of the public and private life domains are addressed and included (Arends-Tóth and Van de Vijver, 2007). The phenomenon of acculturation (Berry, 1980) is valuable in ethnic consumer research (Peñaloza, 1994; Askegaard *et al.*, 2005). According to Arends-Tóth and van de Vijver (2007), acculturation involves changes in an individual's self, which results in changes in self-identity as a consequence of both the home and host culture. The bidimensional acculturation model relates to two identifications, in this case, the home "*Turkish Identification*" and the host "*Dutch Acculturation*", which are independent of each other. This study supports the bidimensional model. The operationalisation of this model has led to the demonstration of a valid framework for acculturation in the Turkish-Dutch consumer context. Two separate scales of measurement have been employed, one representing the host culture and the other representing the home culture. The proposed model was based on the literature and was supported by empirical testing as presented in Figure 35. This study provides the validation of the employed constructs (Kim *et al.*, 2001). The model is relevant for Turkish-Dutch immigrants in the Netherlands, but has the potential to be replicated and validated in other Western countries with recognisable immigrant communities.

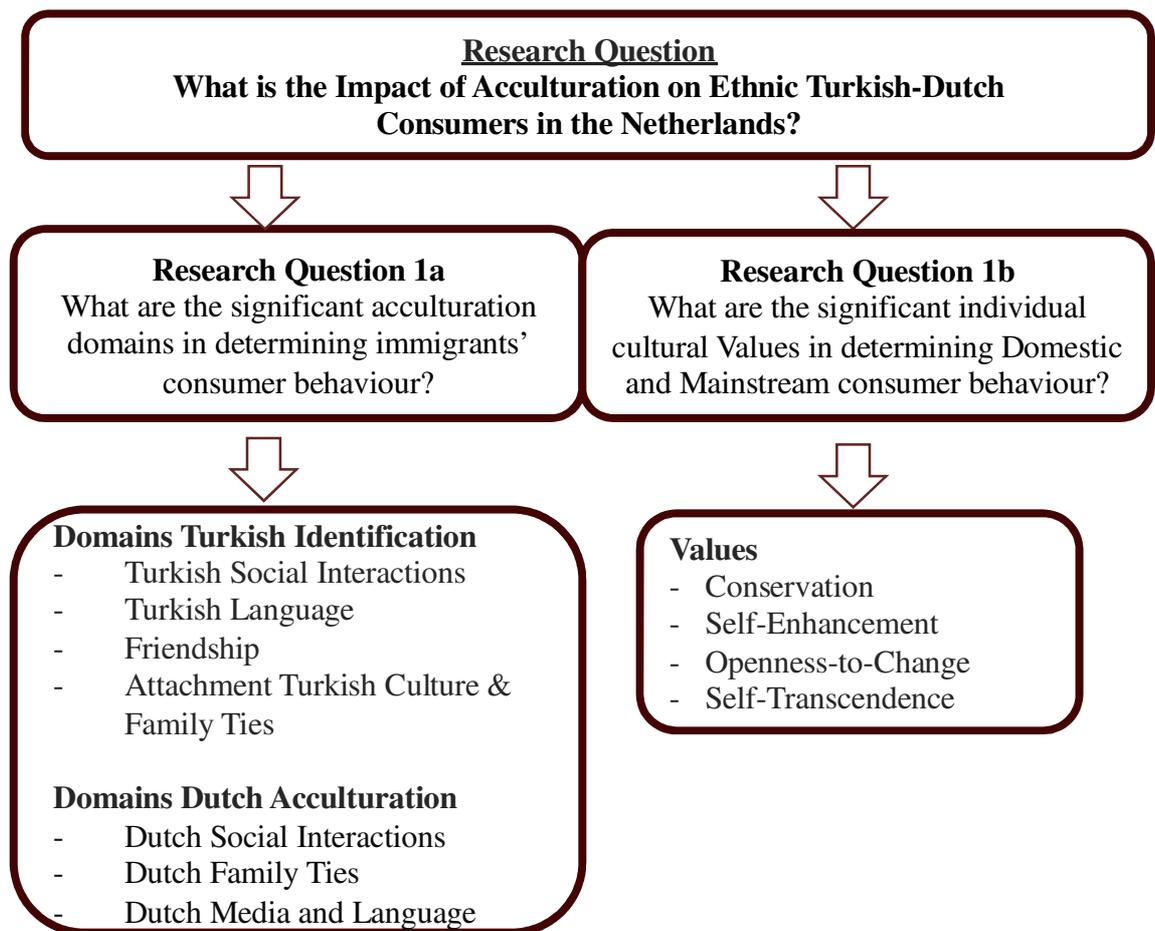
**Figure 33. Immigrants' Consumer Acculturation Model Development**



### **6.3 Discussion of the Model and Assessment of the Constituted Hypotheses Results**

In the first stage of data analysis, the employment of Exploratory Factor Analysis (EFA) determined that, from the context of ethnic Turkish-Dutch consumers, assessment of acculturation resulted in three life domains for the Dutch dimension and four life domains for the Turkish dimension, which are shown on the next page. As presented in Figure 34, regarding the overall research question and research sub-question 1a, the findings supported the impact of acculturation life domains on consumption. Values resulted in a second-order construct and the construct was further analysed in a multidimensional measurement consistent with existing literature (Schwartz, 1992, 2006). The second stage of data analysis employed a Confirmatory Factor Analysis (CFA) approach to validate the constructs and assess the goodness of fit to the survey data. However, assessment of the construct Values relating to the sub-research question 1b and its relationships with consumption were not supported in this study. The Values construct included four dimensions; Conservation, Openness-to-Change, Self-Enhancement and Self-Transcendence. The CFA presented in Chapter Five further demonstrated the redundancy of the Turkish Media Use construct and it was deleted in Stage Two of the analysis as a result of validity violation.

**Figure 34. Development of the Research Question**



The results from the assessment of SEM analysis in Chapter Five indicated that seven of the nine initial proposed hypothesised relationships are supported empirically. Six newly specified relationships are identified based on the SEM analysis in Chapter Five section 5.9. Research Question 1a regarded the life domains of acculturation in a bi-cultural dimension measurement. The EFA defined Turkish Identification by means of five life domains; Attachment Turkish Culture and Family Ties (ATCFT), Turkish Identification Language (TL), Turkish Identification Social Interactions (TSI), Turkish Media Use (TM) and Turkish Friends and Peers (TRFP). Dutch Acculturation life domains included Dutch Acculturation Social Interactions (DSI), Dutch Acculturation Family Ties (DFT) and Dutch Acculturation Media and Language (DML). The empirical analysis presented validated the support of the two pairs of specified constructs. Attachment Turkish Culture & Family Ties includes Ethnic Identity (EI) and Turkish Family Ties (TFT). Dutch Acculturation Media & Language includes Dutch Media Use (DM) and Dutch Language Use (DL).

As presented in Table 69, a total of 13 hypotheses will be discussed in the following section of this Chapter after the redundant hypotheses are eliminated. Two hypotheses,  $H_{3a}$  and  $H_4$  are rejected. The hypothesis  $H_{3a}$  represents the relationship between Turkish Media Use and Domestic Food and Entertainment. Since Turkish Media Use was deleted from the research model, as indicated earlier in this Chapter, further discussion is not provided in this section. The results for Values did not demonstrate significant associations with food and entertainment, thus hypothesis  $H_4$  is rejected. Since Values was deleted from the research model, with the reasons for removal having been discussed in Section 5.7.3 of Chapter Five, further discussion will not be provided in this section of the conclusions and discussions.

**Table 68. Hypotheses of the Proposed Research Model**

<b>Bidimensional Acculturation</b>	<b>Domains</b>	<b>Hypotheses</b>
<b>Turkish Identification</b>	<ul style="list-style-type: none"> <li>• Social Interactions</li> <li>• Language</li> <li>• Attachment Turkish Culture &amp; Family Ties</li> <li>• Friends and Peers</li> <li>• Turkish Media</li> </ul>	<p>H<sub>1a</sub>: Turkish Identification has a positive impact on Domestic consumption.</p> <p>H<sub>2a</sub>: Ethnic Friendship orientation has a positive effect on Ethnic Identity</p> <p>H<sub>2b</sub>: Ethnic Identity has a positive impact on Domestic consumption.</p> <p>H<sub>3a</sub>: Turkish Media usage has an impact on Domestic consumer behaviour. (Rejected)</p>
<b>Dutch Acculturation</b>	<ul style="list-style-type: none"> <li>• Social Interactions</li> <li>• Family Ties</li> <li>• Media &amp; Language</li> </ul>	<p>H<sub>1b</sub>: Dutch Acculturation has a positive impact on Mainstream consumption.</p> <p>H<sub>1c</sub>: Domestic and Mainstream consumption is impacted by the culture-specific life domains, Turkish and Dutch.</p> <p>H<sub>2c</sub>: Ethnic Identity has a negative impact on Mainstream consumption</p> <p>H<sub>3b</sub>: Dutch media use has an impact on the Mainstream consumer behaviour.</p>
<b>Crossover</b>	<ul style="list-style-type: none"> <li>• Turkish Social Interactions</li> <li>• Attachment Turkish Culture &amp; Family Ties</li> </ul>	<p>H<sub>1c</sub>: Domestic and Mainstream consumption is impacted by the culture-specific life domains, Turkish and Dutch.</p>
<b>Values</b>	<ul style="list-style-type: none"> <li>• Conservation</li> <li>• Openness-to-change</li> <li>• Self-Enhancement</li> <li>• Self-Transcendence</li> </ul>	<p>H<sub>4</sub>: Individual values have an impact on consumer behaviour. (Rejected)</p>
<b>Newly Specified Relationships</b>	<ul style="list-style-type: none"> <li>• Turkish Language</li> <li>• Turkish Social Interactions</li> <li>• Friends and Peers</li> <li>• Attachment TR Culture &amp; Family Ties</li> <li>• Dutch Media &amp; Language</li> <li>• Dutch Social Interactions</li> <li>• Dutch Family Ties</li> </ul>	<p>H<sub>5a</sub>: Turkish Language has a positive effect on Turkish Social Interactions.</p> <p>H<sub>5b</sub>: Friendship has a positive effect on Turkish Social Interactions.</p> <p>H<sub>5c</sub>: Friendship has a positive influence on Turkish Language.</p> <p>H<sub>5d</sub>: Attachment TR Culture and Family Ties has a positive effect on Turkish Language.</p> <p>H<sub>5e</sub>: Dutch Acculturation Media &amp; Language has a positive effect on Dutch Acculturation Social Interaction.</p> <p>H<sub>5f</sub>: Dutch Acculturation Social Interaction has a positive effect on Dutch Acculturation Family Ties.</p>

### **6.3.1 Discussion of the Initial Proposed Hypotheses**

This part of the chapter provides discussion on the research question that relates to the assessment of the impact of acculturation and its impact on Domestic and Mainstream consumption. The discussions in this section are presented in the context of the earlier chapters of the thesis. The discussion is based on the estimated paths and results of the Final Model presented in Figure 35 of this chapter.

**H<sub>1a</sub> Turkish Identification has a positive impact on Domestic consumption.**

**H<sub>2b</sub> Ethnic Identity has a positive impact on Domestic consumption.**

In this study, Turkish identification describes the life domains of consumers, i.e. public and private life domain, language use and their identification specific to the heritage culture of the research participants i.e. their Turkish heritage.

H<sub>1a</sub> considers the relationship between Turkish Identification life domains and Domestic consumption. The SEM presented an estimated path between the relationship of Turkish Identification and Domestic consumption with positive values. The initial theoretical model proposed differentiation between EI and TFT (private domain). EI describes the attachment to the ethnic culture, i.e. ethnic home culture (Laroche, 1998) and TFT is an acculturation measurement related to the private life domain (Jamal, 2003; Van de Vijver, 2007). However, the results presented in Chapters Four and Five indicated that these two measurement scales into a newly specified single two-factor construct. Hypothesis H<sub>2b</sub> is therefore included for discussion in combination with hypothesis H<sub>1a</sub>.

The findings resulted in positive and statistically significant associations with Domestic consumption's three life domains; TSI ( $\beta = 0.239, p = 0.000$ ), TL ( $\beta = 0.370, p = 0.000$ ) and ATCFT ( $\beta = 0.295, p = 0.000$ ). This indicates that these three life domains have an impact on domestic consumption. In other words, the operationalisation of the three mentioned life domains of Turkish Identification, considered in terms of domestic products, is of importance, as defined by the statistical significance. The results indicate that the three life domains are valid and represent important determinants in predicting Turkish-Dutch consumer behaviour in ethnically relevant, i.e. Turkish, markets. Consumers' preference relates to the acquisition of the home and host culture, in which their decisions are based on situation, and therefore context (i.e. private and public life). It has been indicated that consumers are more likely to consume ethnic consistent

products when the consumption context is ethnically relevant rather than when it is associated with the mainstream or another ethnic group (Cote *et al.*, 1985; Stayman and Deshpandé, 1989; Peñaloza, 1994; Oswald, 1999; Ratner and Kahn 2002; Jamal, 2003; Navas *et al.*, 2005; Grier *et al.*, 2006; Arends-Tóth and van de Vijver, 2007). In particular, the importance of life domains has been emphasised here (Navas *et al.*, 2005; Arends-Tóth and van de Vijver, 2007). Perhaps as expected, intuitively, these results show a reasonable expectation that ethnic consumers use ethnic-oriented products in ethnic-relevant consumption contexts.

Jamal (2003) pointed out the relevance of context i.e. life domains. Given the role of life domains, the significant positive affect of TSI, TL and ATCFT has led to increased Domestic consumption, which is further supported in this study in the Turkish-Dutch context. In Chapter Two section 2.8.1, the assumption is made that Turkish Identification impacts on Domestic consumption. The measurement constructs of Turkish life domains (ATCFT, TL and TSI) have a positive and statistically significant effect on Domestic consumption. The assumptions of the impact of the cultural heritage (H1<sub>a</sub>) and influence of EI (H2<sub>b</sub>) on Domestic consumption identified within the extant literature and presented in Chapter Two are both accepted. This study further supports the literature that immigrants do not necessarily lose their heritage culture and assimilate automatically into the host culture (Peñaloza, 1994; Askegaard *et al.*, 2005).

**H<sub>1b</sub> Dutch Acculturation has a positive impact on Mainstream consumption.**

**H<sub>3b</sub> Dutch media usage has a positive impact on Mainstream consumption.**

Dutch acculturation describes the life domains of consumers, i.e. public and private life, language use, and their identification with the host Dutch culture and the sense of belonging. Dutch Acculturation resulted in the three life domains of DSI, DFT and DL. Hypothesis H<sub>1b</sub> relates to the relationship between Dutch Acculturation life domains and Mainstream consumption. H<sub>3b</sub> represented the relationship between Dutch Media Usage and Mainstream consumption.

The preliminary EFA findings resulted in three life domains, DSI, DFT and DML. DML are specified into one new construct (see Chapter Five section 5.5.1.4). Hypothesis H<sub>3b</sub> is related to media use and is included in combination with hypothesis H<sub>1b</sub> of Dutch Acculturation life domains.

Two life domains display positive and statistically significant associations with Mainstream consumption; DSI ( $\beta = 0.694, p = 0.000$ ) and DFT ( $\beta = 0.119, p = 0.015$ ). In contrast, the relationship between DML and Mainstream consumption indicated a non-significant relationship ( $\beta = 0.117, p = 0.103$ ). The recent literature has pointed to the significance of ethnic media use being influenced by the level of attachment to the “home” (Cleveland *et al.*, 2013) which further reflects context sensitivity (Cleveland and Laroche, 2007). In contrast, immigrants are also influenced by the media available within the host country, which potentially influences their consumer learning processes (Despande *et al.*, 1986; Askegaard, *et al.*, 2005; Erdem and Schmidt, 2008). This is an indication of the dynamic process of acculturation, in which acculturation life domains appear to influence adaptation into the “host” dimension, which in the context of this study is the host Dutch culture. Hypothesis  $H_{1b}$  accounts for DSI and DFT. The assumption of the impact of DM on Mainstream consumption ( $H_{3b}$ ) is not supported in the context of this study.

The results for Hypotheses  $H_{1b}$  suggest that consumer behaviour of the Turkish-Dutch immigrants towards Mainstream products is impacted by two life domains, the private (Family Ties) and the public life (Social Interactions). Theoretically, these relationships are also implied in the Turkish Identification paths towards Domestic consumption in Hypotheses  $H_{1a}$  for which the results showed that the specific context influences ethnic-relevant consumption. In other words, immigrant consumers who are in contact with the Dutch culture in either or both of their private and public life learn and take part in the Dutch culture and are more receptive and influenced by the host culture than consumers who have less contact with Dutch individuals. Theoretically, this suggests that these individuals have become more acculturated (Peñaloza, 1994; Kara and Kara, 1996). This is in contradiction to evidence provided by Arends-Tóth and Van de Vijver (2004), who indicated that adjustment to Dutch culture is more emphasised in the public life domain while maintenance of Turkish culture is more recognisable in the private life domain. In the context of this study, Turkish-Dutch individuals also emphasise Dutch Family Ties, which indicates that their emphasis is also evident in the Dutch private life domain.

**$H_{1c}$  Domestic and Mainstream consumption is impacted by the culture-specific life domains, Turkish and Dutch.**

**$H_{2c}$  Ethnic Identity has a negative impact on Mainstream consumption.**

Hypothesis H<sub>1c</sub> discusses the relationship of “crossover” between the life domains and Domestic and Mainstream consumption. The relationship between Dutch Acculturation on Domestic consumption showed that Dutch Acculturation life domains have nonsignificant effects on Domestic Consumption; DSI ( $\beta = -0.048, p = 0.460$ ), DFT ( $\beta = -0.040, p = 0.330$ ) and DML ( $\beta = 0.044, p = 0.465$ ). Hypothesis H<sub>1c</sub> proposed a relationship between Dutch Acculturation life domains and Domestic consumption. These paths were found to be statistically insignificant. According to the literature critiqued in Chapter Two, assimilation occurs when individuals do not hold on to their cultural heritage, and instead wish to recognisably interact with the host culture (Berry, 1997). This may be the result of preferences in life domains DSI and DFT with mainstream Dutch individuals (Maldonado and Tansuhaj, 2002).

The relationship between Turkish Identification and Mainstream consumption showed that two life domains have an impact. The relationship between Turkish Social Interactions and Mainstream consumption has a positive and significant association ( $\beta = 0.130, p = 0.008$ ). Hypothesis H<sub>1c</sub> proposed that Turkish Identification is associated with Mainstream consumption, which is therefore accepted. In contrast, the relationship between ATCFT and Mainstream consumption showed a negative and significant association ( $\beta = -0.251, p = 0.000$ ). The hypothesis H<sub>2c</sub> which reflects the negative impact of ATCFT on Mainstream consumption is therefore accepted.

The assessment of H<sub>1c</sub> is consistent with the conceptual framework used to derive the hypothesis. Consumer acculturation occurs throughout individuals’ everyday experiences, determining the relationship of an individual and the degree of identification with the ethnic and host cultures. Decisions are based on situations in the private and public life as well as through peers (Peñaloza, 1994; Jamal, 2003; Arends-Tóth and Van de Vijver, 2007). Public domains involve life areas where immigrants have contacts with the dominant groups, such as education (Arends-Tóth, *et al.*, 2006). The distinction between private and public life (Arends-Tóth and Van de Vijver, 2007) may reveal different behavioural patterns. These differences have an influence on immigrants as a result of the consumer learning processes being experienced (Despande *et al.*, 1986). These may be influenced by education, community, family and friends (Askegaard *et al.*, 2005). The finding for this study relating to the influence of TSI on Mainstream consumption is consistent with previous research (Chung and Fischer, 1999). This could also relate to other factors such as demographic profile of the individual (age, length of stay, education, occupation, and social class), environment of peers, for example, as well as availability of products (Arends-Tóth, *et al.*, 2006). The assumption holds that

Turkish-Dutch individuals adapt to mainstream products in their public life, i.e. TSI. In addition, the finding provides evidence that immigrants consume both Domestic and Mainstream (Wallendorf and Reilly, 1987; Cleveland *et al.*, 2009), which provides an important message to both academic researchers and marketing professionals.

The direct relationship between ATCFT and Mainstream consumption indicates that the particular Turkish identity exerts an influence on the individual's behaviour. ATCFT leads to a positive relationship with Domestic consumption (shown by  $H_{2a}$  ( $\beta = 0.295$ ,  $p = 0.000$ )) and a negative association with Mainstream consumption ( $\beta = -0.251$ ,  $p = 0.000$ ). Theoretically, this means that Turkish-Dutch immigrants are maintaining strong links to their family heritage through EI and TFT, which in turn impacts on their behaviour as consumers.

The implication of these findings, in accordance with the extant literature, is that Social Interactions impact Mainstream consumption, while Turkish Identification remains strong (Jamal, 2003). For example, this finding is in line with research by Arends-Tóth *et al.* (2006), who determined that integration is the preferred choice in the public life domain (Social Interactions), while separation is more favoured in the private life domain (Attachment Turkish Culture and Family Ties). Behavioural outcomes relate to the ethnic and host cultural behaviours (Maldonado and Tansuhaj, 2002). The findings confirm that ethnic identification is not diminishing, but instead is retained or even strengthened despite the dynamics of acculturation (Cleveland *et al.*, 2009).

The relationship between ATCFT and Domestic consumption is found to be positive and statistically significant ( $\beta = 0.295$ ,  $p = 0.000$ ), but with a negative and significant association with Mainstream consumption ( $\beta = -0.251$ ,  $p = 0.000$ ). The findings confirm previous research that ethnic identification influences ethnic consumer behaviour (Peñaloza, 1994; Xu *et al.*, 2004, Askegaard *et al.*, 2005; Laroche *et al.*, 2007). The underlying rationale for this ethnic identification relationship is suggested by Peñaloza (1994), who listed ethnic identification as one of the individual differences that ultimately affects immigrants' acculturation. Ethnic identification is the aspect of acculturation that focuses on the subjective sense of belonging to a particular group or culture (Phinney *et al.*, 2001). Ethnic Identification has been shown to influence ethnic consumption in a positive way (Laroche, 1998; Xu *et al.*, 2004).

Previous research purported ethnic identity to be influenced by acculturative changes that occur in a new environment over time (Ward *et al.*, 2001). In contrast, others argue

that ethnic identity affects acculturation (Peñaloza, 1994). Ethnic identity is frequently used in acculturation research (Chung and Fisher, 1999; Deshpande *et al.*, 1986; Donthu and Cherian, 1994; Hirschman, 1981; Laroche *et al.*, 1998; Phinney, 1992; Xu *et al.*, 2004; Ustuner and Holt, 2007). There is evidence to suggest that the ethnic identity and the extent of acculturation (i.e. adaptation to the mainstream consumer environment) of ethnic minority consumers are likely to impact on their consumer behaviours (Peñaloza, 1994; Jamal, 2003). Ethnic identity has been shown to be 'salient' (Cleveland *et al.*, 2013; Oswald, 1999) and drives consumption (Peñaloza, 1994). The findings from this Turkish-Dutch study support the literature in that Ethnic Identity can make Turkish-Dutch consumers more receptive to ethnic-relevant consumption (Domestic) and restrict their Mainstream consumption (Quester *et al.*, 2001; Cleveland and Laroche, 2007). The results indicate that Turkish-Dutch individuals do not lose or decrease their attachment to the ethnic home identity. The findings provide valuable information in line with existing research regarding the extent of assimilation (Peñaloza, 1994; Oswald, 1999; Kim *et al.*, 2001; Askegaard *et al.*, 2005; Laroche *et al.*, 2007).

#### **H<sub>2a</sub> Ethnic Friendship orientation has a positive effect on Ethnic Identity.**

Hypothesis H<sub>2a</sub> examined the relationship between Turkish Friends and Peers and Ethnic Identity. TRFP displays a positive and significant association with ATCFT ( $\beta = 0.798$ ,  $p = 0.000$ ). Hypothesis H<sub>2a</sub> is therefore supported and its endorsement is in line with previous research (Xu *et al.*, 2004). This suggests that TRFP impacts and strengthens EI and TFT (private life), and as a consequence, exhibits a positive influence on Domestic consumption. This finding supports the extant literature in that identity with the ethnic group membership of friends has an impact on preference for entertainment activities related to the potential cultural heritage (Keefe and Padilla, 1987). Xu *et al.* (2004) has also shown that TRFP has a positive impact on Domestic consumption, in line with findings presented by Keefe and Padilla (1987) and Peñaloza (1994).

The rejected initial hypotheses are illustrated in Table 69. A summary of the findings and significant relationships of the initial hypotheses is illustrated in Table 70.

**Table 69. Findings of the Research Question and Hypotheses**

<b>Bidimensional Acculturation</b>	<b>Hypotheses</b>	<b>Decision</b>
<b>Turkish Identification</b>	H <sub>1a</sub> : Turkish Identification has a positive impact on Domestic consumption.	Accepted
	H <sub>2a</sub> : Ethnic Friendship orientation has a positive effect on Ethnic Identity	Accepted
	H <sub>2b</sub> : Ethnic Identity has a positive impact on Domestic consumption.	Accepted
<b>Dutch Acculturation</b>	H <sub>1b</sub> : Dutch Acculturation has a positive impact on Mainstream consumption.	Accepted
<b>Crossover</b>	H <sub>1c</sub> : Domestic and Mainstream consumption is impacted by the culture-specific life domains, Turkish and Dutch.	Rejected
	<ul style="list-style-type: none"> <li>• Domestic consumption</li> <li>• Mainstream consumption</li> </ul>	Accepted

### 6.3.2 Discussion of Newly Specified Relationships

This section will discuss the newly specified paths added in the iterative process of the SEM development (defined as Hypothesis 5). The first path is between TL and TSI and is defined as H<sub>5a</sub>. The second newly specified relationship, Hypothesis H<sub>5b</sub>, is the path between TRFP and TSI. Hypotheses H<sub>5c</sub> relates to the relationship between Friends & Peers and Turkish Identification Language. The fourth new path, hypothesis H<sub>5d</sub>, is between ATCFT and TL. Hypothesis H<sub>5e</sub> represents the relationship between DML and DSI. The final path, hypothesis H<sub>5f</sub>, relates to the relationship between DSI and DFT.

The paths are all related to the associations between the life domains of the two dimensions of acculturation i.e. Turkish Identification and Dutch Acculturation. By considering these particular paths, this study has included mediation analysis as indicated in Chapter Five (see section 5.7.5). The literature has indicated that life domains are context-relevant and potentially influence each other (O’Guinn and Faber,

1985; Hui *et al.*, 1992; Kim *et al.*, 2001; Lerman *et al.*, 2009). Mediation analysis tests, in the context of this study, are the indirect effect of the life domain on consumption. Therefore, mediation tested significant effects between life domains with an impact on Domestic and Mainstream consumption.

**H<sub>5a</sub>: Turkish Identification Language has a positive effect on Turkish Identification Social Interactions.**

This path supports the positive and statistically significant association between Turkish Identification Social Interaction and Turkish Identification Language ( $\beta = 0.543$ ,  $p = 0.000$ ). Past research showed retention of language amongst “first generation” immigrants (Keefe and Padilla, 1987; Mavreas and Bebbington, 1989; Arends-Tóth *et al.*, 2006). In addition, the literature has pointed to a further assumption, that later generations demonstrate a greater degree of adaptation influenced by education, friends, and media within the host, thereby affecting their learning processes as consumers (Despande *et al.*, 1986; Askegaard, *et al.*, 2005). Moreover, Korzenny and Korzenny (2005) indicate that ethnic language determines the learning process related to new products and services.

Language has been an important consideration in the study of acculturation. Recent work highlights the importance of language measurement in acculturation research with immigrant groups (Craig and Douglas, 2005; Korzenny and Korzenny, 2005; Laroche *et al.*, 2009). Frequent use of the original family language is a good indicator that immigrants’ prefer to keep their original culture (Van de Vijver, 2008). Hypothesis H<sub>5a</sub> is supported empirically in this study and endorses the literature in identifying that language should be used in combination with other behaviours, such as friends and family members, (Jun *et al.*, 1994; Lerman *et al.*, 2009) and is context-relevant (O’Guinn and Faber, 1985; Hui *et al.*, 1992). This finding gives empirical support to the arguments put forward by Korzenny and Korzenny (2005) that language is related to the attitudes and values of both the home and host culture. The relevance of the context of TSI and language is discussed in hypothesis H<sub>1a</sub>.

The findings of this study covered by this thesis, provide evidence that language strengthens the impact of TSI on Domestic consumption by TSI ( $\beta = 0.500$ ,  $p = 0.000$ ) as compared to the direct effect of TL, as discussed in Hypothesis H<sub>1a</sub> ( $\beta = 0.370$ ,  $p = 0.000$ ). Theoretically, the results indicate a relationship between life domains, in which context impacts on consumption (Grier *et al.*, 2006). Research has indicated that

consumers acquire the “*skills and knowledge relevant to engaging in consumer behavior*” in a foreign cultural context (Peñaloza 1989, p.110). There is further indication that language should be combined with other behaviours (Jun *et al.*, 1994; Lerman *et al.*, 2009) because this may underlie other life domains e.g. TL and TFT, TL and TRFP (O’Guinn and Faber, 1985). Research also suggests that language use may restrict adaptation to the host (Erdem and Schmidt, 2008), implying that ethnic consumers i.e. the Turkish-Dutch in this study, are influenced by TL and TSI in their Domestic consumption.

**H<sub>5b</sub>: Friendship has a positive effect on Turkish Identification Social Interactions.**

**H<sub>5c</sub>: Friendship has a positive effect on Turkish Identification Language.**

The mediation effect of Friends and Peers on Immigrants’ Consumer Acculturation is assumed to impact on ATCFT, which is accepted and identified in previous research (Xu *et al.*, 2004). In the relevant structural path within the assessed model, hypothesis H<sub>2a</sub> estimated the relationship between TRFP and ATCFT ( $\beta = 0.798$ ,  $p = 0.000$ ). This relationship, as indicated in the literature and reflected by hypothesis H<sub>2a</sub>, suggests that Ethnic Friendship increases Domestic consumer behaviour. The estimated path of Hypotheses H<sub>5b</sub> and H<sub>5c</sub> in the final model shows a relationship between TRFP and TSI ( $\beta = 0.342$ ,  $p = 0.000$ ) and between TRFP and TL ( $\beta = 0.295$ ,  $p = 0.000$ ). The result of these paths concurs with the established literature relating to the influence of TRFP on acculturation and thus on domestic consumption (Donthu and Cherian, 1994; Xu *et al.*, 2004).

**H<sub>5d</sub>: Attachment Turkish Culture has a positive effect on Turkish Identification Language.**

The relationship between ATCFT and TL is found to be positive and statistically significant ( $\beta = 0.505$ ,  $p = 0.000$ ). The identification and language use of immigrants can change by generation. The fact that the first generation, for example in the case of Turkish immigrants, is mainly alphabetic in terms of language and consequently many of these immigrants cannot speak the host language well. This therefore hinders acculturation, causing stronger identification with fellow immigrants from the same culture. Theoretically, this contradicts the role and existence of assimilation. Individuals who want to maintain strong links with their family cultural background tend to be ethnic-

oriented and therefore show stronger affinity with Domestic consumer behaviour. In the context of this study, the finding indicates that ATCFT influences the use of the TL.

Immigrants do not necessarily lose aspects of their heritage culture and simultaneously adopt aspects of the host culture (Kim *et al.*, 2001; Laroche *et al.*, 2007). For example, Mavreas *et al.* (1989) described how second-generation Greek immigrants in the United Kingdom have balanced both Greek and British identities, unlike their parents who were more strongly and exclusively Greek. Keefe and Padilla (1987) found that cultural awareness decreased substantially from first to second generation amongst Mexican-Americans and the level of awareness continued to decline gradually; however ethnic loyalty showed only a slight dilution over the first two generations and then remained fairly stable. In contrast, past research indicated that the identification between the first and the second generation declined, with the third generation showing a renewed interest in the cultural heritage (Atkinson *et al.*, 1983; Ward *et al.*, 2001).

**H<sub>5e</sub>: Dutch Acculturation Media and Language has a positive effect on Dutch Acculturation Social Interactions.**

Dutch Media and Language was not found to be significant as a predictor of Mainstream consumption in the initial proposed model relating to Hypothesis H<sub>3b</sub> ( $\beta = 0.117$ ,  $p = 0.103$ ). The findings from this study revealed a relationship between DML and DSI. Consumer marketing literature indicates that media represents an acculturation agent within consumer acculturation (O'Guinn *et al.*, 1986; Peñaloza, 1994). Furthermore, recent research has showed the impact of ethnic identification on ethnic media (Cleveland *et al.*, 2013). The impact of the bi-cultural acculturation with life domains is relative and is thus time sensitive. The results may change over time with subsequent generations, with the potential for the Turkish community considered in this study to develop in terms of the growing impact of their Dutch Acculturation life domains. Later generations generally are fluent in the host language and are more exposed to the host values at school, through same aged friends/peers, as well as exposure to the host media (Despande *et al.*, 1986; Askegaard *et al.*, 2005).

The literature has focussed on examining the interaction of ethnic groups with ethnic media, ethnic language use and consumer behaviour. Media preferences between low and high acculturated Hispanics have also shown differences. Ueltschy (1997) found that low acculturated Hispanics preferred Spanish for language in advertisements, whereas high acculturated Hispanics preferred English as the language. Media and Language

communicates the meaning of culture to consumer goods (see the discussion of Language in hypotheses H<sub>5a</sub>). Given the significant relationship between DML and DSI with the impact on Mainstream consumption, DSI is a full mediator between DML and MF&E, which is supported in this study and discussed in sections 5.7.1 and 5.7.2 of Chapter Five. The path between DML and DSI is found to be positive and significant ( $\beta = 0.773$ ,  $p = 0.000$ ), thereby supporting H<sub>5e</sub>.

The results support the idea of full mediation by DSI in the relationship between DML and MF&E. This adds to the literature on consumer adaptation. Theoretically, the result of this path, as estimated in hypotheses H<sub>1b</sub>, indicates the relationship of context i.e. life domains are of importance and impact on consumption (Hui *et al.*, 1992; Grier *et al.*, 2006). The literature underpins the development of the hypothesis. Accepting the hypothesis provides further support to the literature. (Jun *et al.*, 1994; Lerman *et al.*, 2009).

#### **H<sub>5f</sub>: Dutch Acculturation Social Interactions has a positive effect on Dutch Family Ties.**

The path between DSI with DFT is shown to be positive and statistically significant ( $\beta = 0.563$ ,  $p = 0.000$ ). This finding reveals that the DSI affects DFT with an impact on Mainstream consumption. The result of this path supports the idea of partial mediation by DFT in the relationship between DSI and MF&E. The impact of DFT was supported in hypothesis H<sub>1b</sub>, therefore the indirect effect of DSI through DFT impacting on Mainstream consumption is partial. Previous research indicated that adjustment to Dutch culture is more emphasised in the public domain while maintenance of Turkish culture is more emphasised in the private domain (Arends-Tóth and Van de Vijver, 2004). This is in line with the literature that life domains, i.e. context-relevance, influences culture specific behaviours (Peñaloza, 1994; Jamal, 2003; Grier *et al.*, 2006; Arends-Tóth and van de Vijver, 2007). This highlights that the impact of acculturation extends beyond the construct of home or host culture (Oswald, 1999; Thompson and Tambyah, 1999; Askegaard *et al.*, 2005) and is context-relevant (Peñaloza, 1994; Jamal, 2003).

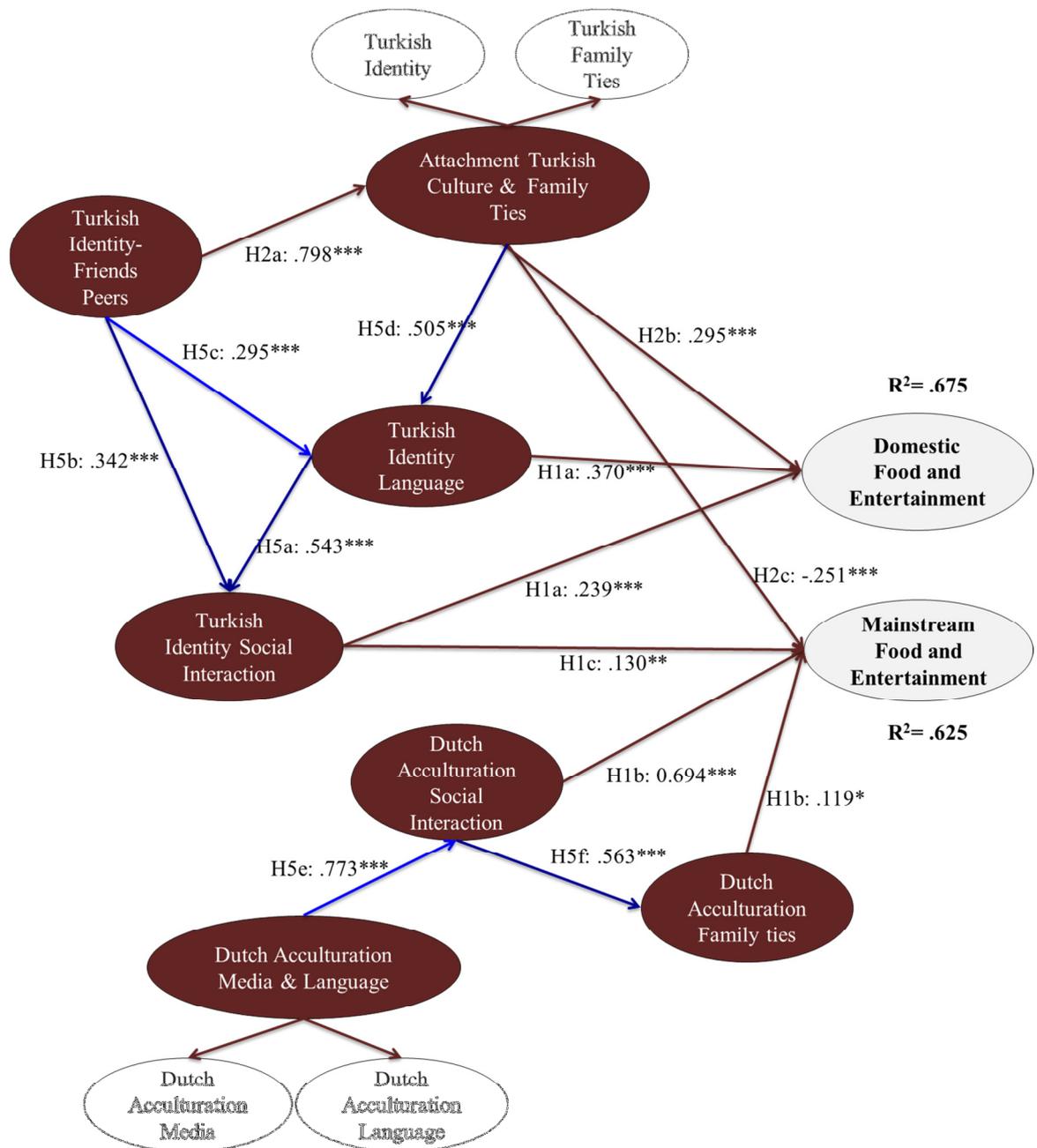
### **6.3.3 The Re-Specified Immigrants' Consumer Acculturation Model**

The SEM model indicated two pairs of newly specified constructs. The preliminary analysis lead to one item being deleted (Hair *et al.*, 2010) because it was did not meet

the minimum level requirement of factor loadings being at least 0.40. (“*How often do you speak the Dutch language with your parents/family members?*”). The construct Turkish Media Use was deleted as part of the Confirmatory Factor Analysis (CFA) due to its violation of validity. However, recent literature has indicated the impact on ethnic media use has been influenced by the level of attachment to the home (Cleveland *et al.*, 2013), which reflects context sensitivity (Cleveland and Laroche, 2007). The literature has also indicated that an explanation for this can be attributed by access to mother-language media (Hui *et al.*, 1992; Erdem and Schmidt, 2008). In addition, immigrants are influenced by media within the host as a result of their consumer learning processes (Despande *et al.*, 1986; Askegaard, *et al.*, 2005; Erdem and Schmidt, 2008). This is an indication of the dynamic process of acculturation, in which acculturation life domains seem to be influenced by the life domains in the host dimension, which in this study is the Dutch dimension.

The results of the tested relationships in Figure 35 illustrated the final modified model of Immigrants’ Consumer Acculturation. The results from the SEM analysis presented in Chapter Five and in the discussions above indicate a total of fourteen hypotheses are empirically supported.

**Figure 35. Proposed Immigrants' Consumer Acculturation**



→ Significant relationship,

\*\*\* Significant at the  $p < 0.001$ ; \*\* Significant at  $p < 0.01$ ; \*Significant at  $p < 0.05$

Notes: Red arrows are hypothesized relationships; Blue arrows are newly specified relationships

## **6.4 Chapter Summary**

The empirical evidence in the Final Immigrants' Consumer Acculturation Model is presented in Figure 35 and has been discussed in the context of this particular Turkish-Dutch consumer relationship. The various estimated paths presented in Chapter Five and discussed here in Chapter Six have provided an empirical validation of, and support to, the various detailed life domains of acculturation in the chosen area of bidimensional assessment. Chapter Seven will go on to provide a discussion of the theoretical and practical contributions emanating from this research, their implications and suggestions for future research, as well as giving recognition to the strengths and limitations of this study.

# Chapter Seven - Conclusions

## 7.1 Introduction

This study followed a rigorous approach to research, based on an assessment of the extant literature and a substantial empirical study and investigated consumer acculturation in the context of the Turkish-Dutch in the Netherlands. The study examined acculturation specific relationships capturing both Domestic (DF&E) and Mainstream (MF&E) consumption. Consumer acculturation literature was reviewed to identify and build relational constructs and the concept of Immigrants' Consumer Acculturation was applied to identify particular domain-specific applications of acculturation. This study has contributed to the existing body of knowledge through the assessment of the bidimensional acculturation model (two-dimensional) which is contextualised here through specific consideration of Turkish-Dutch Immigrants' Consumer Acculturation.

Two stages of analysis were carried out to determine the appropriateness of the conceptual model in this context. This research examined the impact of bidimensional acculturation, life domains (private and public), language use, ethnic identification, and media use. In Stage Two of the data analysis, presented in Chapter Five and discussed in Chapter Six, the Immigrants' Consumer Acculturation Model was presented and quantified. This has provided a contribution to knowledge by adding to the existing consumer research literature, with an emphasis on Turkish-Dutch consumers located in the Netherlands.

The Stage One findings advocated newly specified constructs for this particular research. Each construct in this study has been derived from theory and tested empirically. The Exploratory Factor Analysis (EFA) used in Stage One supported a single dimension in a number of constructs. Two measurements, the constructs Ethnic Identity (EI) and Family Ties (TFT) and the constructs Dutch Media and Language (DML) were initially derived from theory as four separate constructs. The Factor Analysis identified potential acculturation life domains in their relationship with consumption, and suggested that these constructs are multidimensional rather than unidimensional in composition. In short, the measurements derived in Chapter Five are treated as a combination of both unidimensional constructs and two-factor measurement constructs. The empirical evidence of dimensionality was subsequently evaluated with respect to the theoretical appropriateness of the context, by means of comparison with various constructs evident

within the theory. This study has determined that two dimensions, Turkish Identification and Dutch Acculturation relationship constructs, can be considered as significant antecedents to Immigrants' Consumer Acculturation, and by doing so, adds to existing knowledge of consumer acculturation.

Consumer acculturation has been based on assumption of an adaptation process, whereby immigrants lose aspects of their heritage culture in order to integrate and adopt aspects of a host culture i.e. assimilation (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005). An original contribution to knowledge is made by delineating the two consumer behaviours into Domestic and Mainstream consumption. In addition, Crossover is identified with Turkish Social Interactions (TSI) as a positive significant relationship with Mainstream consumption and Attachment Turkish Culture and Family Ties (ATCFT) as a negative relationship to Mainstream consumption<sup>10</sup>. This study assumed that immigrants' adaptation in the Netherlands is represented by a bidimensional process involving life domains in two dimensions. There has been little recent development of this area of Immigrants' Consumer Acculturation. Previous findings have been extended in this study and consequently a new model has been developed.

This final chapter is divided in seven sections. The introduction is followed by an assessment of this study's contributions to the evaluation of Immigrants' Consumer Acculturation specifically in the context of the non-Western Turkish-Dutch. The theoretical and methodological contribution to knowledge is then discussed in section two with reference to the intended contribution of the study outlined in Chapter One section 1.3.1. The chapter details the interpretation of the findings in Chapter Six and makes specific conclusions. The third section will discuss the practical contribution to marketing strategy and the implications. The fourth part of this chapter focuses on potential research implications identified in this study. The chapter will address aspects for future research in section six and ends with a conclusion.

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<sup>10</sup> The terms labelled in Chapter Four and Chapter Five and subsequently presented by abbreviations for ease of reading (provided in Chapter Six in Table 6.1) will be used in this chapter allowing clearer presentation of the results

## 7.2 Contribution to Knowledge

The aim of this study was to identify consumer acculturation phenomena with the bidimensional framework in consumer acculturation research and identify the life domains that are most important in determining Immigrants' Consumer Acculturation. This study makes a valuable academic contribution in terms of its assessment of the literature pertaining to determining immigrants' consumer acculturation, the research method employed and the empirical contribution. The research contribution discussions are presented in two sub-sections; methodological and theoretical. This study contributes to knowledge emerging from the life domains of acculturation and the predictability of the relational constructs in the model.

The findings confirm that acculturation is not a linear path where individual adaptation to the host culture increases sequentially generation by generation (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005). Immigrants have a propensity to retain their home culture, whilst simultaneously are seen to acculturate, as demonstrated by the immigrants who participated in this study (Cleveland *et al.*, 2009). Furthermore, this study confirmed the conceptualisation of acculturation life domains for consumer behaviour in the Turkish-Dutch market. Acculturation does not result in a one "*identity position*" (Askegaard *et al.*, 2005, p.168), moreover it is dependent on the life domain. As mentioned in Chapter Two, this is an area of research that has been to date underexplored and limited in academic consideration.

This study has contributed to the existing body of knowledge by examining the acculturation effects that influence Turkish consumers and their culture-specific consumer behaviour, i.e. Domestic and Mainstream consumption. The dynamics of acculturation's influence on immigrants has become a topic of increasing importance in consumer research (Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005; Cleveland and Laroche, 2007; Luedicke, 2011; Engelen and Brettel, 2011). The results confirm that acculturation is a bidimensional dynamic process, providing support for a bi-cultural model of cultural adaptation in distinct life domains. Additionally, the relational constructs used in the proposed model have resulted in a number of challenges, which will be discussed in section 7.2.1 under methodological contributions.

## 7.2.1 Methodological Contribution

The first contribution made by this research is to conceptualise and empirically assess a theoretical model that presents Immigrants' Consumer Acculturation (Research Objective Two). The proposed model was based on the extant consumer behaviour literature and has been supported by empirical examination in various studies, as well as in the research presented in this thesis. This study provides a new insight and makes a contribution to immigrants' consumer acculturation research by operationalising and presenting an updated research model (Ogden *et al.*, 2004; Oswald, 1999; Luedicke, 2011). This study integrated the concepts used in prior research to identify and assess a new model that is more likely to fit in the 21<sup>st</sup> century.

The bidimensional model appropriateness is achieved meeting the criteria of reliability, validity, independent bidimensional measurement, and domain-specificity. The scales of both cultures demonstrated construct reliability in both Stage One and Stage Two of the analysis. In terms of ensuring this, only one item was deleted in the first stage of empirical analysis i.e. "*How often do you speak the Dutch Language with your parents?*" The respected Turkish and Dutch dimensions showed face validity in Stage One. The test items loading on a factor have face validity when they represent the factor they are supposed to measure (Kline, 2011). All items, as indicated in Chapter Four, loaded on a respective factor, with the exception of this one item. The extraction of this item was 0.234 and below the minimum threshold of 0.40 (Hair *et al.*, 2010). In Stage Two of the analysis, all constructs showed validity support, with the exception of Turkish Media Use. This construct is deleted due to violation of construct and discriminant validity. The two-statement method supported the life domains of acculturation for both dimensions (Arends-Tóth and Van de Vijver, 2007).

This study assessed the consumer acculturation literature to identify and build relational constructs pertaining to the potential acculturation life domains within a bidimensional framework and applied the outcome constructs to examine the specific relationships with Domestic and Mainstream consumer behaviour. Previous research has argued that the concept of the impact of culture with "either" the home "or" the host creates boundaries (Fletcher and Fang, 2006). The boundaries relate to segmentation of ethnic groups based on their heritage culture, hence the traditionally defined impact of culture. Scholars have also indicated that immigrants combine both cultures instead of selecting between two, i.e. combining the home as well as the host (Oswald, 1999; Thompson and Tambyah, 1999; Askegaard *et al.*, 2005). The results from this study indicate that

acculturation of this particular ethnic group does not result in one acculturation outcome in line with earlier research examples. Instead, these immigrants have both cultures impacting on their Domestic as well as their Mainstream consumption. Instead of a single acculturation mode, multiple life domains influence the impact on their consumption. This study highlights that the impact of acculturation is beyond the construct of home or host culture, in that both cultures coexist (Oswald, 1999; Thompson and Tambyah, 1999; Askegaard *et al.*, 2005) and are context-relevant (Peñaloza, 1994; Jamal, 2003).

This research was designed to examine both Domestic and Mainstream consumption. The questionnaire included five sections, Consumption, Bidimensional Acculturation, Ethnic identity, Language Use, Media Use, Values and demographic profile questions. This study applied a research concept borrowed from cultural psychology to study consumer acculturation (Lerman *et al.*, 2009). The bidimensional acculturation measurement of Van de Vijver (2006) is commonly adopted in cultural psychology research. Current studies reveal the use of this scale in consumer research. The assessment provided a measurement instrument based on the model and identified the relationship between the home versus the host culture and the Domestic versus Mainstream consumption. The assessment of the life domains can be assigned to the impact of acculturation on consumer behaviour. The bidimensional acculturation measurement scale developed by Van de Vijver (2006) was inspired by Berry's model of acculturation (1980) and was shown in the vital research setting described in this thesis to be useful. The empirical contribution of the acculturation life domains explicitly assessed in this study, support a measure for consumer acculturation (see Chapter Six, section 6.2.1). This contributes to theoretical understanding of acculturation. The assessment of various domains in bidimensional acculturation and differentiating acculturation life domains may be helpful in order to understand unexplained differences in consumer behaviour. The measurement instrument supports the model empirically and adds value for researchers and marketers.

In terms of practical implementation, the respondents did not appear to have difficulties in terms of responding to the items within each of the scales. This study, in terms of construct validity, provides empirical support for the bidimensional measurement of acculturation. The contribution of this study's approach addressed the call for research with ethnic groups in survey data (Burton, 2002; Craig and Douglas, 2006; Ustuner and Holt, 2007; Laroche, 2009; Cappellini and Ai-wan Yen, 2013). The validity of the full scales are reported in Chapter Five. The items comprising those various scales were examined *a priori* in the Exploratory Factor Analysis (EFA) and then again in the

Confirmatory Factor Analysis (CFA). The fit of the measurement model was accepted and discriminant validity of the scales were supported. The sample of Turkish-Dutch respondents are bi-cultural in terms of acquiring the host culture (Dutch), yet at the same time have a strong identification with their heritage (Turkish) culture. The sample of Turkish-Dutch immigrants in the Netherlands that participated in this study indicated their preferences for consuming both Domestic and Mainstream products and services and can be assigned to different acculturation categories related to life domains.

The proposed model indicated how Domestic and Mainstream consumption behaviour is reflected in the relative value of ethnic consumers in maintaining their heritage culture versus adoption of the host culture, resulting in this multiple consumption. Consumer acculturation is used to describe the engagement in consumer behaviour in one culture by members of another culture and measures the extent to which an individual adapts to a new culture with an influence on behaviour (Kara and Kara, 1996; Peñaloza, 1989; Ward and Arzu, 1999). For example, Askegaard *et al.* (2005) has identified that the nature of culture swapping (Oswald, 1999) is not a clear distinction between the “home” and “host” culture. Immigrant consumers are influenced by both cultures (Thompson and Tambyah, 1999; Askegaard *et al.*, 2005), thus implying a coexistence in which culture is not traditionally defined. This study contributes to research through evidence of duality in the participant consumer behaviour. This supports the evidence against a single acculturation strategy.

The contribution of this study to academic knowledge relates to the assessment of the various measurement instruments used to determine the relevant items and appropriate life domains of acculturation in the context of Turkish-Dutch Immigrants’ Consumer Acculturation. The thesis contributes to Immigrants’ Consumer Acculturation by building a conceptual model and identifying the relevant life domains of that conceptual model through the various methodological steps of validity assessment. This study contributes to academic knowledge by overcoming the difficulties described in previous literature in operationalisation of the concept and by providing a subsequent application (Luedicke, 2011). This study avoided presenting acculturation outcomes as one single strategy for Immigrants’ Consumer Acculturation. Instead, taking the position that the dynamics of acculturation depend on context i.e. life domains (Research Objective 1). This is discussed in detail in section 7.2.2 of this chapter.

The bi-cultural acculturation model identified seven life domains; ATCFT, TSI, TL, TRFP, DSI, DFT and DML. The Turkish Identification dimension resulted in four life domains,

with all four positively related to Domestic consumption. The ACTFT construct included EI and TFT within the private domain. The Dutch Acculturation dimension resulted in three life domains. One Dutch Acculturation construct included two factors i.e. DML. DML is found to be mediated by DSI. The life domain results provide detailed information about the structure of acculturation. The patterns of different life domains add value to consumer acculturation for the Turkish-Dutch participants within this Dutch setting. The two-stage method has enabled the organisation of variables into measurable factors. As a result, the measurement instrument contributes to these both conceptually and through subsequent empirical and quantitative assessment.

Consumer marketing research has argued for various issues in conceptualisation and measurement of acculturation outside the traditional immigrant receiving countries, such as USA, Canada and Australia (Oswald, 1999; Jamal, 2003; Ogden *et al.*, 2004; Arends-Tóth and Van de Vijver, 2007; Luedicke, 2011). This study made an attempt at conceptualisation of Immigrants' Consumer Acculturation in a Turkish-Dutch setting. The results show that the acculturation process of Turkish-Dutch consumers is life domain-specific, and therefore is consistent with previous research for the Turkish-Dutch context in psychology (Arends-Tóth and van de Vijver, 2007) with a contribution in consumer research.

This study's methodological contribution comes from the newness of the model and its combined assessment, as well as the predictive ability of the relational constructs in the model. The following section will discuss the contribution of this study in the evaluation of the various constructs, i.e. the life domains in acculturation measurements estimated in the final model.

## **7.2.2 Acculturation Life Domains**

This study empirically endorses the role of life domains in representing the important sub-dimensions of Acculturation and their impact on Immigrants' Consumer Acculturation. Although contextual consequences of Immigrants' Consumer Acculturation were introduced and developed in literature, there has been no subsequent development specific to non-Western immigrants. Bi-cultural individuals' preference relates to the acquisition of the home and host culture, in which their decisions are based on situation (i.e. private and public life) and reference groups (i.e. friends and peers). The findings of this research demonstrate that the acculturation life domains display significant associations with both Domestic and Mainstream consumption. The model yielded a

squared multiple correlation value for Domestic and Mainstream consumption as the dependent variables of 0.675 and 0.625 respectively, which represent a relatively high end of explained variance (Hair *et al.*, 2010; Kline, 2011). The variance explained in Domestic consumption by the antecedents presented in the model is 67.5% and in Mainstream consumption the associated antecedents explain 62.5% of variance.

The contribution to knowledge specific to acculturation is the influence of Ethnic Identification on acculturation in which it significantly influences the Turkish-Dutch behaviour of life domains, and by doing so, it extends recent research carried out by Cleveland *et al.* (2013). The ACTFT in this study showed a positive influence with consumption of ethnic products. This is further examined with the impact on Mainstream consumption. ACTFT, in contrast has a negative influence on Mainstream consumption. The findings confirm that ethnic identification is not diminishing, instead it has been at least retained or has even been strengthened despite the dynamics of acculturation (Cleveland *et al.*, 2009), and impacts accordingly on Domestic consumer behaviour (Chung and Fisher, 1999; Deshpande *et al.*, 1986; Donthu and Cherian, 1994; Hirschman, 1981; Laroche *et al.*, 1998; Phinney, 1992; Oswald, 1999; Xu *et al.*, 2004; Cleveland and Chang, 2009; Josiassen, 2011; Cleveland *et al.*, 2013).

A second contribution to knowledge emanating from this empirical part of the study is the confirmation of the significant influence of ethnic identification in the private (Family Ties) consumption context (Ratner and Kahn 2002; Richins 1994; Jamal, 2003; Navas, Garcia, Sanchez, Rojas, Pumares and Fernandez, 2005, 2007; Arends-Tóth and Van de Vijver, 2007; Grier *et al.*, 2006; Cote *et al.*, 1985). EI and TFT are identified as a set of new variables within a single construct within the acculturation model. In the consumer behaviour literature, these measurement constructs have been identified as separate constructs. The construct "*Attachment Turkish Culture and Family Ties*" included EI (Laroche *et al.*, 2007; Josiassen, 2011) with TFT (private life domain acculturation scale) (Van de Vijver, 2004). The empirical assessment of the relationships has provided important insights into their role in determining Immigrants' Consumer Acculturation. Prior research indicated that identification with both home and host country is an important component of identity in immigrant groups and in their consumer acculturation (Laroche *et al.*, 2007). The findings of this study suggest that ATCFT leads to an impact on Domestic consumption with a negative association of immigrants toward Mainstream consumption. Turkish-Dutch individuals do not lose or decrease their attachment to their ethnic identity (Oswald, 1999; Cleveland *et al.*, 2013). Furthermore, TL highlighted the direct effect on Domestic consumption, therefore confirming context-relevance in

consumer behaviour (O'Guinn and Faber, 1985; Hui *et al.*, 1992; Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005; Laroche *et al.*, 2007; Quester *et al.*, 2001; Cleveland and Laroche, 2007). This study reveals an understanding that ethnic identity is sensitive to context (Cleveland and Laroche, 2007) and reflects the relationships of both the home and the host culture (Askegaard *et al.*, 2005).

In terms of Crossover, Turkish life domains (ACTFT, TL and TSI) have a positive effect on Domestic consumption, whereas Dutch life domains have a non-significant effect on Domestic consumption. In their public life, i.e. TSI, Turkish-Dutch individuals consume Mainstream food and entertainment. This study provides evidence that immigrants consume both Domestic and Mainstream products (Wallendorf and Reilly, 1987; Cleveland *et al.*, 2009). This is in line with research by Grier *et al.* (2006), that context influences crossover. In this study, the findings imply that immigrants consume Mainstream products, with their behaviour being influenced by Social Interactions. This could also have been influenced by other factors, such as the demographic profile of the individual (age, length of stay, education, occupation, and social class), environment of peers, as well as availability of products (Arends-Tóth, *et al.*, 2006). DSI contributes to consumer acculturation theory, i.e. adoption of and impact on Mainstream consumption. The findings of the influence of TSI on Mainstream consumption is also consistent with Chung and Fischer (1999). This study extends prior research providing an important contribution through the identification of the TSI impact on Mainstream consumption, as well as its Domestic equivalence, e.g. Maldonado and Tansuhaj (2002) with Latinos in the US, Askegaard *et al.* (2005) with Turkish-Danish in Denmark.

DL is combined in the new construct "*Dutch Acculturation Media and Language*". By revealing the new construct, the presented research extends prior results (Hui *et al.*, 1992; Korzenny and Korzenny, 2005; Laroche *et al.*, 2007; Laroche *et al.*, 2009). The relationship between DML and Mainstream consumption was shown to be non-significant, however, further analysis indicated mediation by DSI. This study adds to existing knowledge by combining Language Use with other life domains (Jun *et al.*, 1994; Craig and Douglas, 2005; Korzenny and Korzenny, 2005; Laroche *et al.*, 2009; Lerman *et al.*, 2009). Wallendorf and Reilly (1987) defined consumption patterns as "*complex expressions of overlapping social group membership*" (p.289). According to Hui *et al.* (1992), language use relates to many life domains, such as work, school, speaking with friends and family, watching TV and listening to music, reading newspapers, and shopping. Friends and social interactions from both cultures serve as "*dual sets of acculturation agents*" (Peñaloza, 1994, p.49) and impact on consumption (Keefe and

Padilla, 1987; Xu *et al.*, 2004). Immigrants are influenced by education, friends, and media within the host as a result of consumer learning processes (Despande *et al.*, 1986; Askegaard, *et al.*, 2005; Erdem and Schmidt, 2008). Consumer acculturation refers to consumption-related skills and knowledge that are acquired as a result of contact between their respective cultures e.g. Dutch and Turkish in the context of this research.

A key contribution of this study is that acculturation does not have a linear trajectory toward the host culture i.e. acculturation does not automatically merge into assimilation. The findings clearly showed the impact of Turkish Identification life domains on Domestic and Mainstream consumption. Assimilation would imply a non-significance of the Turkish Identification impact on Domestic consumption. Furthermore, the results have indicated that Mainstream consumption is impacted by Turkish Identification. Firstly, this research shows the value of both cultures, the home and the host, in the life of Turkish-Dutch consumers. Secondly, the results of crossover indicate that although Turkish Identification is preferred, immigrants' Mainstream consumption is influenced by TSI. The contribution specifically relates to the endorsement of the significant influence of Turkish Identification Social Interactions on Mainstream Consumer Behaviour. Furthermore, this study extends prior research by finding significant paths between life domains (Hui *et al.*, 1992; Kim *et al.*, 2001; Lerman *et al.*, 2009). The life domains show distinct differences in their impact on consumption. Consequently, the outcomes of the SEM and contributions to knowledge are:

- The variance explained in Domestic consumption is 67.5% and in Mainstream consumption is 62.5%.
- TL is the most important life domain impacting Turkish-Dutch consumers towards Domestic consumer products. The effect size of 0.370 between TL and Domestic consumption is reasonably high (Cohen, 1988).
- TSI towards Domestic consumption has a predictive effect of 0.239.
- ACTFT is the second most important life domain with an impact on Domestic consumption. The effect size is reasonable high with a value of 0.295 (Cohen, 1988).
- TRFP explained the predictive effect on ATCFT of 0.798. The positive effect of TRFP on TSI (0.342) and on Language (0.295) suggested a strong positive effect on life domains i.e. TSI and TL impact on Domestic consumption.
- DSI is the most important life domain impacting Mainstream consumption with a relatively high effect size of 0.694. This life domain is found to be a mediator

between DML and Mainstream consumption. The effect size of DML on DSI has a predictive effect of 0.773.

- DFT is the second of the two life domains impacting Mainstream consumer behaviour with a predictive effect of 0.119.
- TSI has a positive impact on consumer acculturation, with a predictive effect size of 0.130 between TSI and Mainstream consumer products.
- ATCFT indicated a predictive negative effect of 0.251 on Mainstream consumption.
- TSI is a mediator and mediates between TL and Domestic consumption. TSI also mediates between TRFP and Domestic consumption.
- TL mediates between TRFP as well as ACTFT and Domestic consumption.
- DFT is a mediator between DSI and Mainstream consumption.

The findings provided by the empirical analysis within this PhD display a number of similarities with existing research. The bidimensional acculturation model i.e. individual's identification with their ethnic culture and their relationship or interaction with the host culture, is considered a significant predictor of Immigrants' Consumer Acculturation (Korzenny and Korzenny, 2005; Cleveland and Laroche, 2007; Chatarraman *et al.*, 2009, Van de Vijver, 2011; Cleveland *et al.*, 2013). Immigrants consume host, as well as host culture related offerings, without losing their ethnic identification (Wallendorf and Reilly, 1983; Peñaloza, 1994; Oswald, 1999; Askegaard *et al.*, 2005; Josiassen, 2011). In a bi-cultural identity, also termed as hybrid culture, the immigrants' preferences relate to the home as well as the host, in which their choices are based on situations i.e. life domains (e.g. private and public life, social interactions, language, reference group) (Peñaloza, 1994; Jamal, 2003; Korzeny and Korzenny, 2005; Askegaard *et al.*, 2005). The key findings are summarized in Table 71 below.

**Table 70. Summary of the Findings**

<b>Acculturation Life Domains' Impact on Turkish-Dutch Ethnic Consumers</b>		
<b>Life Domains</b>	<b>Domestic (decision)</b>	<b>Mainstream (decision)</b>
<b>Turkish Culture</b>		
• Attachment Turkish Culture & Family Ties	positive (accepted)	negative (accepted)
• Turkish Identification Language	positive (accepted)	non-significant (rejected)
• Turkish Identification Social Interactions	positive (accepted)	positive (accepted)
<b>Dutch Culture</b>		
• Dutch Acculturation Social Interactions	non-significant (rejected)	positive (accepted)
• Dutch Acculturation Family Ties	non-significant (rejected)	positive (accepted)
• Dutch Acculturation Media & Language	non-significant (rejected)	non-significant (rejected)
<b>Partial Mediation</b>		
• Turkish identification Social Interaction	positive (accepted)	
• Turkish Identification Language	positive (accepted)	
• Dutch Acculturation Family Ties	positive (accepted)	positive (accepted)
<b>Full Mediation</b>		
• Dutch Acculturation Social Interaction		positive (accepted)

The relational constructs used in the assessment of the conceptual model identified a number of challenges. Central to this was that the empirical results indicated the redundancy of Turkish Media Use. This study assumed a relationship between Turkish Media Use and Domestic consumption, as derived from previous research (Erdem and Schmidt, 2008; Cleveland *et al.*, 2013). Consequently, Ethnic Media Use may be worth further consideration in future research. Deshpande *et al.* (1986) showed that media use differs between ethnic and mainstream consumers, but also among ethnic consumers

themselves. Future research might consider other scales for measuring ethnic media use and a reassessment of its impact on the various dimensions of consumption, whilst further consideration of media use may also be of interest.

The literature reviewed within this thesis provides strong theoretical evidence that consumer consumption values serve as guiding principles in their lives of the individuals concerned and combine to define acculturation as “*the process by which those new to a society adopt the attitudes, values and behaviors of the dominant host culture*” (O’Guinn *et al.*, 1987, p.78) (Deshande *et al.*, 1986; (Bilsky and Schwartz, 1987; Peñaloza, 1994; Luna and Gupta, 2001). Craig and Douglas (2006) pointed out that the extent to which immigrants adopt the “host” culture should be examined on the individual level, emphasising the individuals’ behaviour in specific life domains. This is consistent with various other consumer behaviours evaluated in this study. The empirical assessment showed that the construct measurement of individual value priorities did not support the initial hypothesis statement, by demonstrating a non-significant effect on food and entertainment. Values were expected to have a causal relationship with Immigrants’ Consumer Acculturation, as theoretically hypothesised in section 2.6.1 of Chapter Two in this thesis. This study did not validate the significance of Values. Jung and Kau (2004) used the cultural framework of Hofstede (1980), which is also not validated in their research. Fletcher and Fang (2006) argued that this is due to the lack of validity of Hofstede’s cultural dimensions in consumer research. In order to have a theoretical plausible model, a re-specification of this study’s Immigrants’ Consumer Acculturation Model was undertaken, with the deletion of the Values construct. Future research might consider other scales for measuring values, alongside a more qualitative assessment as to why values play a non-significant role.

In consumer acculturation it has been unknown which life domains have an influence, and how they impact on the relationships toward Domestic and Mainstream consumption. The constructs within the bidimensional acculturation measurement provide support to consumer acculturation and ethnic marketing literature. The unique contribution to knowledge in this study relates to life domains relationships. There has been no subsequent development in this area of non-Western Immigrants’ Consumer Acculturation. Immigrants’ Consumer Acculturation offers market potential in understanding the specific bidimensional composition that impacts ethnic consumers’ considering Domestic and Mainstream consumption.

In summary, this research contributes to the understanding of consumer acculturation by indicating that life domains in two dimensions i.e. home and host, both impact on Domestic and Mainstream consumption in a distinct and particular way (see Table 71).

### **7.3 Practical Contribution and Managerial Implications**

The critical review of relevant literature in this thesis led to the development of a conceptual model of Immigrants' Consumer Acculturation conceptual model with including associated life domains. With subsequent empirical testing there is the potential to point to particular consequences for adapting marketing strategies to target ethnic consumers in Europe (Burton, 2000; Jamal, 2003). The contribution made through operationalisation of the acculturation concept within this conceptual model supports marketers in their implementation of strategies specific to these ethnic consumers, who are a growing sub-population in the Netherlands (CBS 2014). The results of this study highlight the vital roles of life domains on Immigrants' Consumer Acculturation. This is valuable information for marketing managers to emphasise the activities and initiatives that would provide the best marketing strategy in response to this growing customer base.

Ethnic consumers require different marketing strategies compared with those developed for mainstream consumers, and these may differ for various ethnic groups (Pires and Stanton, 2005). Firstly, different ethnic groups participate differently in mainstream society. Empirical evidence for this is provided in Chapters Five, Six and section 7.2 of this chapter. Secondly, this study showed the impact of life domains on Domestic and Mainstream consumption. Therefore, this points to an adapted marketing strategy implementation instead of traditional marketing tools in order to approach and serve this segment based on aspects of acculturation that define, the consumers' "*identity position*". For marketers, an awareness of the differences in life domains impacting Turkish-Dutch consumers and their distinct pattern of consumption, has implications for marketing strategies that relate specifically to the context that allow marketers to target ethnic consumers.

The significance of life domains in Immigrants' Consumer Acculturation has the potential to help marketers target ethnic consumers successfully and therefore effectively implement their marketing strategies. This provides a platform from which to sell products and offer services to this segment of consumers and strengthen their position in the market. Understanding more about the characteristics and behaviour of these

consumers will help marketers to capture the potential of the broader consumer segment whose preferences switch or negotiate between home and host consumption. Van de Vijver (2003) stated that the Turkish-Dutch value their home culture more in their private life and the host culture more in their public life. The value of Turkish and Dutch private and public life domains both have an influence on Domestic as well as Mainstream consumption. This study found that Social Interactions (TSI and DSI) is an important life domain in terms of impact on consumer behaviour, specifically, the relationship between TSI and Mainstream consumption. Social interactions include intercultural relations, i.e. inclusion of the minority and majority members of the respective home and host culture. The relations between life domains with the impact on consumption provide a deeper understanding in specific contexts (Luedicke, 2011). The results indicate that the relationships between both Turkish and Dutch Social Interactions impact on consumption practices.

Media has a great potential in communicating the meaning of culture. A key finding of this study suggests that devising appropriate marketing campaigns aimed at particular ethnic groupings is not simply a translation into the native language of the target audience (Pires and Stanton, 2005). Differences extend beyond language and include culture and habits compared with the majority of the population (Erdem and Schmidt, 2008). Marketers should therefore develop strategies beyond language and ethnic identity. The results of Language also provide insight in to how marketers might effectively target consumers with different acculturation lifestyles. The implications for marketers and businesses is that the context of acculturation i.e. Turkish identification and Dutch acculturation, are impacting on the ethnic relevant consumption i.e. Turkish Identification towards Domestic and Dutch Acculturation towards Mainstream consumption. The findings show that Turkish-Dutch consumers are influenced by their cultural heritage and behaviours and are thus less likely to assimilate. Marketers can be guided to determine which resources are needed to approach the Turkish-Dutch consumers. Marketers might effectively target Turkish-Dutch consumers with acculturation lifestyles indicated in the life domain results of this study. For example, Turkish movies in cinemas will likely attract Turkish-Dutch consumers. This would be the life domains Turkish Friends and Peers, Turkish Social Interactions and also Turkish Language Use.

Furthermore, this study has found that Dutch Media impacts Mainstream consumption mediated by Social Interactions. The results are in contrast to research by Van Holst (2006), who states that the Turkish-Dutch population interface with Turkish media more

frequently compared with their interactions with the Dutch media. The findings of this study show that Dutch media use may be the best route for targeting ethnic individuals, while Turkish media might be a good addition for reaching ethnic individuals, as suggested by the results of Turkish Language Use and Attachment Turkish Culture and Family Ties. According to this study, the respondents are significantly affected by their cultural heritage. However, assimilated consumers may not be attracted to adapted marketing strategies that are stated in this particular direction. This suggests that marketers need to select their strategies carefully, with the intention to target ethnic consumer communities, such as the Turkish-Dutch. Therefore, an alternative may be to consider the use of ethnic media to target Turkish-Dutch consumers. It may be that ethnic groups use media for different purposes. Since Domestic consumption is impacted by Turkish Identification, this may be related to ethnic media use e.g. ethnic media may be used for news purposes only.

Mainstream consumption is found to be affected by Media and Language through Social Interactions. The findings indicate that both languages, i.e. Turkish and Dutch, have a significant effect on consumption. It may be that media use differs in purpose. For example, at the Turkish general election in October 2015, approximately 1.41 million Turkish individuals living outside of Turkey from 54 countries voted (BBC Turkce, 22 October, 2015). This indicates the impact of Turkish news in other countries, through, for example, satellite-TV. If indeed media serves different purposes of use, this provides valuable information for advertisers in their subsequent design media strategies depending upon the context of the consumption.

In various acculturation studies it has been found that the first generation of immigrants generally still have a strong identification with habits and language of their “home country” and its culture (Neto *et al.*, 2005). While first generation immigrants may be rather similar to their home culture and best approached with products similar to that home culture, later generations may be more familiar with their host country’s culture and be more predisposed to using its products and brands (Mavreas *et al.*, 1989; Hui *et al.*, 1992). Second and third generation immigrants tend to have adapted more and identify more with the “host country” (Arends-Tóth and van de Vijver, 2004). The second and third generations are generally more fluent in the host culture language and are more exposed to the values at school, through same aged friends, and media, in contrast to the first generation. The larger economic success and upward mobility of later generations, which are usually accompanied by a higher level of adjustment to the host country, may

be factors that explain how acculturation influences immigrants (Kwak and Berry, 2001), and in turn, many aspects of their consumer behaviour.

Moving through the generations, later generations are potentially more exposed to, and are influenced by, the host country and their behavioural patterns, and are more likely to resemble those of the host country (Kwak and Berry, 2001). However, many immigrants maintain their ties to the home country, whilst at the same time making a serious attempt to integrate into the host country. The choice of the cultural orientation could range from the cultural heritage to the host culture or a blend of the two, as stated in the definition of consumer acculturation. The linguistic and cultural characteristics of immigrants are clearly distinct from those describing the European mainstream majority. The mainstream Dutch population in the Netherlands is regarded as different to the immigrants in the country. Addressing the differences among Dutch and immigrants is interesting as the immigrant groups constitute the main drivers of population growth in the Netherlands (CBS, 2014). Ethnic subgroups are younger on average than the rest of the Dutch population and thus are potentially attractive to marketers (CBS, 2014).

The cultural relevance of consumption is important to ethnic marketing (Pires and Stanton, 2005). The current study has empirically examined the impact of acculturation life domains on consumption, implying the relevance of context, i.e. environment, on consumption. This offers implications for promotion strategy as well as product and placement within ethnic marketing. The theoretical understanding of acculturation and life domains can support marketers as they target growing immigrant subgroups. The implication for marketers is that the growth of this segment means that it will not be a minority in terms of size in the future and will one day become as important as the majority population of indigenous Dutch consumers.

## **7.4 Research Limitations**

This study acknowledges that other factors significantly influence ethnic consumers and their associated behaviours. Therefore, this study has a number of expected limitations:

- i. This study took place in the Netherlands. Recent empirical studies have revealed that the Dutch tolerate but do not actively support multiculturalism in the Netherlands and prefer assimilation of the Turkish-Dutch and other immigrants above integration (Arends-Tóth and Van de Vijver, 2004). A limitation of this research is that the single

country selection may have resulted in findings relevant only to the Turkish-Dutch citizens in the Netherlands. This may or may not be directly true for other immigrant communities in the Netherlands where the level of assimilation may be different and where the generations of residency could be more longstanding or less established.

- ii. Generational research is valuable to understand the dynamic process of acculturation. This study did not include generational research. Limitations of cost, time and scope of the study prohibited the assessment of inclusion of differences between generations.
- iii. The CBS (2013) estimates 201,000 second generation individuals and 17,797 third generation individuals. The segment with the third generation individuals is increasing in number. The second generation forecast for 2040 exceeds the first generation with an increase of 20%, whereas forecasts for the third generation cannot be provided yet due to registration issues. It can be argued that this is not segregation of “Turkish-Dutch” as the third generation is defined as native (Alders, 2001) and not immigrant, although the CBS data can be found on the immigration documents sites. Secondly, the recently arrived first generation can also be grouped as a new generation, in which a new wave of Turkish immigrants are resident in the Netherlands. This new arrived immigrant group may be different than the first generation who arrived in the ‘60s and ‘70s, in terms of reasons for migration, education, and age.
- iv. A group of respondents, mostly students and young adults, are not fully independent, as they depend on resources from family, and even decisions relating to consumption and spending. Turkish young adults mainly live with their parents until they get married. The influence of family ties and Turkish language use influences behavioural outcomes, which in turn, impact on the consumer learning process.
- v. The study has been limited by not including measurement of religiosity. The majority of Turkish-Dutch individuals in the Netherlands practice the Islamic faith. However, the implications for marketing are not just limited to the Turkish community in the Netherlands, but have relevance to a worldwide market. Muslims represent a growing global market (defined by religious belief), which are becoming increasingly affluent and educated (Sandikci, 2011). Future research should consider the impact of religiosity. This is discussed in detail in section 7.6.

## 7.5 Conclusions

The focus of this study is guided by the research question, “*What is the Impact of Consumer Acculturation on Ethnic Turkish-Dutch Consumers in the Netherlands?*” The study is guided by two research sub-questions. The sub-question 1a addressed the acculturation life domains in determining Immigrants’ Consumer Acculturation. This resulted in bidimensional acculturation with seven life domains, including Turkish Identification (TSI, TL, ACTFT and TRFP) and Dutch Acculturation (DSI, DFT and DML). The results of the Structural Equation Model presented in Chapter Five and illustrated in Figure 35 showed bi-cultural acculturation measurement support of the context-specific life domains identified.

The second sub-question involved the individual values of Turkish-Dutch individuals impacting on their consumption. Values measurement is not validated and therefore not included in the Final Model. Values included four dimensions; Conservation, Openness-to-Change, Self-Transcendence and Self-Enhancement. The scale was found to be reliable (see Chapter Five section 5.6), however it did not achieve significant validity support. Although, the study provided empirical justification for the deletion of this construct based on methodological grounds, future research should consider Values measurement.

This first sub-question involved determining the most appropriate and relevant life domains identified in the critical literature review in Chapter Two of this thesis. The empirical results, involving EFA and post-hoc assessment for reliability, indicated that life domains from the Turkish-Dutch Immigrants’ Consumer Acculturation perspective included two dimensions; Turkish Identification and Dutch Acculturation. Eight life domains were identified. Turkish Identification included five life domains; Turkish Social Interactions, Turkish Language, Attachment Turkish Culture & Family Ties, Turkish Friends & Peers and Turkish Media. Dutch Acculturation included three life domains; Dutch Social Interactions, Dutch Family Ties and Dutch Media & Language. To examine the adequacy of the two dimensions and eight life domains, CFA was employed. The results of the CFA reconfirmed the two dimensions of acculturation measurement earlier established by the EFA assessment with the exception of the redundancy of Turkish Media. Therefore, seven relevant life domains in acculturation were presented for the context of this study.

The EFA in Stage One supported the desirability and availability for data reduction and simplification. Items and scales established in past research are used new by application in the Turkish-Dutch context, language and proposed construct relationships. The relatively large number of variables established in related extant research and presented in the literature review of the thesis, were explicitly assessed within the study. The conceptual model proposed was refined using the analysis provided in Stage One of the study by means of the EFA. The EFA facilitated face validity and potentially helped to prevent problems with discriminant validity. From the results of the EFA, Turkish Media Use is identified as one factor. However, in CFA this factor had insufficient discriminant validity and therefore was required to be deleted in Stage Two. To determine the life domains, the EFA identified that Ethnic Identity and Family Ties converged into one factor, as well as Dutch Media and Language. Both factors are identified in a two-factor construct in the unidimensional measurement. This study progressed with the estimation of the relationships between life domains and the impact on Immigrants' Domestic and Mainstream consumption. This study has assessed various causal relationships as indicated in the thesis research question "*what is the impact of acculturation on ethnic consumers*". Future studies can specifically examine the problems with the two deleted constructs and consequently add to the body of knowledge on Immigrants' Consumer Acculturation with ethnic consumers.

## **7.6 Future Research**

The findings of this study also underline the role of life domains in explaining immigrants' consumer acculturation. Consumer researchers can include the immigrants' consumer acculturation concept as a bidimensional measure in their studies on other ethnic groups and their consumer behaviour. This study focused on the Turkish-Dutch segment in the Netherlands. Future studies should include other ethnic groups to increase the validity of this research. Recent forecasts indicate European populations will become more ethnically diverse and the statistics show that the majority of the current indigenous population will not be a numerical majority in some countries (Eurostat, 2014). The current model is relevant to Turkish-Dutch in the Netherlands, but has the potential to be adopted by other anticipated immigration countries.

Future research should consider demographics that potentially relate to consumer acculturation. Study of generations may reveal an explanation of the process of acculturation, and therefore provide knowledge to the assumption that ethnic groups in non-Western countries hold onto their cultural heritage resembling the home instead of

changing towards the host. Prior research indicated the relationship of demographics to the acculturation process (Kara and Kara, 1996; Berry, 1997; Ogden *et al.*, 2004). This could be extended further to embrace the resulting impact on consumption.

This study focused on food and entertainment and has added to knowledge in a fairly general sense because it did not focus on one single product. The selected consumption items are value expressive and can be regarded as carrying cultural meaning and therefore embracing symbolic meaning of self-identity. Ogden *et al.* (2004) pointed that such research should consider utilitarian products in acculturation research, specifically the concept of value expressive versus utilitarian products should be applied. Value expressive is defined as hedonic goods, and consumption is characterised by fun, pleasure and excitement, such as clothes and music (Holbrook and Hirschman, 1982). Utilitarian goods are functional and instrumental in aspects of consumer value, e.g. fridge, microwave or personal computer.

Acculturation is a dynamic and complex process (Arends-Tóth and Van de Vijver, 2006). The bidimensional acculturation measurement denotes the impact of life domains occurs the coexistence of the heritage and the host culture. Scholars might consider including the ethnic language in conducting research in addition to the host language. For example, with assimilated (segregated) individuals proficiency of host language increase (decrease), the ethnic language is expected to decrease (increase).

This study did validate the Individual Values Measurement of Schwartz (1992), however the relationship between values and consumption was found to be non-significant. This cultural model has received support and is validated by previous research (Steenkamp *et al.*, 1999; Engelen and Brettel, 2010; Cleveland *et al.*, 2013; Vincent and Selvarani, 2013). Operationalising culture is a challenge and beyond the scope afforded by the focus of this particular study and therefore future research may consider this cultural framework in another context of consumer behaviour research.

Taking the example of food consumption, religion can play a significant role in consumer choice and product uptake (Sheikh and Thomas, 1994; Berkman *et al.*, 1997), as well as shaping practices relating to broader social behaviour (Delener, 1994). Religion (Lindridge, 2005, 2009; Jafari and Suerdem, 2012) is an important value of most Turkish individuals' lives. It therefore can maybe be an important consideration as this factor can have an influence on the individual consumer's behaviour within a (Muslim) cultural group. However, the difficulty is to measure religiosity and involvement in individuals'

lives with the existence of multiple religious (sub)groups existing within the Turkish population in the Netherlands, with Sunni and Alevi representing 75% and 20% of the population respectively (Verkuyten and Yildiz, 2009). In the Netherlands they are both defined and described as Muslims or as Turkish, with no distinction given to the two groups. However, evident religious differences between these two groups exist, which have an impact on Muslim group identification, on feelings towards the different religious groups, and on the endorsement of Islamic group rights.

Furthermore, these groups may not define themselves as equal in terms of religiosity or identify equally in terms of the Muslim identity. For example, Alevi people do not practise the ritual prayer five times a day, go to a mosque, fast during Ramadan, or go on the hajj to Mecca, as these are not Alevi religious customs. However, they are part of the Sunni religious practice. Within their research on consumer behaviour, Østergaard and Ger (1998), mentioned the existence of the Turkish inter-subgroup, with particular reference to the Turkish-Danish identities' influence on consumption. Their research, which included the subgroups Sunni, Alevi and Kurds, aimed to explain ethnic and regional origin in Turkey from a historical perspective. One key finding is that Alevis and Kurds are seen to move more to the Danish ways of life and clothing (Østergaard and Ger, 1998). Hence, this constitutes a constraint position on consumer behaviour.

## **7.6 Summary**

The measurement scale of Van de Vijver (2006), which provided an empirical assessment of an individual's acculturation using a two-statement measurement (home and host) and separate scales for a set of life domains (public and private), provides a relevant basis for evaluation of the immigrants' bi-cultural consumer behaviour within a Western setting. A study of a non-Western ethnic group (Turkish-Dutch minority group located in the Netherlands, as defined within this study) looking at the impact of acculturation on consumer behaviour is particularly unique. A key contribution to knowledge from this study is the benefit of exploring consumer behaviour and marketing implications in a particular European setting. The process of acculturation is both historical and attitudinal, and is heavily influenced by the situations faced by immigrants in the host country (Luedicke, 2011), with the course of development of such immigrants having been limited largely to the US in most research to date.

The constructs in this study assumed that the immigrants' consumption was dependent on the acculturation process, which is influenced in the domain-specific consumption

context. The unique situation of Turkish immigrants reflects their background, Dutch society, and self-expressiveness of their ethnic identity, which results in a bi-cultural identity. The unique situation in the Netherlands is that much assistance and aid was given to the ethnic Turkish community (integration-policy). However, recent developments in the Netherlands such as “*Islamization*” and “*Wilders*”, which represent an opposing position to the previously established integration-policy, such as political change, is beyond the scope of this study. The Netherlands consists of a number of ethnic cultures, with the Turkish immigrants being the largest growing ethnic group (CBS, 2013). The political structure of the Netherlands has created opportunities for growth in terms of wealth, income, education, and job creation by promoting the acceptance and development of ethnic subcultures for the last forty years. Developing knowledge and understanding of this growing ethnic group may help organisations and marketers save substantial amounts of money in market strategy by developing appropriate and more effective marketing strategies to target these ethnic consumers. Other Western countries in the world show an equivalent trend.

The Netherlands supports integration of immigrants by government policies (Scholten, 2008). Although immigrants must adapt to the mainstream culture, including language, education and workforce regulations, immigrants can maintain their home culture in their life domains. Recent research has shown that the Dutch tolerate immigrants, however do not support multicultural societies and prefer assimilation of immigrants (Arends-Tóth and van de Vijver, 2003). Different ethnic groups participate differently in the mainstream society i.e. cultural differences, perceived discrimination, tolerance towards ethnic groups, and policy. To quote Prof. Padilla, “*Ethnic Identification increases because of perceived discrimination*” (Padilla, 2015). Other Western societies may be more open or less tolerant towards immigrants retaining their cultural heritage. This may result in less or more domain specific outcomes of acculturation. The findings of this research support the bidimensional model in studies of immigrants’ consumer acculturation. The range of life domains in acculturation has been shown to be a useful tool in understanding consumption patterns. In conclusion, this paradigm could be reliably used to measure other ethnic groups.

While prior research explores the identity positions taken by immigrant consumers, this research highlights the importance of considering the distinction between life domains. This study contribution to knowledge is the impact of acculturation life domains by exploring the bidimensional effects on consumption of products aligned with heritage and host cultures. This research highlights the importance of considering the distinction

between life domains.

**The Impact of Consumer  
Acculturation on  
Ethnic Turkish-Dutch Consumers  
in the Netherlands**

**Hatice Kizgin**

**Volume 2 of 2**

**PhD**

**2015**

# Appendices

## Appendix A - Cover Letter

### Research Consumer Behaviour

Dear (NAME),

I would like to ask a few minutes of your time to participate in my PhD research. The research results will be used for my dissertation and affiliated publications.

Your participation can contribute to the create a new concept in consumer behavior and for extension of the current marketing literature.

Your participation in the survey is anonymous and Markeffect and I ensure that your answers will be processed anonymously and are not linked to your personal data. The data will be stored and processed anonymously.

There are no right or wrong answers.

Thanks in advance for your cooperation.

Sincerely,

Hatice (PhD-student)

## Appendix B - Questionnaire

### Screening question:

Are you Turkish or do you have a Turkish background?

- Yes
- No > Screenout

Dear respondent, the questionnaire has 6 components.

Before starting the main questionnaire could you please answer the following 2 questions and select which is applicable to you.

#### 1. The main grocery shopping is done by:

- Me
- My partner
- My parents
- Other, namely .....

#### 2. The frequency of the groceries is:

- Every day
- 2-4 days per week
- 4-6 days per week
- 1-2 days per week
- Less than once per week

## SECTION A - Consumer Behaviour: Food & Entertainment

Here we briefly describe the consumption of Turkish and Dutch food and entertainment.

Please read each description and tick the box on each line that shows how often you behave like the description.

		Never	Very rarely	Rarely	Occasionally	Frequently	Very frequently	Always
A1.1	How often do you eat Turkish meals/food?	1	2	3	4	5	6	7
A1.2	How often do you attend Turkish cultural performances? (Theatre and concerts)	1	2	3	4	5	6	7
A1.3	How often do you watch Turkish movies?	1	2	3	4	5	6	7
A1.4	How often do you listen to Turkish music?	1	2	3	4	5	6	7
A1.5	How often do you eat Dutch meals/food?	1	2	3	4	5	6	7
A1.6	How often do you attend Dutch cultural performances? (Theatre and concerts)	1	2	3	4	5	6	7
A1.7	How often do you watch Dutch movies?	1	2	3	4	5	6	7
A1.8	How often do you listen to Dutch music?	1	2	3	4	5	6	7

## SECTION B - Media Usage

Here we briefly describe media usage. Please read each description and tick the box on each line that shows how often you behave like the description.

		Never	Very rarely	Rarely	Occasionally	Frequently	Very frequently	Always
B1.2	How often do you use the internet for Turkish web sites?	1	2	3	4	5	6	7
B1.3	How often do you watch Turkish television?	1	2	3	4	5	6	7
B1.4	How often do you read Turkish newspapers?	1	2	3	4	5	6	7
B1.5	How often do you use the internet for Dutch web sites?	1	2	3	4	5	6	7
B1.6	How often do you watch Dutch television?	1	2	3	4	5	6	7
B1.7	How often do you read Dutch newspapers?	1	2	3	4	5	6	7

## SECTION C - C1. Acculturation

Here we briefly describe the Turkish and Dutch culture.

Please read each description and tick the box on each line that shows how often you behave like the description.

	Never	Very rarely	Rarely	Occasionally	Frequently	Very frequently	Always
C1.1 How often do you spend social time with Turkish people?	1	2	3	4	5	6	7
C1.2 How often do you ask for help/advise of Turkish students/colleagues?	1	2	3	4	5	6	7
C1.3 How often do you eat with Turkish friends/ colleagues?	1	2	3	4	5	6	7
C1.4 How often do you speak the Turkish language?	1	2	3	4	5	6	7
C1.5 How often do you speak the Turkish language with Turkish friends?	1	2	3	4	5	6	7
C1.6 How often do you speak the Turkish language with parents and family?	1	2	3	4	5	6	7
C1.7 How often do you speak the Turkish language with children and young family members?	1	2	3	4	5	6	7
C1.8 How often do you follow the Turkish news?	1	2	3	4	5	6	7
C1.9 How often do you participate in Turkish public celebrations?	1	2	3	4	5	6	7
C1.10 How often do you spend social time with Dutch people	1	2	3	4	5	6	7
C1.11 How often do you ask help or advice of Dutch students/colleagues?	1	2	3	4	5	6	7
C1.12 How often do you eat with Dutch friends/ colleagues?	1	2	3	4	5	6	7
C1.13 How often do you speak the Dutch language?	1	2	3	4	5	6	7
C1.14 How often do you speak the Dutch language with Turkish friends?	1	2	3	4	5	6	7
C1.15 How often do you speak the Dutch language with parents and family members?	1	2	3	4	5	6	7
C1.16 How often do you speak the Dutch language with children and young family members?	1	2	3	4	5	6	7
C1.17 How often do you follow the Dutch news?	1	2	3	4	5	6	7
C1.18 How often do you participate in Dutch public celebrations?	1	2	3	4	5	6	7
C1.19 It is important to have a partner/relationship with a person with Turkish background	1	2	3	4	5	6	7
C1.20 It is important to have the Turkish culture in my life	1	2	3	4	5	6	7
C1.21 It is important to rear children in the Turkish culture	1	2	3	4	5	6	7
C1.22 It is important to have a partner/relationship with a person with Dutch background	1	2	3	4	5	6	7
C1.23 It is important to have the Dutch culture in my life	1	2	3	4	5	6	7
C1.24 It is important to rear children in the Dutch culture	1	2	3	4	5	6	7

## SECTION D - D1. Value Priorities (Culture)

Here we briefly describe some people.

Please read each description and tick the box on each line that shows how much each person is like or is not like you.

	Very much like me	Like me	Somewhat like me	A little like me	Not like me	Not like me at all
D1.2 It is important to me to be rich. I want to have a lot of money and expensive things	1	2	3	4	5	6
D1.4 It's important to me to show my abilities. I want people to admire what I do	1	2	3	4	5	6
D1.5 It is important to me to live in secure surroundings. I avoid anything that might endanger my safety	1	2	3	4	5	6
D1.7 I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching	1	2	3	4	5	6
D1.9 It is important to me to be humble and modest. I try not to draw attention to myself	1	2	3	4	5	6
D1.13 Being very successful is important to me. I hope people will recognise my achievements	1	2	3	4	5	6
D1.14 It is important to me that the government ensures his safety against all threats. I want the state to be strong sit can defend its citizens	1	2	3	4	5	6
D1.16 It is important to me always to behave properly. I want to avoid doing anything people would say is wrong	1	2	3	4	5	6
D1.17 It is important to me to get respect from others. I want people to do what they say	1	2	3	4	5	6
D1.20 Tradition is important to me. I try to follow the customs handed down by my religion or my family	1	2	3	4	5	6

## SECTION C - C2. Ethnic identity

Here we briefly describe identity. Please read each description and tick the box on each line that shows how much you agree with each statement.

		Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
C2.1	I consider myself to be Turkish	1	2	3	4	5	6	7
C2.2	I feel very proud of my Turkish cultural background.	1	2	3	4	5	6	7
C2.3	I think of myself as Turkish first and as Dutch second.	1	2	3	4	5	6	7
C2.4	The Turkish culture has the most positive impact on my life.	1	2	3	4	5	6	7
C2.5	I would like to be known as "Turkish."	1	2	3	4	5	6	7
C2.6	I am still very attached to the Turkish culture.	1	2	3	4	5	6	7

## SECTION C - C3. Friendship

Here we briefly describe friendship.

Please read each description and tick the box on each line that shows how much you agree with each statement.

		Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
C3.1	Most of my friends are Turkish.	1	2	3	4	5	6	7
C3.2	Most of my close friends are Turkish.	1	2	3	4	5	6	7
C3.3	It is important to me to have Turkish friends	1	2	3	4	5	6	7
C3.4	I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.	1	2	3	4	5	6	7
C3.5	I see more commonalities between me and Turkish friends rather than friends from other ethnic groups.	1	2	3	4	5	6	7

## SECTION D - D2. Value Orientation (Culture)

Here we briefly describe some people. Please read each description and tick the box on each line that shows how much each person is like or is not like you.

	Very much like me	Like me	Somewhat like me	A little like me	Not like me	Not like me at all
D2.1 Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	1	2	3	4	5	6
D2.3 I think it is important that every person in the world should be treated equally I believe everyone should have equal opportunities in life.	1	2	3	4	5	6
D2.6 I like surprises and is always looking for new things to do. I think it is important to do lots of different things in life	1	2	3	4	5	6
D2.8 It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	1	2	3	4	5	6
D2.10 Having a good time is important to me. I like to "spoil" myself.	1	2	3	4	5	6
D2.11 It is important to me to make my own decisions about what I do. I like to be free and not depend on others	1	2	3	4	5	6
D2.12 It's very important to me to help the people around me. I want to care for their well-being	1	2	3	4	5	6
D2.15 I look for adventures and likes to take risks. I want to have an exciting life	1	2	3	4	5	6
D2.18 It is important to me to be loyal to my friends. I want to devote myself to people close to me	1	2	3	4	5	6
D2.19 I strongly believe that people should care for nature. Looking after the environment is important to me	1	2	3	4	5	6
D2.21 I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	1	2	3	4	5	6

## SECTION F - Background

This is the final section regarding your demographical background.

F 1.1 Please indicate your highest Educational degree?

- Basisonderwijs of lager
- LBO / VMBO
- MAVO
- MBO
- Havo / VWO
- HBO
- WO
- Promovendus

F 1.2 Which of these descriptions applies to your occupation?

- Student
- Employee
- Entrepreneur/ ZZP'er
- VUT/retired
- Unemployed/ Enabled (WAO)
- Housewife/ houseman
- Otherwise, namely.....

F1.3 What is the total bruto income of your household? *Anonymity and confidentiality is given*

- Less than 1000
- 1000-1500
- 1501-2000
- 2001-2500
- 2501-3000
- 3001-3500
- 3501-4000
- More than 4001
- I don't know/ I do not wish to answer

F1.4 What is your current status?

- Single
- Single with children
- Living together with partner
- Living together with partner and children
- Married
- Married with children
- Otherwise, namely.....

F1.5 Please fill in your zip code: .....

F1.6 What is your gender?       Male       Female

F1.7 What is your birth year? .....

F1.8 What is your birth place?       Turkey → proceed with F1.9  
  
 The Netherlands → proceed with F1.10  
  
 Otherwise, namely.....→ proceed with F1.9

F1.9 How long do you live in the Netherlands?       0-5 years  
  
 6-10 years  
  
 11-15 years  
  
 16-20 years  
  
 20 years and above

F1.10 Your father was born in:       Turkey  
  
 The Netherlands  
  
 Otherwise, namely \_\_\_\_\_

- F1.11 Your mother was born in:  Turkey
- The Netherlands
- Otherwise, namely \_\_\_\_\_

F1.12 Do your grandparents (father-side), or one of them live in the Netherlands?

- Yes → proceed with F1.14
- No → proceed with F1.13

F1.13 Did your grandparents (father-side) live in the Netherlands?

- Yes
- No

F1.14 Do your grandparents (mother-side), or one of them live in the Netherlands?

- Yes → the end of the questionnaire
- No → proceed with F1.15

F1.15 Did your grandparents (mother-side) live in the Netherlands?

- Yes
- No

This is the end of the questionnaire.

I appreciate your feedback regarding the questionnaire. (at the end of the survey, option is given to write comments/ feedback.

**THANK YOU FOR YOUR TIME!**

## Appendix C - Ethical Approval

Faculty of Business and Law



### Student Research Ethical Issues Form

Student Name:	Hatice Kizgin
Programme of Study	PhD programme (Part-time student)
Title of Research Project:	<b>Immigrants' Consumer Behaviour</b> What is the influence of the acculturation process on ethnic consumer behaviour of 2nd and 3rd generation Turkish immigrants in the Netherlands?
Start Date of Research Project:	September 2011
Supervisor	Nigel Coates

	Comments
Brief description of the proposed research methods including (if relevant) how human participants will be selected and involved.	<p><u>Research method:</u></p> <p>Positivist approach: quantitative research method.</p> <p><u>Email surveys:</u> self-administered online questionnaires. A link will be send to the email addresses. The sample will be approached via existing databases of institutions with Turkish-Dutch individuals. The sample is randomly selected.</p> <p>The databases of the institutions only have the 1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> generation available. The fourth generation does not exist in the databases due to age requirements.</p> <p>One specific question is related to indicate the generation of the respondent. After data collection the sample will select the 2<sup>nd</sup> and 3<sup>rd</sup> generation for this study. The samples of the 1<sup>st</sup> generation will be erased and destroyed and not stored.</p>

<p>How will informed consent of research participants be acquired? (If appropriate attach draft informed consent form)</p>	<p><u>Parties involved:</u> - Turkish individuals in the Netherlands - The research will be conducted by Hatice Kizgin. - The individuals are anonymous and participation is entirely voluntary.</p> <p><u>Informed consent (source APA):</u> The respondents are all aged 18+, none of them belong to vulnerable groups (i.e. in terms of mental health). The researcher has no power relationship over any of the respondents (Participants of the survey), i.e. none of them are taught by the researcher and the researcher does not mark/assess their work as part of the researchers' teacher role.</p> <p>The use of questions in the survey are anonymous where the respondents cannot be personally identified or harmed in any way.</p>
<p>Will the research involve an organization(s)? (If appropriate attach draft organisational consent form)</p>	<p>No</p>
<p>How will research data be collected, securely stored and anonymity protected (where this is required)</p>	<p><u>Data collection:</u> The quantitative method will use questionnaires to collect data. This data will be gathered and analysed using the Statistical Package for Social Science (SPSS) version 18.</p> <p>All data will be stored securely electronically on my personal computer or in hard copy version in a locked cupboard. As part of the data analysis process, hard copies of the anonymised transcripts (raw data) may be given to the doctoral supervision team: Nigel Coates, Andy Robson.</p>
<p>How will data be destroyed after the end of the project? (Where data is not to be destroyed please give reasons)</p>	<p>Data will not be destroyed after the project for further research and publication purposes.</p> <p>The data will be stored securely for a minimum time of 3 years, and respondents' confidentiality will be protected throughout the process.</p> <p>Paper records will be shredded and recycled, instead of carelessly tossed in the garbage. Records stored on a computer hard drive will be erased using commercial software applications designed to remove all data from the storage device after 3 years.</p>
<p>Any other ethical issues anticipated?</p>	<p>No</p>

Student Signature (indicating that the research will be conducted in conformity with the above and agreeing that any significant change in the research project will be notified and a further "Project Amendment" Form submitted).

**Date:** ...5 November 2013..... **Student Signature:**.....Hatice Kizgin....

**Supervisor:**

I confirm that I have read this form and I believe the proposed research will not breach University policies.

**Date:**..... **Signature:**.....Nigel Coates.....

**Please Note:**

The appropriate completion of this form is a critical component of the University Policy on Ethical Issues in Research and Consultancy. If further advice is required, please contact the Faculty Ethics Sub Committee through the Academic Support Office in the first instance.

In response on 17-12-2013

Dear Hatice,

I am please to advised that your project entitled 'What is the influence of the acculturation process on ethnic consumer behaviour of 2nd and 3rd generation Turkish immigrants in the Netherlands?' has now received ethical approval from the School Research Ethical Approval Panel.

Please see below comments from the panel that they would like you to consider:

*It is implied, but not explicitly stated, that informed consent of research participants will be acquired by their completion/return of the self-administered questionnaire.*

*It is assumed that the researcher will follow good practice by including a 'covering letter' at the beginning of the questionnaire, stating the research aim, and methods of maintaining anonymity, secure storage of data etc.*

If you have any queries, please let me know.

Many thanks,

**Sarah Jukes**

Programme Support Coordinator (PGR)

**Newcastle Business School and Northumbria Law School**

Northumbria University

City Campus East 1, Room 330

Newcastle-upon-Tyne

NE1 8ST

United Kingdom

## Appendix D - Stage One (EFA Analysis)

### D1 - Measurement Topic and Scale Items

Measurement Topic	Scale Items
Food and Entertainment	How often do you eat Turkish meals/food?
Eight items	How often do you watch Turkish movies?
	How often do you listen to Turkish music?
	How often do you attend Turkish cultural performances? (Theater and concerts)
	How often do you eat Dutch meals/food?
	How often do you watch Dutch movies?
	How often do you listen to Dutch music
	How often do you attend Dutch cultural performances? (Theater and concerts)
	Media usage
Six items	How often do you watch Turkish television?
	How often do you read Turkish newspapers?
	How often do you use the internet for Dutch web sites?
	How often do you watch Dutch television?
	How often do you read Dutch newspapers?
Acculturation	How often do you spend social time with Turkish people?
24 items	How often do you ask for help/advise of Turkish students/colleagues?
	How often do you eat with Turkish friends/ colleagues?
	How often do you speak the Turkish language?
	How often do you speak the Turkish language?
	How often do you speak the Turkish language?
	How often do you speak the Turkish language?
	How often do you follow the Turkish news

Measurement Topic	Scale Items
	How often do you participate in Turkish public celebrations?]
	How often do you spend social time with Dutch people]
	How often do you ask help or advice of Dutch students/colleagues
	How often do you eat with Dutch friends/ colleagues?
	How often do you speak the Dutch language
	How often do you speak the Dutch language
	How often do you speak the Dutch language
	How often do you speak the Dutch language
	How often do you follow the Dutch news
	How often do you participate in Dutch public celebrations?]
	It is important to have a partner/relationship with a person with Turkish background
	It is important to have the Turkish culture in my lfie
	It is important to rear children in the Turkish culture
	It is important to have a partner/relationship with a person with Dutch background
	It is important to have the Dutch culture in my life
	It is important to rear children in the Dutch culture
<b>Ethnic Identity</b>	I consider myself to be Turkish
Six items	I feel very proud of my Turkish cultural background.
	I think of myself as Turkish first and as Dutch second.
	The Turkish culture has the most positive impact on my life.
	I would like to be known as
	I am still very attached to the Turkish culture.
<b>Ethnic Friendship</b>	Most of my friends are Turkish.
Five items	Most of my close friends are Turkish.
	I see more commonalties between me and Turkish friends rather than friends from other ethnic groups.

Measurement Topic	Scale Items
	I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.
	It is important to me to have Turkish friends
<b>Values</b>	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.
21 Items	It is important to me to be rich. I want to have a lot of money and expensive things
	I think it is important that every person in the world should be treated equally. I believe everyone should have equal opportunities in life.
	It's important to me to show my abilities. I want people to admire what I do
	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety
	I like surprises and is always looking for new things to do. I think it is important to do lots of different things in life
	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching
	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.
	It is important to me to be humble and modest. I try not to draw attention to myself
	Having a good time is important to me. I like to "spoil" myself.
	It is important to me to make my own decisions about what I do. I like to be free and not depend on others
	It's very important to me to help the people around me. I want to care for their well-being
	Being very successful is important to me. I hope people will recognise my achievements
	It is important to me that the government ensures his safety against all threats. I want the state to be strong sit can defend its citizens
	I look for adventures and likes to take risks. I want to have an exciting life
	It is important to me always to behave properly. I want to avoid doing anything people would say is wrong
	It is important to me to get respect from others. I want people to do what they say

Measurement Topic	Scale Items
	It is important to me to be loyal to my friends. I want to devote myself to people close to me
	I strongly believe that people should care for nature. Looking after the environment is important to me
	Tradition is important to me. I try to follow the customs handed down by my religion or my family
	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.

*D1.1 - Factor Extraction / Acculturation Variables*

Construct	Items	Communalities
<b>Media Usage</b>	How often do you use the internet for Turkish web sites?	0.808
	How often do you watch Turkish television?	0.754
	How often do you read Turkish newspapers?	0.809
	How often do you use the internet for Dutch web sites?	0.609
	How often do you watch Dutch television?	0.594
	How often do you read Dutch newspapers?	0.507
<b>Acculturation</b>	How often do you spend social time with Turkish people?	0.798
	How often do you ask for help/advise of Turkish students/colleagues?	0.761
	How often do you eat with Turkish friends/ colleagues?	0.809
	How often do you speak the Turkish language?	0.874
	How often do you speak the Turkish language?	0.836
	How often do you speak the Turkish language?	0.876
	How often do you speak the Turkish language?	0.818
	How often do you follow the Turkish news?	0.724
	How often do you participate in Turkish public celebrations?	0.760

<b>Construct</b>	<b>Items</b>	<b>Communalities</b>
	How often do you spend social time with Dutch people?	0.608
	How often do you ask help or advice of Dutch students/colleagues?	0.555
	How often do you eat with Dutch friends/ colleagues?	0.722
	How often do you speak the Dutch language?	0.751
	How often do you speak the Dutch language?	0.596
	How often do you speak the Dutch language?	0.466
	How often do you speak the Dutch language?	0.635
	How often do you follow the Dutch news?	0.738
	How often do you participate in Dutch public celebrations?	0.660
<b>Ethnic Identity</b>	I consider myself to be Turkish	0.788
	I feel very proud of my Turkish cultural background.	0.868
	I think of myself as Turkish first and as Dutch second.	0.855
	The Turkish culture has the most positive impact on my life.	0.811
	I would like to be known as	0.754
	I am still very attached to the Turkish culture.	0.835
	It is important to have a partner/relationship with a person with Turkish background	0.753
	It is important to have the Turkish culture in my life	0.724
	It is important to rear children in the Turkish culture	0.861
	It is important to have a partner/relationship with a person with Dutch background	0.706
	It is important to have the Dutch culture in my life	0.802
	It is important to rear children in the Dutch culture	0.653
<b>Friendship</b>	Most of my friends are Turkish.	0.834
	Most of my close friends are Turkish.	0.838
	I see more commonalties between me and Turkish friends rather than friends from other ethnic groups.	0.791

Construct	Items	Communalities
	I prefer to hang out with Turkish friends rather than friends from other ethnic groups on social occasions.	0.777
	It is important to me to have Turkish friends	0.849

### *D1.2 - Factor Extraction II Value Priorities Variables*

Values		
	It is important to me to be rich. I want to have a lot of money and expensive things	0.561
	It's important to me to show my abilities. I want people to admire what I do	0.618
	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety	0.727
	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching	0.574
	It is important to me to be humble and modest. I try not to draw attention to myself	0.453
	Being very successful is important to me. I hope people will recognise my achievements	0.578
	It is important to me that the government ensures his safety against all threats. I want the state to be strong sit can defend its citizens	0.657
	It is important to me always to behave properly. I want to avoid doing anything people would say is wrong	0.611
	It is important to me to get respect from others. I want people to do what they say	0.593
	Tradition is important to me. I try to follow the customs handed down by my religion or my family	0.481
	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	0.633
	I think it is important that every person in the world should be treated equally. I believe everyone should have equal opportunities in life.	0.746
	I like surprises and is always looking for new things to do. I think it is important to do lots of different things in life	0.646
	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	0.633

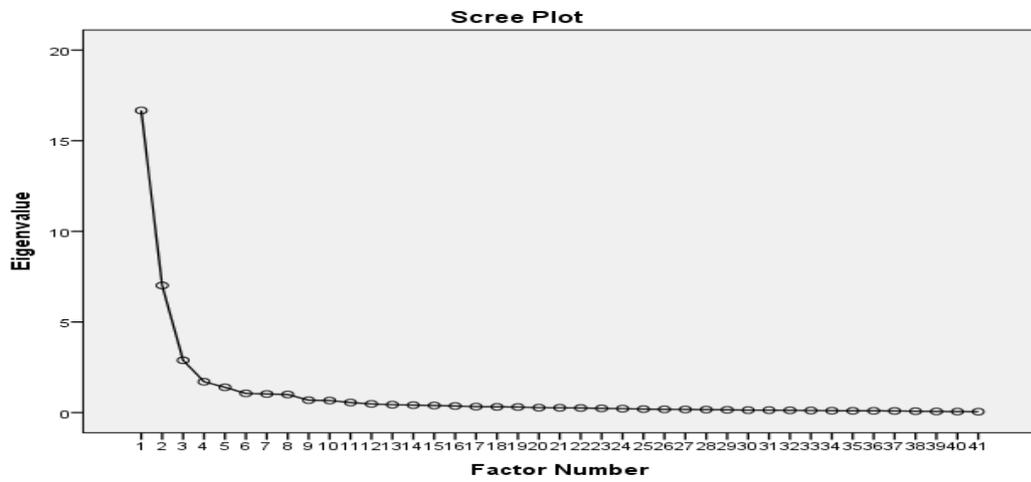
	Having a good time is important to me. I like to “spoil” myself.	0.488
	It is important to me to make my own decisions about what I do. I like to be free and not depend on others	0.722
	It's very important to me to help the people around me. I want to care for their well-being	0.767
	I look for adventures and likes to take risks. I want to have an exciting life	0.457
	It is important to me to be loyal to my friends. I want to devote myself to people close to me	0.73
	I strongly believe that people should care for nature. Looking after the environment is important to me	0.655
	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	0.729

*D1.3 - Factor Extraction III Dependent Variables Food and Entertainment*

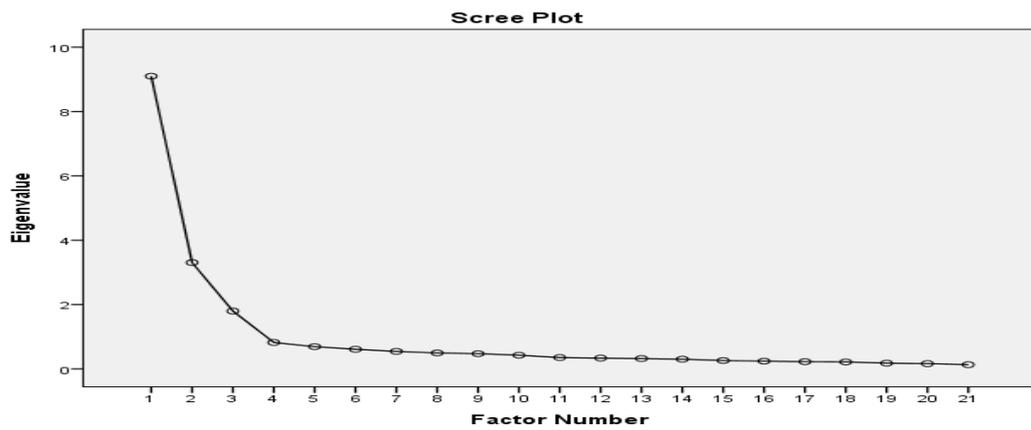
<b>Construct</b>	<b>Items</b>	<b>Communalities</b>
Food & Entertainment	How often do you eat Turkish meals/food?	0.449
	How often do you attend Turkish cultural performances? (Theater and concerts)	0.625
	How often do you watch Turkish movies?	0.818
	How often do you listen to Turkish music?	0.779
	How often do you eat Dutch meals/food?	0.437
	How often do you attend Dutch cultural performances? (Theater and concerts)	0.681
	How often do you watch Dutch movies?	0.556
	How often do you listen to Dutch music?	0.787

## D2 - Scree-plots EFA

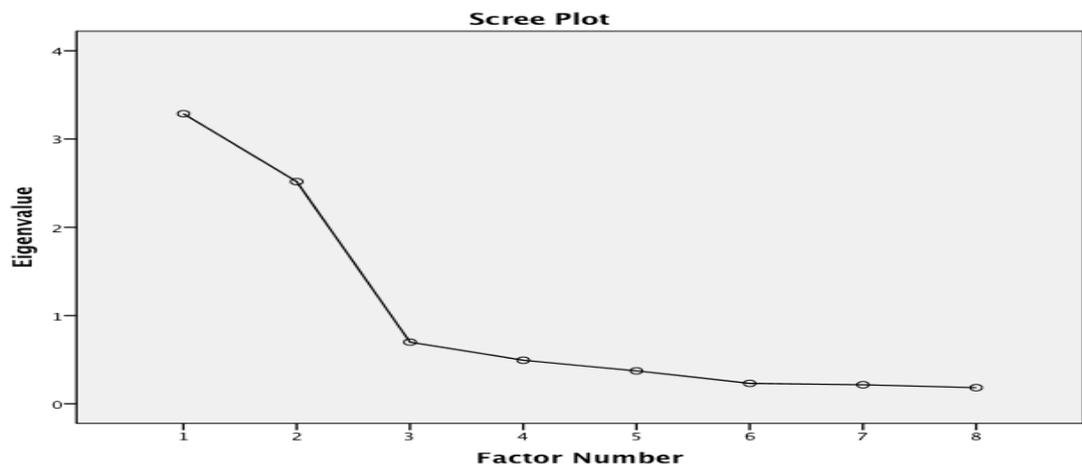
### D2.1 - Scree-plot EFA Factor Analysis I



### D2.2 - Scree-plot EFA Factor Analysis II



### D2.3 - Scree-plot EFA Factor Analysis II



### D3 - Reliability Tests

#### D3.1 - Attachment Turkish Culture and Family Ties (Factor I)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.962	9

##### Item Statistics

	Mean	Std. Deviation	N
EIConsider	4.60	1.710	197
EIFeel	4.86	1.681	197
EIThink	4.53	1.783	197
EICulture	4.61	1.624	197
EIKnown	4.50	1.674	197
EIAttach	4.75	1.683	197
TRPrivate1	4.23	1.848	197
TRPrivate2	4.32	2.103	197
TRPrivate3	4.40	1.842	197

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EIConsider	36.20	157.456	.847	.958
EIFeel	35.94	157.415	.865	.957
EIThink	36.27	154.085	.891	.956
EICulture	36.18	158.507	.870	.957
EIKnown	36.29	158.270	.846	.958
EIAttach	36.05	157.008	.874	.957
TRPrivate1	36.56	156.717	.791	.960
TRPrivate2	36.48	153.496	.745	.964
TRPrivate3	36.40	152.548	.896	.955

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
40.80	196.724	14.026	9

D3.2 - Dutch Acculturation media and Language (Factor III)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.897	7

**Item Statistics**

	Mean	Std. Deviation	N
NLWeb	5.05	1.356	197
NLTv	4.79	1.380	197
NLNewsp	4.42	1.542	197
NLLang1	5.28	1.317	197
NLLang2	4.58	1.532	197
NLLang4	4.83	1.548	197
NLNews5	4.92	1.546	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NLWeb	28.82	49.586	.697	.882
NLTv	29.08	49.544	.684	.883
NLNewsp	29.45	49.504	.593	.894
NLLang1	28.58	48.377	.798	.871
NLLang2	29.28	48.368	.658	.886
NLLang4	29.04	47.177	.713	.880
NLNews5	28.95	46.120	.773	.872

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
33.87	64.738	8.046	7

D3.3 - Dutch Acculturation and Family Ties (Factor II)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.822	3

**Item Statistics**

	Mean	Std. Deviation	N
NLPrivate1	3.55	1.721	197
NLPrivate2	3.32	2.039	197
NLPrivate3	4.15	1.661	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NLPrivate1	7.47	10.720	.724	.710
NLPrivate2	7.70	8.935	.718	.719
NLPrivate3	6.87	12.071	.608	.820

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.02	21.847	4.674	3

D3.4 - Turkish Identity and Language (Factor IV)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.947	5

**Item Statistics**

	Mean	Std. Deviation	N
TRLang1	4.75	1.486	197
TRLang2	4.76	1.601	197
TRLang3	5.12	1.697	197
TRLang4	4.51	1.541	197
TRNews5	4.51	1.596	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRLang1	18.89	33.953	.910	.926
TRLang2	18.89	33.273	.871	.932
TRLang3	18.53	32.353	.864	.934
TRLang4	19.13	33.911	.871	.932
TRNews5	19.14	34.823	.772	.950

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
23.64	51.914	7.205	5

D3.5 - Turkish Friends and Peers (V)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.948	5

**Item Statistics**

	Mean	Std. Deviation	N
TRFriends1	4.28	1.734	197
TRFriends2	4.39	1.805	197
TRFriends3	4.49	1.677	197
TRFriends4	3.92	1.726	197
TRFriends5	4.17	1.716	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRFriends1	16.97	39.938	.877	.933
TRFriends2	16.86	39.241	.870	.934
TRFriends3	16.76	41.053	.852	.937
TRFriends4	17.32	41.180	.813	.944
TRFriends5	17.08	40.095	.880	.932

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.25	62.167	7.885	5

*D3.6 - Dutch Acculturation and Social Interactions (Factor VI)*

**Reliability Statistics**

Cronbach's Alpha	N of Items
.843	4

**Item Statistics**

	Mean	Std. Deviation	N
NLPublic1	4.53	1.413	197
NLPublic2	4.13	1.440	197
NLPublic3	4.08	1.381	197
NLPublic4	3.91	1.454	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NLPublic1	12.12	13.002	.686	.797
NLPublic2	12.51	13.557	.599	.834
NLPublic3	12.57	12.410	.788	.753
NLPublic4	12.74	13.093	.644	.815

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.64	21.985	4.689	4

*D3.7 - Turkish Media Usage (Factor VII)*

**Reliability Statistics**

Cronbach's Alpha	N of Items
.876	3

**Item Statistics**

	Mean	Std. Deviation	N
TRWeb	4.26	1.606	197
TRTv	4.45	1.649	197
TRNewsp	3.83	1.744	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRWeb	8.27	9.261	.839	.756
TRTv	8.09	9.589	.758	.827
TRNewsp	8.71	9.535	.693	.889

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.53	20.046	4.477	3

*D3.8 - Turkish Identity and Social Interactions (Factor VIII)*

**Reliability Statistics**

Cronbach's Alpha	N of Items
.909	3

**Item Statistics**

	Mean	Std. Deviation	N
TRPublic1	4.64	1.395	197
TRPublic2	4.06	1.533	197
TRPublic3	4.24	1.377	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRPublic1	8.29	7.729	.779	.901
TRPublic2	8.88	6.791	.823	.868
TRPublic3	8.70	7.386	.859	.837

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.93	15.715	3.964	3

*D3.9 - Value Priorities Openness-to-Change and Self-Transcendence (Factor I)*

**Case Processing Summary**

		N	%
Cases	Valid	197	100.0
	Excluded <sup>a</sup>	0	.0
	Total	197	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	11

Item Statistics

	Mean	Std. Deviation	N
SD1	4.12	1.148	197
UN1	4.47	1.276	197
ST1	4.08	1.122	197
UN2	4.29	1.153	197
HE1	4.13	1.171	197
SD2	4.39	1.214	197
BE1	4.30	1.199	197
ST2	3.74	1.245	197
BE2	4.31	1.117	197
UN3	4.24	1.169	197
HE2	4.19	1.178	197

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SD1	42.14	87.684	.764	.933
UN1	41.79	85.104	.794	.932
ST1	42.18	88.637	.735	.934
UN2	41.97	87.570	.766	.933
HE1	42.13	89.469	.658	.937
SD2	41.87	85.744	.810	.931
BE1	41.95	85.789	.819	.931
ST2	42.52	92.598	.470	.945
BE2	41.94	87.349	.806	.932
UN3	42.02	87.898	.737	.934
HE2	42.07	86.281	.811	.931

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46.26	105.417	10.267	11

D3.10 - Value Priorities Conservation and Self-Enhancement (Factor II)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.895	10

**Item Statistics**

	Mean	Std. Deviation	N
PO1	3.49	1.284	197
AC1	3.91	1.137	197
SE1	4.23	1.149	197
CO1	4.00	1.161	197
TR1	3.93	1.107	197
AC2	4.03	1.097	197
SE2	4.27	1.223	197
CO2	4.21	1.150	197
PO2	3.96	1.218	197
TR2	4.15	1.269	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PO1	36.71	61.431	.435	.900
AC1	36.28	59.307	.641	.885
SE1	35.97	59.091	.647	.885
CO1	36.20	57.813	.718	.880
TR1	36.26	59.757	.634	.885
AC2	36.17	59.324	.669	.883
SE2	35.92	58.856	.612	.887
CO2	35.98	58.229	.700	.881
PO2	36.23	57.343	.705	.880
TR2	36.05	57.462	.664	.883

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
40.20	71.833	8.475	10

*D3.11 - Domestic Food and Entertainment (Factor I)*

**Reliability Statistics**

Cronbach's Alpha	N of Items
.870	4

**Item Statistics**

	Mean	Std. Deviation	N
TFood1	4.95	1.459	197
TCPerf1	3.73	1.496	197
TMovies1	4.24	1.622	197
TMusic1	4.62	1.444	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TFood1	12.59	16.662	.618	.874
TCPerf1	13.81	16.034	.658	.860
TMovies1	13.30	13.701	.818	.794
TMusic1	12.92	15.004	.811	.800

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.54	26.158	5.114	4

D3.12 - Mainstream Food and Entertainment (Factor II)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.854	4

**Item Statistics**

	Mean	Std. Deviation	N
DFood2	4.15	1.296	197
DCPerf2	3.57	1.495	197
DMovies2	4.10	1.344	197
DMusic2	3.77	1.580	197

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DFood2	11.44	15.105	.602	.851
DCPerf2	12.02	12.959	.712	.807
DMovies2	11.49	14.037	.696	.815
DMusic2	11.83	11.827	.785	.774

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.59	22.855	4.781	4

## D4 - Factor Correlation Matrix

### D4.1 - Factor Correlation Matrix Independent Variables without Values (I)

**Factor Correlation Matrix**

Factor	1	2	3	4	5	6	7	8
1	1.000	.136	-.099	-.597	.593	-.141	.296	-.200
2	.136	1.000	.328	-.016	-.121	-.372	-.073	-.252
3	-.099	.328	1.000	.218	-.061	-.352	.105	-.124
4	-.597	-.016	.218	1.000	-.450	.061	-.248	.190
5	.593	-.121	-.061	-.450	1.000	-.090	.444	-.170
6	-.141	-.372	-.352	.061	-.090	1.000	-.192	.215
7	.296	-.073	.105	-.248	.444	-.192	1.000	-.170
8	-.200	-.252	-.124	.190	-.170	.215	-.170	1.000

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.

### D4.2 - Factor Correlation Matrix Independent Variables Value Priorities (II)

**Factor Correlation Matrix**

Factor	1	2	3
1	1.000	.368	-.154
2	.368	1.000	-.079
3	-.154	-.079	1.000

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.

## Appendix E - Stage Two (CFA/SEM Analysis)

### E5 - Examining Data

#### *E5.1 - Normalities - Construct I - Attachment Turkish Culture and Family Ties*

Assessment of normality (Group number 1)

<b>Variable</b>	<b>Min</b>	<b>max</b>	<b>Skew</b>	<b>c.r.</b>	<b>kurtosis</b>	<b>c.r.</b>
Acculturation9	1.000	7.000	-.270	-2.540	-.507	-2.381
Accprivate3	1.000	7.000	-.346	-3.253	-.808	-3.798
Accprivate2	1.000	7.000	-.344	-3.234	-.951	-4.469
Accprivate1	1.000	7.000	-.189	-1.779	-.839	-3.940
Eidentity6	1.000	7.000	-.447	-4.201	-.430	-2.020
Eidentity5	1.000	7.000	-.236	-2.217	-.545	-2.561
Eidentity4	1.000	7.000	-.335	-3.153	-.373	-1.754
Eidentity3	1.000	7.000	-.297	-2.791	-.739	-3.471
Eidentity2	1.000	7.000	-.506	-4.756	-.487	-2.291
Eidentity1	1.000	7.000	-.399	-3.754	-.509	-2.390
Multivariate					94.657	70.332

E5.1.1 – Normalities Construct I - Attachment Turkish Culture and Family Ties

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
508	70.134	.000	.000	205	30.278	.001	.000
239	63.641	.000	.000	471	28.534	.001	.000
224	63.245	.000	.000	514	28.078	.002	.000
242	61.741	.000	.000	215	27.961	.002	.000
218	61.670	.000	.000	192	27.924	.002	.000
411	60.915	.000	.000	518	27.318	.002	.000
506	55.766	.000	.000	42	27.301	.002	.000
212	52.836	.000	.000	465	26.457	.003	.000
193	49.870	.000	.000	176	26.246	.003	.000
225	47.491	.000	.000	132	25.822	.004	.000
490	45.141	.000	.000	178	25.635	.004	.000
429	44.600	.000	.000	72	24.944	.005	.000
184	43.595	.000	.000	201	24.852	.006	.000
108	43.497	.000	.000	37	24.734	.006	.000
83	41.071	.000	.000	140	23.729	.008	.000
444	38.714	.000	.000	491	23.678	.009	.000
98	35.938	.000	.000	252	23.590	.009	.000
478	35.530	.000	.000	11	23.253	.010	.000
278	35.520	.000	.000	472	23.224	.010	.000
238	35.072	.000	.000	459	23.149	.010	.000
109	34.107	.000	.000	521	23.090	.010	.000
183	33.502	.000	.000	152	22.775	.012	.000
142	33.464	.000	.000	504	22.756	.012	.000

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
221	32.289	.000	.000	423	22.681	.012	.000
458	31.721	.000	.000	150	22.261	.014	.000
209	31.138	.001	.000	406	22.260	.014	.000
446	30.676	.001	.000	172	21.867	.016	.000
439	21.669	.017	.000	191	17.763	.059	.000
203	21.589	.017	.000	45	17.757	.059	.000
169	21.578	.017	.000	64	17.539	.063	.000
294	21.223	.020	.000	410	17.532	.063	.000
309	20.929	.022	.000	313	17.464	.065	.000
261	20.353	.026	.000	502	17.286	.068	.000
275	20.294	.027	.000	336	17.271	.069	.000
420	19.925	.030	.000	380	17.235	.069	.000
35	19.589	.033	.000	38	17.181	.070	.000
36	19.268	.037	.000	4	16.874	.077	.000
237	19.230	.037	.000	71	16.868	.077	.000
274	19.174	.038	.000	76	16.782	.079	.000
463	19.048	.040	.000	153	16.609	.083	.000
90	18.998	.040	.000	118	16.470	.087	.000
260	18.845	.042	.000	75	16.360	.090	.000
177	18.740	.044	.000	352	16.270	.092	.000
460	18.738	.044	.000	111	16.232	.093	.000
61	18.528	.047	.000	337	16.230	.093	.000
23	18.336	.050	.000	56	16.048	.098	.000
323	18.247	.051	.000	157	18.001	.055	.000
235	18.209	.052	.000	161	17.997	.055	.000
12	18.136	.053	.000	387	17.952	.056	.000
251	18.136	.053	.000	62	17.809	.058	.000

*E5.2 - Normalities Construct II - Dutch Acculturation Meida and Language*

Assessment of normality (Group number 1)

Variable	Min	max	skew	c.r.	kurtosis	c.r.
Media4	1.000	7.000	-.690	-6.483	.619	2.907
Media5	1.000	7.000	-.688	-6.469	.689	3.239
Media6	1.000	7.000	-.442	-4.158	-.014	-.068
Acculturation13	1.000	7.000	-.883	-8.296	.782	3.675
Acculturation14	1.000	7.000	-.738	-6.933	.208	.976
Acculturation16	1.000	7.000	-.738	-6.939	.285	1.338
Acculturation17	1.000	7.000	-.672	-6.314	.246	1.156
Multivariate					60.923	62.475

*E5.2.1 - Normalities Construct II - Dutch Acculturation Media and Language*

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

<b>Observation</b>	<b>Mahalanobis</b>	<b>p1</b>	<b>p2</b>	<b>Observation</b>	<b>Mahalanobis</b>	<b>p1</b>	<b>p2</b>
499	50.888	.000	.000	52	31.618	.000	.000
521	49.545	.000	.000	210	30.927	.000	.000
247	45.926	.000	.000	470	30.140	.000	.000
57	45.038	.000	.000	71	30.125	.000	.000
489	44.192	.000	.000	178	29.580	.000	.000
526	43.039	.000	.000	224	28.682	.000	.000
465	42.965	.000	.000	4	28.176	.000	.000
12	40.554	.000	.000	169	26.861	.000	.000
43	38.790	.000	.000	108	26.603	.000	.000
514	38.786	.000	.000	106	25.968	.001	.000
64	38.294	.000	.000	333	25.284	.001	.000
315	37.333	.000	.000	446	24.698	.001	.000
469	36.385	.000	.000	30	24.604	.001	.000
45	34.707	.000	.000	160	24.294	.001	.000
477	33.857	.000	.000	184	23.991	.001	.000
239	33.305	.000	.000	230	23.668	.001	.000
142	31.714	.000	.000	523	23.519	.001	.000
485	23.389	.001	.000	447	15.940	.026	.000
227	23.212	.002	.000	379	15.665	.028	.000
147	22.450	.002	.000	104	15.590	.029	.000
429	22.099	.002	.000	123	15.230	.033	.000
306	21.631	.003	.000	152	14.842	.038	.000
474	21.623	.003	.000	225	14.842	.038	.000
507	20.599	.004	.000	161	14.466	.043	.000
232	20.416	.005	.000	245	14.434	.044	.000
151	20.380	.005	.000	5	13.976	.052	.000
126	20.121	.005	.000	508	13.970	.052	.000
505	20.044	.005	.000	135	13.718	.056	.000
436	19.084	.008	.000	459	13.437	.062	.000
186	19.071	.008	.000	73	13.377	.063	.000
518	18.655	.009	.000	487	13.332	.064	.000

<b>Observation</b>	<b>Mahalanobis</b>	<b>p1</b>	<b>p2</b>	<b>Observation</b>	<b>Mahalanobis</b>	<b>p1</b>	<b>p2</b>
113	18.609	.010	.000	490	13.253	.066	.000
471	18.218	.011	.000	360	12.973	.073	.000
240	17.605	.014	.000	61	12.624	.082	.000
226	17.269	.016	.000	173	12.597	.083	.000
437	17.079	.017	.000	85	12.564	.083	.000
78	16.945	.018	.000	383	12.394	.088	.000
331	16.883	.018	.000	148	12.288	.091	.000
297	16.625	.020	.000	244	12.288	.091	.000
137	16.464	.021	.000	129	12.199	.094	.000
323	16.391	.022	.000	182	12.199	.094	.000
370	16.264	.023	.000	390	12.199	.094	.000
509	16.225	.023	.000	451	12.199	.094	.000
105	15.949	.026	.000	511	12.199	.094	.000
132	12.168	.095	.000	375	11.660	.112	.000
278	12.098	.097	.000	260	11.608	.114	.000
83	12.091	.098	.000	374	11.488	.119	.000
318	11.891	.104	.000	7	11.404	.122	.000
251	11.722	.110	.000	241	11.381	.123	.000
373	11.660	.112	.000	439	11.293	.126	.000

*E5.3 - Normalities - Construct III- Dutch Acculturation Family Ties*

Assessment of normality (Group number 1)

<b>Variable</b>	<b>min</b>	<b>Max</b>	<b>skew</b>	<b>c.r.</b>	<b>kurtosis</b>	<b>c.r.</b>
Accprivate4	1.000	7.000	.010	.093	-.725	-3.408
Accprivate5	1.000	7.000	.055	.516	-1.198	-5.629
Accprivate6	1.000	7.000	-.273	-2.566	-.639	-3.004
Multivariate					4.136	8.692

*E5.3.1 – Normalities Construct III - Dutch Acculturation Family Ties*

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

<b>Observation number</b>	<b>Mahalanobis d-squared</b>	<b>p1</b>	<b>p2</b>	<b>Observation number</b>	<b>Mahalanobis d-squared</b>	<b>p1</b>	<b>p2</b>
422	22.880	.000	.022	518	12.441	.006	.000
390	20.411	.000	.003	193	12.278	.006	.000
469	20.411	.000	.000	212	12.278	.006	.000
524	20.411	.000	.000	111	11.719	.008	.000
508	16.163	.001	.000	454	10.479	.015	.015
232	15.152	.002	.000	274	10.278	.016	.015
364	15.115	.002	.000	221	10.231	.017	.009
470	14.666	.002	.000	147	9.847	.020	.022
261	14.618	.002	.000	343	9.847	.020	.011
387	14.618	.002	.000	354	9.847	.020	.006
363	9.847	.020	.003	159	6.742	.081	.219
383	9.847	.020	.001	48	6.604	.086	.309
476	9.847	.020	.001	495	6.453	.092	.433
139	9.618	.022	.001	116	6.236	.101	.654
7	9.306	.025	.003	194	6.236	.101	.599

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
239	9.023	.029	.007	240	6.236	.101	.542
448	8.793	.032	.014	369	6.236	.101	.484
184	8.603	.035	.023	447	6.236	.101	.427
148	8.334	.040	.052	460	6.236	.101	.372
300	8.334	.040	.034	463	6.236	.101	.320
330	8.334	.040	.022	472	6.236	.101	.271
502	8.334	.040	.013	474	6.236	.101	.226
506	8.334	.040	.008	513	6.236	.101	.186
295	8.182	.042	.012	247	6.180	.103	.201
514	8.141	.043	.009	380	6.012	.111	.351
248	7.883	.048	.028	140	5.949	.114	.386
471	7.707	.052	.050	386	5.949	.114	.335
130	7.637	.054	.050	243	5.776	.123	.531
47	7.521	.057	.065	87	5.671	.129	.634
62	7.521	.057	.045	238	5.671	.129	.584
75	7.521	.057	.031	189	5.598	.133	.641
326	7.236	.065	.105	203	5.598	.133	.592
430	6.945	.074	.277	282	5.598	.133	.541
465	6.901	.075	.267	334	5.598	.133	.490
108	6.882	.076	.234	361	5.598	.133	.439
252	6.882	.076	.189	18	5.346	.148	.766
520	6.840	.077	.180	31	5.346	.148	.727
56	5.346	.148	.684	178	4.658	.199	.976
400	5.346	.148	.638	104	4.644	.200	.973
14	5.336	.149	.608	428	4.644	.200	.965
19	5.336	.149	.561	440	4.644	.200	.955
183	5.336	.149	.512	490	4.644	.200	.943
200	5.336	.149	.463	61	4.638	.200	.933
205	5.336	.149	.415	70	4.638	.200	.917
350	5.336	.149	.369	482	4.610	.203	.920

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
98	4.840	.184	.956	263	4.466	.215	.977
154	4.840	.184	.944	4	4.246	.236	.999
141	4.823	.185	.939	33	4.246	.236	.998
503	4.823	.185	.924	52	4.246	.236	.997
399	4.795	.187	.926	54	4.246	.236	.996

*E5.4 - Normalities Construct IV - Turkish Identification Language*

Assessment of normality (Group number 1)

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
Acculturation4	1.000	7.000	-.639	-6.006	.137	.644
Acculturation5	1.000	7.000	-.663	-6.228	.103	.482
Acculturation6	1.000	7.000	-.703	-6.606	-.118	-.555
Acculturation7	1.000	7.000	-.437	-4.106	-.164	-.772
Acculturation8	1.000	7.000	-.412	-3.868	-.153	-.718
Multivariate					26.267	36.138

E5.4.1 - Normalities Construct IV - Turkish Identification Language

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
502	43.871	.000	.000	344	17.117	.004	.000
45	40.911	.000	.000	153	15.871	.007	.000
437	37.557	.000	.000	224	15.687	.008	.000
184	33.667	.000	.000	306	15.687	.008	.000
477	31.048	.000	.000	132	14.887	.011	.000
491	30.421	.000	.000	478	14.835	.011	.000
294	30.195	.000	.000	286	14.022	.015	.000
239	28.471	.000	.000	35	13.816	.017	.000
74	27.684	.000	.000	508	13.684	.018	.000
48	26.927	.000	.000	176	13.252	.021	.000
36	26.529	.000	.000	326	13.210	.021	.000
518	25.640	.000	.000	18	13.134	.022	.000
192	24.267	.000	.000	69	12.951	.024	.000
49	23.890	.000	.000	297	12.140	.033	.000
72	23.190	.000	.000	393	11.885	.036	.000
252	22.782	.000	.000	43	11.837	.037	.000
178	22.422	.000	.000	111	11.640	.040	.000
130	21.842	.001	.000	230	11.421	.044	.000
459	21.788	.001	.000	433	11.236	.047	.000
80	21.668	.001	.000	275	11.159	.048	.000
457	21.237	.001	.000	169	11.133	.049	.000
423	20.875	.001	.000	427	10.886	.054	.000
517	19.720	.001	.000	504	10.684	.058	.001
512	19.555	.002	.000	84	10.587	.060	.001
199	19.472	.002	.000	11	10.494	.062	.001
232	18.971	.002	.000	400	10.466	.063	.001
514	17.797	.003	.000	235	10.453	.063	.000
218	10.307	.067	.001	476	8.220	.145	.269
438	10.302	.067	.001	189	8.209	.145	.242
487	10.244	.069	.001	19	8.199	.146	.216

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
75	9.978	.076	.003	108	8.162	.148	.218
222	9.901	.078	.004	109	7.988	.157	.384
203	9.816	.081	.005	388	7.910	.161	.446
350	9.671	.085	.011	524	7.893	.162	.424
323	9.661	.085	.008	139	7.875	.163	.403
148	9.605	.087	.008	383	7.731	.172	.563
215	9.591	.088	.006	7	7.515	.185	.801
110	9.347	.096	.025	523	7.502	.186	.782
135	9.284	.098	.028	193	7.439	.190	.817
64	9.191	.102	.038	284	7.244	.203	.939
472	9.126	.104	.043	206	7.197	.206	.947
318	9.033	.108	.058	291	7.140	.210	.958
21	9.016	.108	.049	4	6.922	.226	.994
106	9.015	.108	.037	12	6.922	.226	.991
183	9.015	.108	.028	52	6.922	.226	.989
210	9.015	.108	.021	70	6.922	.226	.985
225	9.015	.108	.015	20	8.836	.116	.016
316	8.853	.115	.036	102	8.712	.121	.031
480	8.844	.115	.029	194	8.652	.124	.036
505	8.459	.133	.098				

*E5.5 – Normalities - Construct V - Turkish Friends and Peers*

Assessment of normality (Group number 1)

Variable	min	Max	skew	c.r.	kurtosis	c.r.
Friendship1	1.000	7.000	-.181	-1.701	-.835	-3.925
Friendship2	1.000	7.000	-.232	-2.178	-.927	-4.356
Friendship3	1.000	7.000	-.291	-2.739	-.597	-2.806
Friendship4	1.000	7.000	-.063	-.588	-.818	-3.842
Friendship5	1.000	7.000	-.236	-2.218	-.783	-3.681
Multivariate					52.891	72.769

E5.5.1 – Normalities - Construct V- Turkish Friends and Peers

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
184	73.792	.000	.000	515	26.271	.000	.000
138	57.628	.000	.000	463	26.076	.000	.000
109	49.096	.000	.000	1	25.633	.000	.000
487	47.146	.000	.000	295	24.839	.000	.000
524	45.391	.000	.000	232	24.406	.000	.000
481	43.726	.000	.000	261	21.662	.001	.000
203	42.261	.000	.000	411	21.251	.001	.000
518	41.976	.000	.000	62	20.559	.001	.000
239	37.910	.000	.000	424	18.961	.002	.000
212	36.073	.000	.000	495	18.941	.002	.000
55	35.532	.000	.000	169	18.858	.002	.000
205	32.848	.000	.000	56	18.828	.002	.000
152	31.113	.000	.000	14	18.804	.002	.000
224	29.390	.000	.000	36	17.963	.003	.000
472	28.385	.000	.000	18	17.811	.003	.000
380	16.870	.005	.000	107	9.602	.087	.046
419	16.541	.005	.000	429	9.523	.090	.053
274	16.536	.005	.000	146	9.446	.093	.062
498	16.240	.006	.000	460	9.433	.093	.050
490	15.575	.008	.000	330	8.964	.111	.337
192	15.468	.009	.000	151	8.930	.112	.324
84	15.389	.009	.000	220	8.851	.115	.363
176	14.253	.014	.000	482	8.816	.117	.352
75	14.245	.014	.000	31	8.565	.128	.606
493	13.983	.016	.000	248	8.404	.135	.744
459	13.711	.018	.000	221	8.387	.136	.719
444	13.408	.020	.000	82	8.231	.144	.832
427	13.346	.020	.000	243	8.136	.149	.876
446	12.837	.025	.000	520	7.916	.161	.962
183	12.447	.029	.000	344	7.793	.168	.981

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
428	11.998	.035	.000	473	7.579	.181	.997
504	11.734	.039	.000	60	7.542	.183	.997
316	11.457	.043	.000	3	7.532	.184	.996
313	11.325	.045	.000	336	7.532	.184	.994
436	11.117	.049	.000	144	7.531	.184	.992
140	10.715	.057	.000	491	7.465	.188	.994
23	10.381	.065	.002	237	7.391	.193	.997
48	10.038	.074	.017	64	7.357	.195	.997
42	10.030	.074	.013	454	7.241	.203	.999
348	9.985	.076	.011	387	7.236	.204	.998
417	9.778	.082	.030	461	7.203	.206	.998
134	9.737	.083	.028	502	7.142	.210	.999
282	7.047	.217	1.000	406	6.711	.243	1.000
497	6.987	.222	1.000	234	6.657	.247	1.000
471	6.842	.233	1.000	241	6.619	.251	1.000
45	6.756	.239	1.000	379	6.584	.253	1.000
294	6.756	.239	1.000	408	6.493	.261	1.000
43	6.730	.242	1.000	431	6.452	.265	1.000
178	6.711	.243	1.000	451	6.436	.266	1.000
199	6.711	.243	1.000	177	6.417	.268	1.000

*E5.6 - Normalities - Construct VI - Dutch Acculturation Social Interactions*

Assessment of normality (Group number 1)

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
Acculturation10	1.000	7.000	-.624	-5.862	.256	1.202
Acculturation11	1.000	7.000	-.436	-4.095	-.128	-.600
Acculturation12	1.000	7.000	-.357	-3.358	-.011	-.050
Acculturation18	1.000	7.000	-.367	-3.448	-.205	-.964
Multivariate					16.509	27.430

E5.6.1 - Normalities - Construct VI - Dutch Acculturation Social Interactions

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
12	40.519	.000	.000	507	21.499	.000	.000
184	34.178	.000	.000	499	21.052	.000	.000
298	33.681	.000	.000	55	20.847	.000	.000
43	28.566	.000	.000	300	20.405	.000	.000
108	24.338	.000	.000	225	19.165	.001	.000
458	24.338	.000	.000	485	18.737	.001	.000
460	21.903	.000	.000	463	17.852	.001	.000
429	17.444	.002	.000	247	10.359	.035	.000
476	17.016	.002	.000	227	9.764	.045	.000
505	17.006	.002	.000	370	9.740	.045	.000
363	16.757	.002	.000	529	9.510	.050	.000
61	16.638	.002	.000	193	9.473	.050	.000
318	16.256	.003	.000	514	9.326	.053	.001
104	15.993	.003	.000	487	9.239	.055	.001
210	15.910	.003	.000	71	9.186	.057	.001
200	15.806	.003	.000	22	9.122	.058	.001
142	15.393	.004	.000	57	9.069	.059	.001
284	13.897	.008	.000	209	8.986	.061	.001
226	13.421	.009	.000	31	8.929	.063	.001
11	13.399	.009	.000	212	8.872	.064	.001
447	12.904	.012	.000	344	8.836	.065	.001
144	12.519	.014	.000	461	8.737	.068	.001
452	12.399	.015	.000	73	8.699	.069	.001
106	12.064	.017	.000	169	8.456	.076	.004
430	12.013	.017	.000	519	8.418	.077	.003
30	11.558	.021	.000	218	8.413	.078	.002
236	11.450	.022	.000	146	8.297	.081	.004
442	11.450	.022	.000	437	8.174	.085	.008
524	11.419	.022	.000	446	8.174	.085	.005
230	11.292	.023	.000	248	8.139	.087	.005

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
387	11.292	.023	.000	451	8.066	.089	.006
473	10.915	.028	.000	464	8.020	.091	.006
90	10.615	.031	.000	472	7.861	.097	.015
343	10.401	.034	.000	78	7.848	.097	.012
129	7.848	.097	.008	161	6.910	.141	.109
151	7.848	.097	.006	272	6.890	.142	.100
152	7.848	.097	.004	389	6.861	.143	.099
182	7.848	.097	.003	240	6.786	.148	.129
331	7.848	.097	.002	525	6.783	.148	.108
390	7.848	.097	.001	269	6.779	.148	.090
469	7.848	.097	.001	491	6.721	.151	.108
511	7.848	.097	.000	178	6.625	.157	.162
521	7.848	.097	.000	5	6.406	.171	.405
393	7.701	.103	.001	6	6.406	.171	.361
251	7.618	.107	.002	83	6.406	.171	.320
443	7.436	.115	.007	244	6.406	.171	.280
504	7.435	.115	.005	414	6.406	.171	.243
419	7.339	.119	.008	48	6.372	.173	.251
512	7.279	.122	.010	503	6.283	.179	.336
506	7.020	.135	.065	119	6.276	.179	.306

*E5.7 – Normalities Construct VII - Turkish Media Usage*

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Media1	1.000	7.000	-.370	-3.479	-.358	-1.684
Media2	1.000	7.000	-.411	-3.859	-.406	-1.909
Media3	1.000	7.000	-.103	-.967	-.723	-3.397
Multivariate					8.156	17.141

E5.7.1 - Normalities Construct VII - Turkish Media Usage

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
489	38.455	.000	.000	55	9.551	.023	.000
505	24.850	.000	.000	344	9.335	.025	.000
126	24.073	.000	.000	102	9.059	.029	.000
476	24.073	.000	.000	210	8.654	.034	.003
71	23.268	.000	.000	136	8.583	.035	.003
504	23.268	.000	.000	512	7.783	.051	.134
438	17.781	.000	.000	119	7.555	.056	.236
57	16.108	.001	.000	443	7.008	.072	.715
488	15.883	.001	.000	330	6.912	.075	.748
523	15.841	.001	.000	262	6.841	.077	.759
131	15.359	.002	.000	31	6.790	.079	.753
529	15.359	.002	.000	460	6.656	.084	.821
507	14.331	.002	.000	470	6.656	.084	.775
111	11.946	.008	.000	282	6.594	.086	.783
298	11.946	.008	.000	450	6.594	.086	.733
144	11.809	.008	.000	502	6.594	.086	.679
370	11.809	.008	.000	239	6.392	.094	.826
193	11.796	.008	.000	135	6.050	.109	.972
148	11.339	.010	.000	208	6.050	.109	.961
168	9.823	.020	.006	21	5.987	.112	.966
109	9.793	.020	.004	36	5.987	.112	.954
447	9.793	.020	.002	154	5.971	.113	.945
459	9.784	.020	.001	35	5.934	.115	.943
509	9.778	.021	.000	72	5.920	.116	.931
80	9.613	.022	.000	142	5.847	.119	.945
446	9.613	.022	.000	399	5.502	.139	.997
473	9.613	.022	.000	410	5.457	.141	.997
203	5.406	.144	.998	98	4.745	.191	.997
411	5.406	.144	.996	100	4.745	.191	.995
487	5.406	.144	.995	106	4.745	.191	.994

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
241	5.390	.145	.994	139	4.745	.191	.991
289	5.390	.145	.991	4	4.745	.191	1.000
22	5.347	.148	.992	12	4.745	.191	1.000
308	5.347	.148	.988	52	4.745	.191	.999
206	5.056	.168	1.000	70	4.745	.191	.999
146	4.900	.179	1.000	78	4.745	.191	.998
18	4.885	.180	1.000	84	4.745	.191	.998
19	4.885	.180	1.000	155	4.745	.191	.988
200	4.885	.180	1.000	176	4.745	.191	.984
240	4.885	.180	1.000	182	4.745	.191	.978
254	4.885	.180	1.000	183	4.745	.191	.971
8	4.860	.182	.999	184	4.745	.191	.963
427	4.860	.182	.999	221	4.745	.191	.953
463	4.860	.182	.999	230	4.745	.191	.940
247	4.745	.191	.888	236	4.745	.191	.925
273	4.745	.191	.865	242	4.745	.191	.908
294	4.745	.191	.839	508	4.745	.191	.665
327	4.745	.191	.809	511	4.745	.191	.624
333	4.745	.191	.777	514	4.745	.191	.581
451	4.745	.191	.742	477	4.745	.191	.705

*E5.8 - Normalities Construct VIII - Turkish Identification and Social Interactions*

Assessment of Normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Acculturation1	1.000	7.000	-.554	-5.210	.196	.920
Acculturation2	1.000	7.000	-.309	-2.901	-.110	-.516
Acculturation3	1.000	7.000	-.383	-3.595	.239	1.121
Multivariate					7.177	15.083

E5.8.1 - Normalities Construct VIII - Turkish Identification and Social Interactions

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
469	49.357	.000	.000	447	9.522	.023	.013
400	23.479	.000	.000	476	9.522	.023	.007
473	20.634	.000	.000	512	8.609	.035	.173
488	18.452	.000	.000	137	8.492	.037	.179
458	17.021	.001	.000	13	8.231	.041	.284
474	14.501	.002	.002	391	8.231	.041	.218
365	13.555	.004	.003	397	8.231	.041	.162
348	13.459	.004	.001	320	8.059	.045	.212
159	13.349	.004	.000	115	8.037	.045	.171
490	11.783	.008	.013	151	8.037	.045	.126
495	11.748	.008	.005	487	8.037	.045	.090
499	11.624	.009	.003	14	7.933	.047	.100
500	11.624	.009	.001	31	7.933	.047	.070
37	11.177	.011	.002	235	7.933	.047	.048
210	10.699	.013	.006	491	7.869	.049	.046
254	10.383	.016	.010	226	7.856	.049	.033
134	10.290	.016	.007	126	7.461	.059	.156
176	10.127	.018	.007	529	7.347	.062	.189
184	10.127	.018	.003	423	7.304	.063	.174
461	9.907	.019	.004	12	7.266	.064	.158
78	7.266	.064	.090	52	7.266	.064	.121
182	7.266	.064	.066	36	5.822	.121	.267
225	7.266	.064	.048	106	5.822	.121	.226
327	7.266	.064	.033	130	5.822	.121	.189
333	7.266	.064	.023	142	5.822	.121	.156
451	7.266	.064	.016	169	5.822	.121	.127
509	7.266	.064	.010	477	5.822	.121	.103
511	7.266	.064	.007	514	5.822	.121	.081
521	7.266	.064	.004	437	5.690	.128	.154
247	7.172	.067	.006	250	5.636	.131	.176

Observation number	Mahalanobis d-squared	p1	p2	Observation number	Mahalanobis d-squared	p1	p2
315	7.172	.067	.004	375	5.636	.131	.146
73	6.966	.073	.013	388	5.636	.131	.119
242	6.966	.073	.009	518	5.533	.137	.185
318	6.943	.074	.007	123	5.467	.141	.226
433	6.943	.074	.005	245	5.365	.147	.324
29	6.900	.075	.004	370	5.365	.147	.282
168	6.900	.075	.003	19	5.322	.150	.302
15	6.773	.080	.006	505	5.322	.150	.261
64	6.634	.085	.013	5	5.239	.155	.342
436	6.634	.085	.009	519	5.239	.155	.300
206	6.607	.086	.008	45	5.098	.165	.486
193	6.604	.086	.005	178	5.098	.165	.440
121	6.411	.093	.021	478	5.098	.165	.394
300	6.206	.102	.070	167	5.043	.169	.445
239	6.153	.104	.077	373	5.007	.171	.461
507	6.153	.104	.059	525	5.007	.171	.416
3	5.858	.119	.267	118	4.988	.173	.406
430	4.988	.173	.362	459	4.905	.179	.376
502	4.988	.173	.320	6	4.900	.179	.343
154	4.905	.179	.420	489	4.900	.179	.303

## Appendix F - Unidimensional Measurement

### F5.1 - Unidimensional Measurements Attachment Turkish Culture and Family Ties

#### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 55

Number of distinct parameters to be estimated: 20

Degrees of freedom (55 - 20): 35

#### Result (Default model)

Minimum was achieved

Chi-square = 613.346

Degrees of freedom = 35

Probability level = .000

#### F5.1.1 Attachment Turkish Culture and Family Ties

Amos Text Output Maximum Likelihood Estimates

			Estimate	S.E.	C.R.	P	Std. Estimate
Eidentity1	<---	ATCFT	1.000				.860
Eidentity2	<---	ATCFT	.962	.036	26.639	***	.857
Eidentity3	<---	ATCFT	1.058	.038	27.825	***	.877
Eidentity4	<---	ATCFT	.988	.034	29.360	***	.900
Eidentity5	<---	ATCFT	1.022	.035	29.284	***	.899
Eidentity6	<---	ATCFT	1.012	.035	29.040	***	.895
Accprivate3	<---	ATCFT	1.133	.039	29.056	***	.896
Accprivate2	<---	ATCFT	1.063	.045	23.415	***	.797
Accprivate1	<---	ATCFT	.990	.043	22.817	***	.785

	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Std. Estimate</b>
Acculturation9 <--- ATCFT	.644	.041	15.525	***	.601

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Acculturation9	.362
Accprivate1	.616
Accprivate2	.635
Accprivate3	.802
EIdentity6	.802
EIdentity5	.808
EIdentity4	.810
EIdentity3	.768
EIdentity2	.734
EIdentity1	.739

F5.1.2 Attachment Turkish Culture and Family Ties Modification Indices:

Covariances: (Group number 1 - Default model)

			M.I.	Par Change			M.I.	Par Change
e9 <-->	e10		14.958	.245	e2 <-->	e10	16.367	-.194
e8 <-->	e9		119.720	.666	e2 <-->	e9	56.999	-.336
e7 <-->	e9		47.016	.303	e2 <-->	e8	12.292	-.161
e7 <-->	e8		154.227	.567	e2 <-->	e7	11.765	-.114
e5 <-->	e8		4.988	-.090	e2 <-->	e6	6.780	.078
e4 <-->	e9		6.886	-.099	e2 <-->	e5	15.939	-.118
e4 <-->	e8		40.570	-.248	e2 <-->	e4	14.014	.106
e4 <-->	e7		12.090	-.098	e2 <-->	e3	7.129	.091
e4 <-->	e6		6.434	.064	e1 <-->	e9	34.982	-.270
e4 <-->	e5		6.023	.061	e1 <-->	e8	20.607	-.214
e3 <-->	e9		4.296	-.093	e1 <-->	e7	29.089	-.185
e3 <-->	e8		18.622	-.201	e1 <-->	e3	47.803	.241
e3 <-->	e6		24.966	-.151	e1 <-->	e2	78.252	.305

Regression Weights: (Group number 1 - Default model)

		<b>M.I.</b>	<b>Par Change</b>
Acculturation9 <---	Accprivate1	5.450	.069
Accprivate1 <---	Acculturation9	9.378	.100
Accprivate1 <---	Accprivate2	41.312	.168
Accprivate1 <---	Accprivate3	8.128	.079
Accprivate1 <---	Eldentity2	13.846	-.116
Accprivate1 <---	Eldentity1	8.335	-.087
Accprivate2 <---	Accprivate1	43.719	.189
Accprivate2 <---	Accprivate3	26.685	.147
Accprivate2 <---	Eldentity4	6.678	-.085
Accprivate2 <---	Eldentity1	4.912	-.069
Accprivate3 <---	Accprivate1	17.258	.087
Accprivate3 <---	Accprivate2	53.537	.144
Accprivate3 <---	Eldentity1	7.000	-.060
Eldentity6 <---	Eldentity3	5.250	-.045
Eldentity4 <---	Accprivate2	14.091	-.063
Eldentity3 <---	Accprivate2	6.452	-.051
Eldentity3 <---	Eldentity6	4.372	-.050
Eldentity3 <---	Eldentity1	11.467	.078
Eldentity2 <---	Acculturation9	10.270	-.079
Eldentity2 <---	Accprivate1	20.860	-.096
Eldentity2 <---	Accprivate2	4.253	-.041
Eldentity2 <---	Eldentity1	18.729	.098
Eldentity1 <---	Accprivate1	12.804	-.077
Eldentity1 <---	Accprivate2	7.131	-.054
Eldentity1 <---	Accprivate3	5.065	-.048
Eldentity1 <---	Eldentity3	9.992	.071
Eldentity1 <---	Eldentity2	19.098	.106

*F5.1.3 - Attachment Turkish Culture and Family Ties Model Fit Summary*

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	20	613.346	35	.000	17.524
Saturated model	55	.000	0		
Independence model	10	5735.474	45	.000	127.455

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.893	.863	.899	.869	.898
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.177	.165	.189	.000
Independence model	.489	.478	.500	.000

## F5.2 - Dutch Acculturation Media and Language

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 28

Number of distinct parameters to be estimated: 14

Degrees of freedom (28 - 14): 14

### Result (Default model)

Minimum was achieved

Chi-square = 290.808

Degrees of freedom = 14

Probability level = .000

### F5.2.1 - Amos Text Output for Independent Variables (II)

Maximum Likelihood Estimates

			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Std. Estimates</b>
Acculturation17 <---	DML		1.374	.080	17.200	***	.854
Acculturation16 <---	DML		1.312	.081	16.203	***	.794
Acculturation14 <---	DML		1.196	.080	14.930	***	.723
Acculturation13 <---	DML		1.253	.074	16.839	***	.832
Media6 <---	DML		1.049	.077	13.591	***	.650
Media5 <---	DML		1.076	.071	15.175	***	.736
Media4 <---	DML		1.000				.672

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Media4	.452
Media5	.542
Media6	.423
Acculturation13	.692
Acculturation14	.522
Acculturation16	.631
Acculturation17	.730

*F5.2.2 - Modification Indices and Parameter Change Statistics*

	<b>M.I.</b>	<b>Par Change</b>		<b>M.I.</b>	<b>Par Change</b>
e6 <--> e7	61.072	.341	e2 <--> e6	17.775	-.174
e5 <--> e7	18.699	.230	e2 <--> e5	48.672	-.351
e5 <--> e6	53.862	.356	e2 <--> e4	26.353	.187
e4 <--> e6	11.328	-.119	e2 <--> e3	41.023	.305
e4 <--> e5	41.907	-.279	e1 <--> e7	9.125	-.120
e3 <--> e6	22.789	-.219	e1 <--> e5	26.037	.225
e3 <--> e4	9.229	.124	e1 <--> e3	10.266	-.133
e2 <--> e7	11.495	-.154			

F5.2.3 - Model Fit Summary

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	14	290.808	14	.000	20.772
Saturated model	28	.000	0		
Independence model	7	2255.457	21	.000	107.403

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.871	.807	.877	.814	.876
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.193	.174	.213	.000
Independence model	.448	.433	.464	.000

### F5.3 - Dutch Acculturation Family Ties

#### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 6

Number of distinct parameters to be estimated: 5

Degrees of freedom (6 - 5): 1

#### Result (Default model)

Minimum was achieved

Chi-square = 2.094

Degrees of freedom = 1

Probability level = .148

#### F5.3.1 Amos Text Output for Independent Variables (III)

Maximum Likelihood Estimates

			Estimate	S.E.	C.R.	P	Standardised Regression Weights
Accprivate6	<---	DFT	1.000				.740
Accprivate5	<---	DFT	1.369	.075	18.171	***	.859
Accprivate4	<---	DFT	1.000				.739

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Accprivate4	.546
Accprivate5	.738
Accprivate6	.548

F5.3.2 - Model Fit Summary

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	5	2.094	1	.148	2.094
Saturated model	6	.000	0		
Independence model	3	579.847	3	.000	193.282

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.996	.989	.998	.994	.998
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.045	.000	.134	.388
Independence model	.603	.562	.645	.000

## F5.4 - Turkish Identity and Language

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 15

Number of distinct parameters to be estimated: 10

Degrees of freedom (15 - 10): 5

### Result (Default model)

Minimum was achieved

Chi-square = 36.765

Degrees of freedom = 5

Probability level = .000

#### F5.4.1 - Amos Text Output for Independent Variables (IV)

Maximum Likelihood Estimates

			Estimate	S.E.	C.R.	P	Standardised Regression Weights
Acculturation8	<---	TL	.886	.035	25.524	***	.787
Acculturation7	<---	TL	1.004	.030	33.765	***	.884
Acculturation6	<---	TL	1.041	.035	30.108	***	.846
Acculturation5	<---	TL	1.033	.027	37.801	***	.918
Acculturation4	<---	TL	1.000				.936

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Acculturation4	.877
Acculturation5	.842
Acculturation6	.716
Acculturation7	.781
Acculturation8	.619

*F5.4.2: Modification indices and Parameter Change Statistics*

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e3 <--> e5	5.650	.062
e2 <--> e5	5.936	-.052
e1 <--> e3	7.237	-.112
e1 <--> e2	25.107	.175

Regression Weights: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
Acculturation7 <--- Acculturation8	8.977	.068
Acculturation8 <--- Acculturation7	4.658	.060

F5.4.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	10	36.765	5	.000	7.353
Saturated model	15	.000	0		
Independence model	5	2485.859	10	.000	248.586

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.985	.970	.987	.974	.987
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.110	.078	.144	.001
Independence model	.684	.662	.707	.000

## F5.5 Turkish Friends and Peers

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 15

Number of distinct parameters to be estimated: 10

Degrees of freedom (15 - 10): 5

### Result (Default model)

Minimum was achieved

Chi-square = 122.625

Degrees of freedom = 5

Probability level = .000

#### F5.5.1 - Amos Text Output for Independent Variables (I)

Maximum Likelihood Estimates

			Estimate	S.E.	C.R.	P	Standardised Regression Weights I
Friendship5	<---	TRFP	1.000				.886
Friendship4	<---	TRFP	.985	.034	28.632	***	.866
Friendship3	<---	TRFP	.967	.032	30.600	***	.892
Friendship2	<---	TRFP	1.106	.032	34.115	***	.934
Friendship1	<---	TRFP	1.031	.031	32.753	***	.918

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Friendship1	.843
Friendship2	.872
Friendship3	.796
Friendship4	.750
Friendship5	.785

F5.5.2 - Model Fit Summary

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	122.625	5	.000	24.525
Saturated model	15	.000	0		
Independence model	5	2901.602	10	.000	290.160

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.958	.915	.959	.919	.959
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.211	.179	.244	.000
Independence model	.739	.717	.762	.000

## F5.6 - Dutch Acculturation and Social Interactions

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 10

Number of distinct parameters to be estimated: 8

Degrees of freedom (10 - 8): 2

### Result (Default model)

Minimum was achieved

Chi-square = 4.266

Degrees of freedom = 2

Probability level = .119

#### F5.6.1 - Amos

Text output for Independent variables (I)

Maximum Likelihood Estimates

			Estimate	S.E.	C.R.	P	Standardised Regression Weights
Acculturation18	<---	DSI	1.000				.734
Acculturation12	<---	DSI	1.163	.062	18.812	***	.904
Acculturation11	<---	DSI	.995	.061	16.329	***	.740
Acculturation10	<---	DSI	.931	.058	15.969	***	.724

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Acculturation10	.524
Acculturation11	.548
Acculturation12	.817
Acculturation18	.538

F5.6.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	8	4.266	2	.119	2.133
Saturated model	10	.000	0		
Independence model	4	965.780	6	.000	160.963

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.996	.987	.998	.993	.998
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.046	.000	.108	.440
Independence model	.550	.521	.579	.000

## F5.7 - Turkish Media Usage

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 6

Number of distinct parameters to be estimated: 5

Degrees of freedom (6 - 5): 1

### Result (Default model)

Minimum was achieved

Chi-square = 5.470

Degrees of freedom = 1

Probability level = .019

#### F5.7.1 - Amos Text Output for Independent variables (VII)

Maximum Likelihood Estimates

			Estimate	S.E.	1C.R.	P	Standardised Regression Weights
Media3	<---	TM	1.000				.822
Media2	<---	TM	.940	.034	27.879	***	.848
Media1	<---	TM	1.000				.929

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Media1	.863
Media2	.718
Media3	.675

F5.7.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	5	5.470	1	.019	5.470
Saturated model	6	.000	0		
Independence model	3	987.545	3	.000	329.182

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.994	.983	.995	.986	.995
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.092	.030	.173	.118
Independence model	.788	.747	.829	.000

## F5.8 - Turkish Identification Social Interactions

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 6

Number of distinct parameters to be estimated: 5

Degrees of freedom (6 - 5): 1

### Result (Default model)

Minimum was achieved

Chi-square = 8.984

Degrees of freedom = 1

Probability level = .003

### F5.8.1 - Amos Text Output for Independent Variables (VIII)

Maximum Likelihood Estimates

			Estimate	S.E.	C.R.	P	Standardised Regression Weights
Acculturation2	<---	TSI	1.026	.033	30.761	***	.875
Acculturation1	<---	TSI	1.000				.841
Acculturation3	<---	TSI	1.000				.924

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Acculturation1	.708
Acculturation2	.765
Acculturation3	.854

F5.8.2 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	5	8.984	1	.003	8.984
Saturated model	6	.000	0		
Independence model	3	1081.182	3	.000	360.394

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.992	.975	.993	.978	.993
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.123	.059	.202	.032
Independence model	.824	.783	.866	.000

## F5.9 - Value Priorities Openness-to-Change and Self-Transcendence

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 66

Number of distinct parameters to be estimated: 22

Degrees of freedom (66 - 22): 44

### Result (Default model)

Minimum was achieved

Chi-square = 402.137

Degrees of freedom = 44

Probability level = .000

#### F5.9.1 - Amos Text Output for Independent Variables (I)

Maximum Likelihood Estimates

	Estimate	S.E.	C.R.	P	Estimate
ValuesHE2 <--- Values I	1.000				.793
ValuesUN3 <--- Values I	.984	.050	19.833	***	.772
ValuesBE2 <--- Values I	1.094	.049	22.300	***	.842
ValuesST2 <--- Values I	.666	.055	12.091	***	.510
ValuesBE1 <--- Values I	1.058	.048	21.881	***	.831
ValuesSD2 <--- Values I	1.095	.049	22.582	***	.850
ValuesHE1 <--- Values I	.912	.050	18.241	***	.723
ValuesUN2 <--- Values I	1.008	.048	20.907	***	.803
ValuesST1 <--- Values I	.933	.048	19.443	***	.760
ValuesUN1 <--- Values I	1.120	.051	22.174	***	.839
ValuesSD1 <--- Values I	1.005	.049	20.363	***	.788

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
ValuesSD1	.621
ValuesUN1	.704
ValuesST1	.578
ValuesUN2	.646
ValuesHE1	.523
ValuesSD2	.722
ValuesBE1	.690
ValuesST2	.261
ValuesBE2	.710
ValuesUN3	.596
ValuesHE2	.630

Regression Weights: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
ValuesSD1 <--- ValuesST1	7.722	.081
ValuesUN1 <--- ValuesST1	9.847	-.086
ValuesUN1 <--- ValuesHE1	6.160	-.066
ValuesUN1 <--- ValuesBE1	7.230	.071
ValuesUN1 <--- ValuesST2	22.312	-.122
ValuesUN1 <--- ValuesHE2	6.488	-.068
ValuesST1 <--- ValuesSD1	6.850	.074
ValuesST1 <--- ValuesUN1	6.546	-.069
ValuesST1 <--- ValuesHE1	10.480	.092
ValuesST1 <--- ValuesST2	57.705	.209

	<b>M.I.</b>	<b>Par Change</b>
ValuesST1 <--- ValuesHE2	8.195	.082
ValuesUN2 <--- ValuesHE1	7.531	-.074
ValuesHE1 <--- ValuesST1	9.141	.096
ValuesHE1 <--- ValuesUN2	5.388	-.072
ValuesHE1 <--- ValuesBE1	4.504	-.065
ValuesHE1 <--- ValuesST2	7.579	.082
ValuesHE1 <--- ValuesHE2	20.267	.139
ValuesSD2 <--- ValuesST1	4.272	-.053
ValuesBE1 <--- ValuesUN1	6.860	.064
ValuesBE1 <--- ValuesHE1	7.370	-.070
ValuesBE1 <--- ValuesST2	7.449	-.068
ValuesBE1 <--- ValuesBE2	5.689	.060
ValuesST2 <--- ValuesUN1	8.022	-.104
ValuesST2 <--- ValuesST1	31.209	.224
ValuesST2 <--- ValuesHE1	4.700	.085
ValuesST2 <--- ValuesHE2	9.247	.119
ValuesBE2 <--- ValuesBE1	6.139	.063
ValuesBE2 <--- ValuesST2	8.035	-.071
ValuesBE2 <--- ValuesHE2	7.932	-.073
ValuesHE2 <--- ValuesUN1	4.999	-.058
ValuesHE2 <--- ValuesST1	9.497	.088
ValuesHE2 <--- ValuesHE1	26.930	.143
ValuesHE2 <--- ValuesST2	19.815	.119
ValuesHE2 <--- ValuesBE2	5.970	-.066

F5.9.2 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	22	402.137	44	.000	9.139
Saturated model	66	.000	0		
Independence model	11	4485.410	55	.000	81.553

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.910	.888	.919	.899	.919
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.124	.113	.135	.000
Independence model	.390	.381	.400	.000

## F5.10 - Value Priorities Openness-to-Change and Self-Transcendence (I)

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 55

Number of distinct parameters to be estimated: 20

Degrees of freedom (55 - 20): 35

### Result (Default model)

Minimum was achieved

Chi-square = 473.043

Degrees of freedom = 35

Probability level = .000

#### F5.10.1 - Amos Text Output for

#### Maximum Likelihood Estimates

	Estimate	S.E.	C.R.	P	Estimate
ValuesTR2 <--- Values II	1.000				.652
ValuesPO2 <--- Values II	.989	.074	13.349	***	.666
ValuesCO2 <--- Values II	1.011	.071	14.158	***	.715
ValuesSE2 <--- Values II	1.004	.070	14.339	***	.726
ValuesAC2 <--- Values II	.964	.070	13.768	***	.691
ValuesTR1 <--- Values II	.902	.071	12.743	***	.631
ValuesCO1 <--- Values II	1.065	.072	14.897	***	.761
ValueSE1 <--- Values II	.983	.070	14.011	***	.706
ValueAC1 <--- Values II	.921	.069	13.326	***	.665
ValuePO1 <--- Values II	.708	.073	9.635	***	.461

F5.10.2 - Modification indices and Parameter Change Statistics

Covariances: (Group number 1 - Default model)

			<b>M.I.</b>	<b>Par Change</b>				<b>M.I.</b>	<b>Par Change</b>
e20	<-->	e21	77.285	.414	e14	<-->	e18	4.414	.067
e19	<-->	e21	30.766	-.251	e14	<-->	e17	6.946	.100
e19	<-->	e20	11.037	-.117	e14	<-->	e16	25.450	-.176
e18	<-->	e21	9.452	-.131	e14	<-->	e15	8.305	.096
e18	<-->	e20	14.226	-.125	e13	<-->	e21	49.272	.354
e17	<-->	e20	19.864	-.174	e13	<-->	e20	55.407	.292
e17	<-->	e18	6.577	.091	e13	<-->	e19	11.781	-.130
e16	<-->	e21	64.922	.372	e13	<-->	e16	22.962	.184
e16	<-->	e20	86.020	.334	e13	<-->	e15	20.495	-.166
e16	<-->	e19	16.350	-.140	e13	<-->	e14	7.369	-.103
e15	<-->	e21	22.131	-.207	e12	<-->	e20	4.773	-.090
e15	<-->	e20	9.205	-.104	e12	<-->	e18	10.381	.120
e15	<-->	e19	62.719	.261	e12	<-->	e17	4.122	.089
e15	<-->	e16	4.459	-.071	e12	<-->	e16	5.536	-.095
e14	<-->	e21	38.923	-.284	e14	<-->	e20	14.847	-.137
e14	<-->	e19	23.917	.167					

F5.10.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	20	473.043	35	.000	13.516
Saturated model	55	.000	0		
Independence model	10	2517.317	45	.000	55.940

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.812	.758	.824	.772	.823
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.154	.142	.166	.000
Independence model	.322	.312	.333	.000

## F5.11 - Domestic Food and Entertainment

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 10

Number of distinct parameters to be estimated: 8

Degrees of freedom (10 - 8): 2

### Result (Default model)

Minimum was achieved

Chi-square = 27.123

Degrees of freedom = 2

Probability level = .000

### F5.11.1 - Amos Text Output for Independent Variables (I)

Maximum Likelihood Estimates

	Estimate	S.E.	C.R.	P	Estimate
Behaviour1 <--- DF&E	1.000				.684
Behaviour2 <--- DF&E	1.161	.077	14.997	***	.718
Behaviour3 <--- DF&E	1.516	.084	17.971	***	.911
Behaviour4 <--- DF&E	1.311	.075	17.427	***	.856

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Behaviour4	.733
Behaviour3	.829
Behaviour2	.516
Behaviour1	.467

*F5.11.2 - Modification Indices and Parameter Change Statistics*

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e2 <--> e4	6.131	-.099
e2 <--> e3	10.549	.129
e1 <--> e4	17.226	.157
e1 <--> e3	5.460	-.088
e1 <--> e2	4.475	-.104

F5.11.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	8	27.123	2	.000	13.561
Saturated model	10	.000	0		
Independence model	4	1131.125	6	.000	188.521

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.976	.928	.978	.933	.978
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.154	.106	.208	.000
Independence model	.595	.566	.625	.000

*F5.11.4 - Domestic Food and Entertainment I (Turkish)*

**Notes for Model (Default model)**

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 10

Number of distinct parameters to be estimated: 9

Degrees of freedom (10 - 9): 1

**Result (Default model)**

Minimum was achieved

Chi-square = .014

Degrees of freedom = 1

Probability level = .906

*F5.11.5 - Amos Text Output*

Maximum Likelihood Estimate

	Estimate	S.E.	C.R.	P	Estimate
Behaviour1 <--- DF&E	1.000				.629
Behaviour2 <--- DF&E	1.259	.090	13.966	***	.717
Behaviour3 <--- DF&E	1.727	.113	15.285	***	.954
Behaviour4 <--- DF&E	1.352	.076	17.809	***	.812

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Behaviour4	.660
Behaviour3	.910
Behaviour2	.514
Behaviour1	.395

F5.11.6 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	9	.014	1	.906	.014
Saturated model	10	.000	0		
Independence model	4	1131.125	6	.000	188.521

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	1.000	1.000	1.001	1.005	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.000	.000	.049	.951
Independence model	.595	.566	.625	.000

## F5.12 - Mainstream Food and Entertainment II (Dutch)

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 10

Number of distinct parameters to be estimated: 8

Degrees of freedom (10 - 8): 2

### Result (Default model)

Minimum was achieved

Chi-square = 26.271

Degrees of freedom = 2

Probability level = .000

#### F5.12.1 - Amos Text Output

Maximum Likelihood Estimates

	Estimate	S.E.	C.R.	P	Estimate
Behaviour5 <--- MF&E	1.000				.683
Behaviour6 <--- MF&E	1.334	.084	15.883	***	.791
Behaviour7 <--- MF&E	1.184	.074	15.962	***	.796
Behaviour8 <--- MF&E	1.504	.089	16.885	***	.867

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Behaviour8	.752
Behaviour7	.633
Behaviour6	.625
Behaviour5	.467

F5.12.2 - Model Fit Summary

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	26.271	2	.000	13.135
Saturated model	10	.000	0		
Independence model	4	1027.141	6	.000	171.190

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.974	.923	.976	.929	.976
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.151	.103	.206	.000
Independence model	.567	.538	.597	.000

*F5.12.4 - Re-Specified Mainstream Food and Entertainment II (Dutch)*

**Notes for Model (Default model)**

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 10

Number of distinct parameters to be estimated: 9

Degrees of freedom (10 - 9): 1

**Result (Default model)**

Minimum was achieved

Chi-square = 4.300

Degrees of freedom = 1

Probability level = .038

*F5.12.5 - Amos Text Output*

Maximum Likelihood Estimates

	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Std.Estimate</b>
Behaviour5 <--- MF&E	1.000				.637
Behaviour6 <--- MF&E	1.370	.084	16.355	***	.758
Behaviour7 <--- MF&E	1.276	.087	14.634	***	.800
Behaviour8 <--- MF&E	1.660	.111	15.012	***	.893

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
Behaviour8	.798
Behaviour7	.640
Behaviour6	.574
Behaviour5	.406

F5.12.6 - Model Fit Summary

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	9	4.300	1	.038	4.300
Saturated model	10	.000	0		
Independence model	4	1027.141	6	.000	171.190

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.996	.975	.997	.981	.997
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.079	.015	.162	.178
Independence model	.567	.538	.597	.000

## Appendix G - Second-Order Measurement

### G5.1 - Attachment Turkish Culture and Family Ties (I)

#### Notes for Model (Default model)

Computation of degrees of freedom (Default model)  
 Number of distinct sample moments: 55  
 Number of distinct parameters to be estimated: 21  
 Degrees of freedom (55 - 21): 34

#### Result (Default model)

Minimum was achieved  
 Chi-square = 336.105  
 Degrees of freedom = 34  
 Probability level = .000

#### G5.1.1 - Amos Text Output for Maximum Likelihood Estimates (I)

			Estimate	S.E.	C.R.	P	Estimate
EI	<---	ATCFT	1.000				.968
TRFT	<---	ATCFT	1.000				.924
Eidentity6	<---	EI	1.000				.894
Eidentity5	<---	EI	1.010	.032	31.918	***	.898
Eidentity4	<---	EI	.987	.030	32.911	***	.909
Eidentity3	<---	EI	1.055	.034	30.713	***	.884
Eidentity2	<---	EI	.971	.032	29.976	***	.874
Eidentity1	<---	EI	1.008	.034	30.078	***	.876
Accprivate3	<---	TFT	1.137	.038	30.131	***	.952
Accprivate2	<---	TFT	1.112	.042	26.509	***	.883
Accprivate1	<---	TFT	1.000				.840
Acculturation9	<---	TFT	.599	.040	14.848	***	.592

Squared Multiple Correlations: (Group number 1 - Default model)

	<b>Estimate</b>
TRFT	.853
EI	.937
Acculturation9	.351
Accprivate3	.906
Accprivate2	.779
Accprivate1	.705
EIdentity1	.767
EIdentity2	.765
EIdentity3	.781
EIdentity4	.826
EIdentity5	.806
EIdentity6	.799

*G5.1.2 - Modification Indices and Parameter Change Statistics (I)*

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e12 <--> e11	11.002	-.152
e12 <--> e10	13.538	.160
e9 <--> e11	8.044	-.072
e9 <--> e10	10.437	.079
e9 <--> e12	5.057	-.095
e8 <--> e11	20.972	.162
e8 <--> e10	26.140	-.172

		<b>M.I.</b>	<b>Par Change</b>
e8	<--> e12	10.423	-.177
e7	<--> e12	9.706	.181
e7	<--> e9	17.179	-.140
e7	<--> e8	30.074	.248
e6	<--> e11	15.711	-.124
e6	<--> e10	12.266	.103
e6	<--> e7	7.002	-.106
e5	<--> e11	11.739	-.104
e5	<--> e10	9.165	.086
e5	<--> e12	7.373	-.126
e5	<--> e7	27.290	-.202
e5	<--> e6	48.953	.221
e4	<--> e8	6.282	-.096
e4	<--> e6	28.725	.176
e3	<--> e12	7.944	.114
e3	<--> e8	15.469	-.125
e3	<--> e6	11.927	-.094
e2	<--> e11	12.094	.098
e2	<--> e10	9.423	-.082
e2	<--> e7	4.958	.081
e2	<--> e5	37.498	-.175
e1	<--> e11	15.578	.113
e1	<--> e10	12.143	-.094
e1	<--> e8	5.078	.078
e1	<--> e7	4.435	.077
e1	<--> e6	7.638	-.082
e1	<--> e4	13.997	-.175

G5.1.3 - Model Fit Summary (I)

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	21	336.105	34	.000	9.885
Saturated model	55	.000	0		
Independence model	10	5735.474	45	.000	127.455

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.941	.922	.947	.930	.947
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.130	.117	.142	.000
Independence model	.489	.478	.500	.000

G5.1.4 - Attachment Turkish Culture and Family Ties (II)

**Notes for Model (Default model)**

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 45

Number of distinct parameters to be estimated: 23

Degrees of freedom (45 - 23): 22

**Result (Default model)**

Minimum was achieved

Chi-square = 111.579

Degrees of freedom = 22

Probability level = .000

G5.1.5 - Amos Text Output for Maximum Likelihood Estimates (II)

			Estimate	S.E.	C.R.	P	Estimate
EI	<---	ATCFT	1.000				.940
TRFT	<---	ATCFT	1.000				.945
EIdentity6	<---	EI	1.000				.896
EIdentity5	<---	EI	1.025	.031	33.365	***	.913
EIdentity4	<---	EI	.987	.030	33.446	***	.911
EIdentity3	<---	EI	1.038	.035	29.970	***	.871
EIdentity2	<---	EI	.971	.032	30.041	***	.876
EIdentity1	<---	EI	.972	.035	28.069	***	.848
Accprivate3	<---	TFT	1.229	.045	27.027	***	.979
Accprivate2	<---	TFT	1.140	.039	28.984	***	.861
Accprivate1	<---	TFT	1.000				.799

G5.1.6 - Modification indices and Parameter Change Statistics (II)

Covariances: (Group number 1 - Default model)

			<b>M.I.</b>	<b>Par Change</b>
e8	<-->	e11	5.817	.077
e8	<-->	e10	7.413	-.087
e7	<-->	e11	9.143	-.106
e7	<-->	e10	11.632	.120
e7	<-->	e9	5.383	-.077
e5	<-->	e11	5.218	-.059
e5	<-->	e10	4.078	.052
e5	<-->	e7	15.383	-.138
e4	<-->	e9	4.161	.057
e4	<-->	e8	5.115	-.080
e3	<-->	e8	13.348	-.109
e3	<-->	e7	7.571	.090
e1	<-->	e11	8.105	.074
e1	<-->	e10	6.364	-.066
e1	<-->	e4	22.044	-.136

G5.1.7 - Model Fit Summary (II)

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	23	111.579	22	.000	5.072
Saturated model	45	.000	0		
Independence model	9	5474.497	36	.000	152.069

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.980	.967	.984	.973	.984
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.088	.072	.104	.000
Independence model	.534	.522	.546	.000

## G5.2 - Dutch Acculturation Media and Language (I)

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 28

Number of distinct parameters to be estimated: 15

Degrees of freedom (28 - 15): 13

### Result (Default model)

Minimum was achieved

Chi-square = 139.512

Degrees of freedom = 13

Probability level = .000

#### G5.2.1 - Amos Text Output for Maximum Likelihood Estimates (I)

			Estimate	S.E.	C.R.	P	Std. Estimate
DL	<---	DML	1.000				.830
DM	<---	DML	1.000				.953
Acculturation17	<---	DL	1.000				.837
Acculturation16	<---	DL	1.018	.045	22.470	***	.830
Acculturation14	<---	DL	.916	.048	19.265	***	.744
Acculturation13	<---	DL	.962	.041	23.600	***	.860
Media4	<---	DML	.963	.060	16.123	***	.759
Media5	<---	DML	1.068	.061	17.613	***	.857
Media6	<---	DML	1.000				.726

G5.2.2 - Modification Indices and Parameter Change Statistics (I)

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e5 <--> e9	15.073	-.135
e5 <--> e8	8.565	.112
e5 <--> e6	18.797	.191
e4 <--> F1	7.431	.122
e4 <--> e9	42.992	.220
e4 <--> e8	24.374	-.181
e4 <--> e6	12.837	-.151
e3 <--> e4	5.647	-.093
e2 <--> e6	12.413	-.144
e2 <--> e4	7.287	.093
e1 <--> e7	15.831	-.157
e1 <--> e5	17.957	-.194
e1 <--> e4	56.276	.329

G5.2.3 - Model Fit Summary (I)

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	15	139.512	13	.000	10.732
Saturated model	28	.000	0		
Independence model	7	2255.457	21	.000	107.403

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.938	.900	.944	.909	.943
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.136	.116	.156	.000
Independence model	.448	.433	.464	.000

### G5.3 - Value Priorities

#### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 231

Number of distinct parameters to be estimated: 46

Degrees of freedom (231 - 46): 185

#### Result (Default model)

Minimum was achieved

Chi-square = 907.544

Degrees of freedom = 185

Probability level = .000

#### G5.3.1 - Amos Text Output for Values Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Std. Estimate
VP1	<---	VP	.816	.109	7.504	***	0.467
VP2	<---	VP	1.000				0.624
VP3	<---	VP	1.757	.160	10.989	***	0.942
VP4	<---	VP	1.681	.157	10.704	***	0.952
ValuesPO2	<---	VP1	1.000				0.724
ValuesAC2	<---	VP1	1.034	.062	16.581	***	0.796
ValueAC1	<---	VP1	1.082	.063	17.145	***	0.839
ValuePO1	<---	VP1	.923	.067	13.689	***	0.647
ValuesTR2	<---	VP2	1.000				0.643
ValuesCO2	<---	VP2	1.096	.075	14.536	***	0.764

	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Std. Estimate</b>
ValuesSE2 <--- VP2	1.091	.074	14.734	***	0.778
ValuesTR1 <--- VP2	.943	.074	12.793	***	0.650
ValuesCO1 <--- VP2	1.061	.074	14.299	***	0.747
ValueSE1 <--- VP2	1.087	.074	14.619	***	0.770
ValuesHE2 <--- VP3	1.000				0.839
ValuesST2 <--- VP3	.698	.051	13.817	***	0.565
ValuesSD2 <--- VP3	1.008	.043	23.179	***	0.827
ValuesHE1 <--- VP3	.920	.044	20.859	***	0.772
ValuesST1 <--- VP3	.932	.042	22.128	***	0.803
ValuesSD1 <--- VP3	.973	.044	22.285	***	0.806
ValuesUN3 <--- VP4	1.000				0.785
ValuesBE2 <--- VP4	1.117	.050	22.350	***	0.861
ValuesBE1 <--- VP4	1.095	.049	22.327	***	0.861
ValuesUN2 <--- VP4	1.008	.049	20.415	***	0.804
ValuesUN1 <--- VP4	1.145	.051	22.238	***	0.858

G5.3.2 - Modification Indices and Parameter Change Statistics

Covariances: (Group number 1 - Default model)

		<b>M.I.</b>	<b>Par Change</b>			<b>M.I.</b>	<b>Par Change</b>
e23 <-->	e24	24.187	-.090	e10 <-->	e25	5.164	.044
e22 <-->	e25	50.940	-.148	e10 <-->	e21	4.198	.052
e22 <-->	e24	7.402	.061	e10 <-->	e15	8.152	-.075
e22 <-->	e23	114.356	.313	e10 <-->	e12	13.220	.044
e21 <-->	e25	4.555	.033	e9 <-->	VP	4.968	.033
e21 <-->	e22	24.678	-.136	e9 <-->	e25	6.899	-.136
e20 <-->	e25	4.063	-.033	e9 <-->	e22	30.573	-.033
e20 <-->	e24	12.657	.064	e9 <-->	e21	4.284	.064
e20 <-->	e22	6.057	-.071	e9 <-->	e19	9.461	-.071
e18 <-->	e25	4.690	-.033	e8 <-->	e21	7.005	-.033
e18 <-->	e23	18.411	.094	e8 <-->	e20	6.283	.094
e18 <-->	e20	5.404	-.049	e8 <-->	e18	4.802	-.049
e17 <-->	e18	5.964	-.054	e8 <-->	e15	7.024	-.054
e16 <-->	e20	9.614	.074	e8 <-->	e12	7.960	.074
e15 <-->	e21	7.111	-.059	e8 <-->	e10	4.736	-.059
e14 <-->	e25	10.894	-.059	e8 <-->	e9	5.220	-.059
e14 <-->	e24	5.958	.046	e7 <-->	e25	7.744	.046
e14 <-->	e22	17.153	.127	e7 <-->	e17	5.827	.127
e14 <-->	e20	7.945	-.070	e7 <-->	e10	18.882	-.070
e13 <-->	e25	85.251	.152	e7 <-->	e8	4.212	.152
e13 <-->	e24	50.492	-.124	e6 <-->	e24	5.115	-.124
e13 <-->	e22	20.108	-.128	e6 <-->	e20	9.632	-.128
e13 <-->	e21	32.350	.125	e5 <-->	e22	11.236	.125
e13 <-->	e18	19.669	.094	e5 <-->	e21	9.044	.094
e13 <-->	e15	23.431	-.110	e5 <-->	e19	5.036	-.110
e12 <-->	e25	20.537	-.106	e5 <-->	e17	7.640	-.106
e12 <-->	e24	17.857	.105	e5 <-->	e16	7.897	.105
e12 <-->	e23	7.647	-.091	e5 <-->	e10	14.776	-.091
e12 <-->	e22	13.515	.146	e5 <-->	e9	15.414	.146
e12 <-->	e21	13.366	-.112	e5 <-->	e7	4.221	-.112

		<b>M.I.</b>	<b>Par Change</b>			<b>M.I.</b>	<b>Par Change</b>
e12 <-->	e15	51.475	.228	e4 <-->	VP	23.797	.228
e12 <-->	e13	13.017	-.115	e4 <-->	e25	45.484	-.115
e11 <-->	e25	5.542	-.037	e4 <-->	e24	9.903	-.037
e11 <-->	e24	8.447	.048	e4 <-->	e22	7.322	.048
e11 <-->	e23	7.144	-.060	e4 <-->	e21	14.720	-.060
e11 <-->	e18	9.595	-.063	e4 <-->	e20	4.875	-.063
e11 <-->	e14	19.552	.103	e4 <-->	e15	5.084	.103
e11 <-->	e12	6.102	.075	e4 <-->	e14	16.020	.075
e10 <-->	e12	13.220	-.133	e4 <-->	e5	9.620	-.133
e4 <-->	e13	10.540	-.108	e6 <-->	e24	5.115	-.048
e4 <-->	e12	20.235	.208	e6 <-->	e20	9.632	-.084
e4 <-->	e6	4.069	-.078	e5 <-->	e22	11.236	.137
e4 <-->	e5	9.620	.148	e5 <-->	e21	9.044	-.095
e3 <-->	e12	6.265	.086	e5 <-->	e19	5.036	.067
e3 <-->	e8	5.464	-.077	e5 <-->	e17	7.640	-.096
e2 <-->	VP	5.694	.047	e5 <-->	e16	7.897	-.095
e2 <-->	e23	11.804	.092	e5 <-->	e10	14.776	-.143
e2 <-->	e9	6.012	.075	e5 <-->	e9	15.414	.151
e1 <-->	e23	32.633	.176	e5 <-->	e7	4.221	-.075
e1 <-->	e9	5.957	.086	e4 <-->	VP	23.797	-.123
e1 <-->	e6	4.649	.076	e4 <-->	e25	45.484	-.164
e4 <-->	e5	9.620	-.133	e4 <-->	e24	9.903	.082
e3 <-->	e12	6.265	-.046	e4 <-->	e22	7.322	.110
e3 <-->	e8	5.464	-.052	e4 <-->	e21	14.720	-.122
e2 <-->	VP	5.694	.186	e4 <-->	e20	4.875	-.074
e2 <-->	e23	11.804	-.054	e4 <-->	e15	5.084	.075
e2 <-->	e9	6.012	-.076	e4 <-->	e14	16.020	.143
e1 <-->	e23	32.633	-.078	e4 <-->	e13	10.540	-.108
e1 <-->	e9	5.957	.077	e4 <-->	e12	20.235	.208
e1 <-->	e6	4.649	-.062	e4 <-->	e6	4.069	-.078
e8 <-->	e15	7.024	.081	e4 <-->	e5	9.620	.148
e8 <-->	e12	7.960	.120	e3 <-->	e12	6.265	.086
e8 <-->	e10	4.736	-.075	e3 <-->	e8	5.464	-.077
e8 <-->	e9	5.220	.082	e2 <-->	VP	5.694	.047
e7 <-->	e25	7.744	.052	e2 <-->	e23	11.804	.092

			<b>M.I.</b>	<b>Par Change</b>			<b>M.I.</b>	<b>Par Change</b>
e7 <-->	e17		5.827	.066	e2 <-->	e9	6.012	.075
e7 <-->	e10		18.882	.125	e1 <-->	e23	32.633	.176
e7 <-->	e8		4.212	-.070	e1 <-->	e9	5.957	.086
					e1 <-->	e6	4.649	.076

*G5.3.3 - Model Fit Summary*

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	46	907.544	185	.000	4.906
Saturated model	231	.000	0		
Independence model	21	7556.773	210	.000	35.985

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.880	.864	.902	.888	.902
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.086	.080	.092	.000
Independence model	.257	.252	.262	.000

## G5.4 - Acculturation Higher Order Measurement

### Computation of degrees of freedom (Default model)

Number of distinct sample moments:	741
Number of distinct parameters to be estimated:	112
Degrees of freedom (741 - 112):	629

### Result (Default model)

Minimum was achieved

Chi-square =	2347.175
Degrees of freedom =	629
Probability level =	.000

#### G5.4.1 - Amos Text Output for Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Estimate
TFT	<---	ATCFT	1.000				.945
EI	<---	ATCFT	1.000				.940
DM	<---	DML	1.000				.870
DL	<---	DML	1.000				.913
EIdentity6	<---	EI	1.000				.896
EIdentity5	<---	EI	1.025	.031	33.365	***	.913
EIdentity4	<---	EI	.987	.030	33.447	***	.911
EIdentity3	<---	EI	1.038	.035	29.970	***	.871
EIdentity2	<---	EI	.971	.032	30.041	***	.876
EIdentity1	<---	EI	.972	.035	28.069	***	.848
Accprivate1	<---	TFT	1.000				.799

			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Estimate</b>
Accprivate2	<---	TFT	1.140	.039	28.984	***	.861
Accprivate3	<---	TFT	1.229	.045	27.027	***	.979
Media1	<---	TM	1.000				.915
Media2	<---	TM	.968	.034	28.711	***	.872
Media3	<---	TM	.936	.039	24.207	***	.797
Friendship1	<---	TRFP	1.000				.906
Friendship2	<---	TRFP	1.075	.025	42.341	***	.923
Friendship3	<---	TRFP	.963	.030	32.114	***	.903
Friendship4	<---	TRFP	.949	.034	27.731	***	.848
Friendship5	<---	TRFP	.971	.033	29.722	***	.875
Accprivate6	<---	DFT	1.000				.737
Accprivate5	<---	DFT	1.395	.082	17.004	***	.855
Accprivate4	<---	DFT	1.057	.067	15.797	***	.748
Acculturation8	<---	TL	1.000				.806
Acculturation7	<---	TL	1.111	.045	24.833	***	.887
Acculturation6	<---	TL	1.128	.050	22.554	***	.832
Acculturation5	<---	TL	1.144	.043	26.335	***	.921
Acculturation4	<---	TL	1.095	.041	26.696	***	.929
Media6	<---	DML	1.000				.775
Media5	<---	DML	.958	.044	21.762	***	.851
Media4	<---	DML	.864	.046	18.806	***	.757
Acculturation17	<---	DLL	1.000				.814
Acculturation16	<---	DL	1.078	.047	22.963	***	.829
Acculturation14	<---	DL	.983	.049	19.871	***	.753
Acculturation13	<---	DL	1.010	.042	23.967	***	.853
Acculturation18	<---	DSI	1.000				.751
Acculturation12	<---	DSI	1.089	.055	19.888	***	.867

	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Estimate</b>
Acculturation11 <--- DSI	.960	.058	16.680	***	.731
Acculturation10 <--- DSI	.960	.055	17.499	***	.765
Acculturation3 <--- TSI	1.000				.935
Acculturation2 <--- TSI	.986	.032	30.500	***	.868
Acculturation1 <--- TSI	.909	.033	27.368	***	.827

*G5.4.2 - Model Fit Summary*

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	112	2347.175	629	.000	3.732
Saturated model	741	.000	0		
Independence model	38	20829.624	703	.000	29.630

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.887	.874	.915	.905	.915
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.072	.069	.075	.000
Independence model	.233	.230	.235	.000

## Appendix H - Measurement Model

### H5.1 - Full Measurement Model

#### Notes for Model (Default model)

#### Computation of degrees of freedom (Default model)

Number of distinct sample moments:	2278
Number of distinct parameters to be estimated:	203
Degrees of freedom (2278 - 203):	2075

#### Result (Default model)

Minimum was achieved

Chi-square =	5992.649
Degrees of freedom =	2075
Probability level =	.000

#### H5.1.1 - Amos Text Output for Maximum Likelihood Estimates (I)

		Estimate	S.E.	C.R.	P	Estimate
VSEH	<--- VP	1.000				.434
VCON	<--- VP	1.442	.192	7.523	***	.627
VSET	<--- VP	2.496	.293	8.518	***	.979
VOPEN	<--- VP	2.198	.261	8.407	***	.919
TFT	<--- ATCFT	1.000				.932
EI	<--- ATCFT	1.000				.960
DM	<--- DML	1.000				.888
DL	<--- DML	1.000				.890
EIdentity6	<--- EI	1.000				.894
EIdentity5	<--- EI	1.028	.029	35.293	***	.911

			Estimate	S.E.	C.R.	P	Estimate
Eldentity4	<---	EI	.993	.028	35.501	***	.911
Eldentity3	<---	EI	1.049	.033	31.785	***	.875
Eldentity2	<---	EI	.973	.031	31.329	***	.873
Eldentity1	<---	EI	.985	.033	29.778	***	.854
Accprivate1	<---	TFT	1.000				.815
Accprivate2	<---	TFT	1.123	.034	33.353	***	.869
Accprivate3	<---	TFT	1.185	.032	37.307	***	.969
Media1	<---	TM	1.000				.896
Media2	<---	TM	1.015	.034	30.179	***	.896
Media3	<---	TM	.939	.040	23.301	***	.784
Friendship1	<---	TRFP	1.000				.907
Friendship2	<---	TRFP	1.077	.025	42.604	***	.925
Friendship3	<---	TRFP	.965	.029	32.747	***	.906
Friendship4	<---	TRFP	.943	.034	27.697	***	.843
Friendship5	<---	TRFP	.966	.032	29.786	***	.871
Accprivate6	<---	DFT	1.000				.735
Accprivate5	<---	DFT	1.398	.082	16.987	***	.854
Accprivate4	<---	DFT	1.063	.067	15.808	***	.750
Acculturation8	<---	TL	1.000				.805
Acculturation7	<---	TL	1.112	.045	24.823	***	.887
Acculturation6	<---	TL	1.131	.050	22.599	***	.833
Acculturation5	<---	TL	1.140	.044	26.145	***	.918
Acculturation4	<---	TL	1.099	.041	26.823	***	.933
Media6	<---	DM	1.000				.765
Media5	<---	DM	.979	.045	21.779	***	.849
Media4	<---	DM	.884	.047	18.764	***	.756

		Estimate	S.E.	C.R.	P	Estimate
Acculturation17	<--- DL	1.000				.818
Acculturation16	<--- DL	1.061	.046	23.120	***	.828
Acculturation14	<--- DL	.965	.048	19.910	***	.750
Acculturation13	<--- DL	1.000	.041	24.392	***	.857
Acculturation12	<--- DSI	1.000				.860
Acculturation11	<--- DSI	.906	.047	19.425	***	.746
Acculturation10	<--- DSI	.895	.044	20.322	***	.770
ValuesPO2	<--- VSEH	1.000				.724
ValueAC1	<--- VSEH	1.083	.063	17.123	***	.840
ValuesAC2	<--- VSEH	1.032	.062	16.553	***	.796
ValueSE1	<--- VCON	1.000				.771
ValuesSE2	<--- VCON	1.004	.055	18.104	***	.779
ValuesCO1	<--- VCON	.972	.056	17.249	***	.746
ValuesCO2	<--- VCON	1.007	.057	17.715	***	.764
ValuesTR1	<--- VCON	.864	.059	14.770	***	.649
ValuesTR2	<--- VCON	.917	.063	14.615	***	.642
ValuesBE1	<--- VSET	1.000				.861
ValuesBE2	<--- VSET	1.022	.039	26.327	***	.863
ValuesUN1	<--- VSET	1.046	.040	26.057	***	.858
ValuesUN2	<--- VSET	.919	.040	23.197	***	.803
ValuesUN3	<--- VSET	.911	.041	22.279	***	.783
ValuesSD1	<--- VOPEN	1.000				.806
ValuesST1	<--- VOPEN	.956	.046	20.852	***	.800
ValuesST2	<--- VOPEN	.714	.053	13.425	***	.562
ValuesHE1	<--- VOPEN	.945	.048	19.795	***	.770
ValuesHE2	<--- VOPEN	1.028	.046	22.243	***	.839

			Estimate	S.E.	C.R.	P	Estimate
Behaviour4	<---	DF&E	1.000				.855
Behaviour3	<---	DF&E	1.133	.043	26.527	***	.891
Behaviour2	<---	DF&E	.912	.046	19.794	***	.739
Behaviour1	<---	DF&E	.762	.040	18.997	***	.682
Behaviour8	<---	MF&E	1.000				.855
Behaviour7	<---	MF&E	.801	.038	21.188	***	.798
Behaviour6	<---	MF&E	.895	.043	20.589	***	.787
Behaviour5	<---	MF&E	.680	.040	17.033	***	.689
Acculturation3	<---	TSI	1.000				.932
Acculturation2	<---	TSI	.990	.032	30.596	***	.869
Acculturation1	<---	TSI	.914	.033	27.485	***	.829
ValuePO1	<---	VSEH	.924	.067	13.686	***	.647
ValuesSD2	<---	VOPEN	1.042	.047	21.962	***	.831

H5.1.2 - Model Fit Summary

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	203	5992.649	2075	.000	2.888
Saturated model	2278	.000	0		
Independence model	67	34325.743	2211	.000	15.525

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.825	.814	.879	.870	.878
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.060	.058	.062	.000
Independence model	.166	.164	.167	.000

## H5.2 - Re-specified Measurement Model (I)

### Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 2080

Number of distinct parameters to be estimated: 187

Degrees of freedom (2080 - 187): 1893

### Result (Default model)

Minimum was achieved

Chi-square = 5423.396

Degrees of freedom = 1893

Probability level = .000

### H5.2.1 - Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	187	5423.396	1893	.000	2.865
Saturated model	2080	.000	0		
Independence model	64	32115.529	2016	.000	15.930

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.831	.820	.883	.875	.883
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.059	.058	.061	.000
Independence model	.168	.166	.170	.000

## Appendix I - SEM Development

### I5.1 SEM Development

#### *Computation of degrees of freedom (Default model)*

Number of distinct sample moments:	2080
Number of distinct parameters to be estimated:	157
Degrees of freedom (2080 - 157):	1923

#### *Result (Default model)*

Minimum was achieved

Chi-square =	6949.002
Degrees of freedom =	1923
Probability level =	.000

#### *15.1.1 - Amos Text Output for Maximum Likelihood Estimates*

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Std. Estimate
ACTFT <--- TRFP	.728	.034	21.426	***	.803
VSEH <--- VP	1.000				.467
VCON <--- VP	1.332	.170	7.857	***	.624
VSET <--- VP	2.256	.249	9.053	***	.952
VOPEN <--- VP	2.097	.235	8.927	***	.942
TFT <--- ACTFT	1.000				.933
EI <--- ACTFT	1.000				.959
DM <--- DML	1.000				1.009
DL <--- DML	1.000				.796

			Estimate	S.E.	C.R.	P	Std. Estimate
DF&E	<---	ACTFT	.254	.029	8.881	***	.364
MF&E	<---	ACTFT	-.174	.032	-5.413	***	-.207
DF&E	<---	TL	.317	.034	9.398	***	.399
MF&E	<---	TL	-.119	.036	-3.301	***	-.124
DF&E	<---	TSI	.327	.032	10.239	***	.428
MF&E	<---	TSI	.181	.035	5.123	***	.197
DF&E	<---	DFT	-.004	.033	-.122	.903	-.005
MF&E	<---	DFT	.158	.039	4.003	***	.163
DF&E	<---	DSI	.008	.031	.240	.810	.010
MF&E	<---	DSI	.550	.043	12.834	***	.585
DF&E	<---	DML	-.034	.038	-.888	.374	-.036
MF&E	<---	DML	.330	.047	7.055	***	.289
DF&E	<---	VP	.029	.090	.320	.749	.013
MF&E	<---	VP	-.176	.107	-1.649	.099	-.064

### 15.1.2 Modification indices and Parameter Change Statistics

Covariances: (Group number 1 - Default model)

		M.I.	Par Change
e82 <-->	e77	15.659	.182
e76 <-->	e77	25.678	.109
e76 <-->	e82	13.880	.070
e80 <-->	e73	244.070	1.433
e78 <-->	e77	169.583	.833
e78 <-->	e80	16.039	.310
e81 <-->	e73	243.955	1.357

		<b>M.I.</b>	<b>Par Change</b>
e81 <-->	e82	50.295	.373
e81 <-->	e80	282.632	1.224
e79 <-->	e73	4.343	-.190
e79 <-->	e77	45.242	.425
e79 <-->	e76	4.468	-.055
e79 <-->	e78	117.395	.834
e79 <-->	e81	14.578	-.277
e74 <-->	e75	36.548	.219
e66 <-->	e81	5.621	-.072
e65 <-->	e77	28.183	.148
e64 <-->	e73	12.932	.201
e64 <-->	e82	11.448	.115
e64 <-->	e80	14.182	.176
e64 <-->	e78	5.153	-.107
e64 <-->	e81	18.918	.193
e64 <-->	e79	8.095	-.133
e64 <-->	e66	24.338	-.095
e63 <-->	e77	11.144	-.144
e63 <-->	e66	7.372	.059
e63 <-->	e65	50.711	-.161
e63 <-->	e64	114.354	.340
e68 <-->	e73	5.746	-.161
e68 <-->	e78	51.538	.408
e68 <-->	e79	7.518	.154
e68 <-->	e75	11.205	-.140
e68 <-->	e74	4.731	-.078
e68 <-->	e65	6.890	.065

		<b>M.I.</b>	<b>Par Change</b>
e67 <-->	e76	8.471	.044
e67 <-->	e78	12.357	.160
e67 <-->	e79	6.715	.117
e67 <-->	e75	8.006	.093
e70 <-->	e77	6.045	-.090
e70 <-->	e81	4.874	.093
e70 <-->	e65	4.014	-.039
e70 <-->	e64	10.754	.089
e70 <-->	e63	5.828	.073
e70 <-->	e67	4.817	-.057
e69 <-->	e77	27.565	.180
e69 <-->	e76	14.645	.053
e69 <-->	e80	5.301	.095
e69 <-->	e81	10.435	.127
e69 <-->	e75	4.589	-.066
e69 <-->	e74	6.632	.067
e69 <-->	e65	12.410	.064
e69 <-->	e63	4.421	-.059
e69 <-->	e67	13.594	.090
e72 <-->	e77	18.410	.149
e72 <-->	e80	4.474	-.089
e72 <-->	e78	4.063	-.085
e72 <-->	e75	8.208	-.089
e72 <-->	e74	4.258	-.055
e72 <-->	e66	51.025	-.121
e72 <-->	e65	84.166	.166
e72 <-->	e63	20.201	-.128

		<b>M.I.</b>	<b>Par Change</b>
e72 <-->	e68	4.998	.069
e72 <-->	e69	4.718	.049
e71 <-->	e77	19.943	-.224
e71 <-->	e76	23.923	-.100
e71 <-->	e75	5.186	.103
e71 <-->	e66	10.123	.081
e71 <-->	e65	44.815	-.178
e71 <-->	e63	7.361	.111
e71 <-->	e68	19.830	-.199
e71 <-->	e70	16.329	.142
e71 <-->	e69	19.384	-.144
e71 <-->	e72	10.466	-.108
e54 <-->	e82	13.560	-.170
e54 <-->	e76	6.054	-.053
e54 <-->	e80	12.284	.224
e54 <-->	e78	33.926	.374
e54 <-->	e81	5.336	-.140
e54 <-->	e79	23.097	.305
e54 <-->	e75	43.377	.312
e54 <-->	e66	5.770	.064
e54 <-->	e65	10.311	-.090
e54 <-->	e63	4.177	.088
e54 <-->	e68	4.098	-.095
e54 <-->	e72	6.839	-.091
e54 <-->	e62	20.244	-.190
e54 <-->	e61	11.789	.133
e54 <-->	e58	87.190	.447

		<b>M.I.</b>	<b>Par Change</b>
e54 <-->	e57	17.453	-.176
e54 <-->	e56	7.280	.123
e54 <-->	e55	7.437	-.129
e41 <-->	e73	67.858	.593
e41 <-->	e77	11.658	-.170
e41 <-->	e82	36.469	.263
e41 <-->	e80	43.872	.399
e41 <-->	e78	10.114	-.193
e41 <-->	e81	62.752	.453
e41 <-->	e79	21.849	-.281
e41 <-->	e74	4.087	.077
e41 <-->	e63	11.246	.137
e41 <-->	e68	10.002	-.140
e41 <-->	e70	14.250	.131
e41 <-->	e71	9.629	.148
e41 <-->	e58	8.831	.134
e41 <-->	e47	7.903	-.095
e41 <-->	e46	7.605	-.096
e41 <-->	e44	9.055	-.095
e41 <-->	e42	5.048	.067

15.1.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	157	6949.002	1923	.000	3.614
Saturated model	2080	.000	0		
Independence model	64	32115.529	2016	.000	15.930

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.784	.773	.834	.825	.833
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.070	.069	.072	.000
Independence model	.168	.166	.170	.000

## I5.2 - SEM Development (I)

### *Computation of degrees of freedom (Default model)*

Number of distinct sample moments:	1830
Number of distinct parameters to be estimated:	154
Degrees of freedom (1830 - 154):	1676

### *Result (Default model)*

Minimum was achieved

Chi-square =	4716.534
Degrees of freedom =	1676
Probability level =	.000

### *15.2.1 - Amos Text Output for Maximum Likelihood Estimates (I)*

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	STd. Estimate
DSI	<---	DML	.884	.056	15.681	***	.765
TL	<---	TRFP	.578	.035	16.673	***	.719
VSEH	<---	VP	1.000				.377
ATCFT	<---	TRFP	.736	.033	21.981	***	.812
TSI	<---	TRFP	.280	.037	7.530	***	.341
DFT	<---	DSI	.589	.055	10.774	***	.563
DSI	<---	TL	.555	.049	11.253	***	.542
VCON	<---	VP	1.607	.227	7.090	***	.594
VSET	<---	VP	3.041	.406	7.484	***	1.042
VOPEN	<---	VP	1.981	.266	7.451	***	.727
TFT	<---	ATCFT	1.000				.930

			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>STd. Estimate</b>
EI	<---	ATCFT	1.000				.963
DM	<---	DML	1.000				.898
DL	<---	DML	1.000				.880
DF&E	<---	ATCFT	.266	.037	7.149	***	.293
MF&E	<---	ATCFT	-.185	.043	-4.297	***	-.199
DF&E	<---	TL	.376	.058	6.489	***	.367
MF&E	<---	TL	-.139	.066	-2.116	.034	-.133
DF&E	<---	TSI	.262	.057	4.584	***	.262
MF&E	<---	TSI	.211	.067	3.168	.002	.206
DF&E	<---	DFT	-.040	.042	-.949	.343	-.040
MF&E	<---	DFT	.102	.050	2.047	.041	.099
DF&E	<---	DSI	-.044	.070	-.632	.527	-.042
MF&E	<---	DSI	.656	.089	7.386	***	.611
DF&E	<---	DML	.045	.074	.611	.541	.037
MF&E	<---	DML	.144	.089	1.613	.107	.116
DF&E	<---	VP	.125	.108	1.150	.250	.034
MF&E	<---	VP	-.173	.127	-1.362	.173	-.046
VOPEN	<---	VSEH	.260	.039	6.652	***	.253

15.2.2 - Modification Indices and Parameter Change Statistics (I)

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e73 <--> e77	4.893	-.174
e76 <--> e77	25.953	.088
e78 <--> e76	15.924	-.060
e81 <--> e77	17.415	.192
e82 <--> e77	13.052	.169
e82 <--> e76	14.825	.055
e82 <--> e81	64.257	.305
e80 <--> e77	8.689	.122
e80 <--> e78	36.006	.217
e80 <--> e82	15.330	-.134
e63 <--> e77	6.031	-.115
e63 <--> e78	4.838	.090
e79 <--> e76	11.807	-.063
e79 <--> e81	35.413	-.293
e74 <--> e75	17.632	.157
e66 <--> e78	6.389	.065
e65 <--> e77	25.371	.152
e65 <--> e78	16.214	-.106
e65 <--> e80	5.216	-.050
e65 <--> e63	17.491	-.102
e65 <--> e79	7.101	-.086
e64 <--> e73	6.482	.148
e64 <--> e82	4.672	.075
e64 <--> e63	127.826	.392
e64 <--> e66	13.256	-.079
e68 <--> e73	4.769	-.131
e68 <--> e76	10.091	.042
e68 <--> e82	4.908	.079
e68 <--> e63	5.218	-.081
e68 <--> e75	21.079	-.173
e68 <--> e66	9.778	-.070

		<b>M.I.</b>	<b>Par Change</b>
e68 <-->	e65	16.741	.094
e67 <-->	e76	14.686	.051
e67 <-->	e75	20.074	.171
e67 <-->	e65	8.509	.068
e70 <-->	e77	4.272	-.079
e70 <-->	e80	17.832	-.118
e70 <-->	e65	5.037	-.046
e70 <-->	e64	7.579	.078
e70 <-->	e67	4.108	-.060
e69 <-->	e77	21.189	.161
e69 <-->	e76	19.310	.047
e69 <-->	e78	4.617	-.066
e69 <-->	e81	15.023	.111
e69 <-->	e74	12.651	.093
e69 <-->	e65	12.929	.067
e69 <-->	e67	12.704	.097

15.2.1 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	154	4716.534	1676	.000	2.814
Saturated model	1830	.000	0		
Independence model	60	29833.706	1770	.000	16.855

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.842	.833	.892	.886	.892
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.059	.057	.061	.000
Independence model	.173	.171	.175	.000

### 15.3 - SEM Model (II)

#### *Computation of degrees of freedom (Default model)*

Number of distinct sample moments: 1830  
 Number of distinct parameters to be estimated: 156  
 Degrees of freedom (1830 - 156): 1674

#### *Result (Default model)*

Minimum was achieved

Chi-square = 4470.316  
 Degrees of freedom = 1674  
 Probability level = .000

#### *15.3.1 - Amos Text Output for Maximum Likelihood Estimates (II)*

Regression Weights: (Group number 1 - Default model)

			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Estimate</b>
ATCFT	<---	TRFP	.722	.034	21.393	***	.798
DSI	<---	DML	.884	.056	15.678	***	.765
TL	<---	TRFP	.238	.048	4.977	***	.296
TL	<---	ATCFT	.446	.055	8.135	***	.504
VSEH	<---	VP	1.000				.284
TSI	<---	TRFP	.280	.036	7.782	***	.342
DFT	<---	DSI	.589	.055	10.771	***	.563
TSI	<---	TL	.557	.048	11.593	***	.544
VCON	<---	VP	.940	.175	5.388	***	.272
VSET	<---	VP	5.188	1.066	4.866	***	1.376

		<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Estimate</b>
VOPEN <---	VP	1.809	.275	6.580	***	.514
TFT <---	ATCFT	1.000				.931
EI <---	ATCFT	1.000				.963
DM <---	DML	1.000				.898
DL <---	DML	1.000				.880
DF&E <---	ATCFT	.270	.046	5.918	***	.292
MF&E <---	ATCFT	-.191	.053	-3.624	***	-.206
DF&E <---	TL	.361	.063	5.745	***	.346
MF&E <---	TL	-.125	.072	-1.739	.082	-.119
DF&E <---	TSI	.269	.056	4.826	***	.264
MF&E <---	TSI	.206	.065	3.172	.002	.201
DF&E <---	DFT	-.041	.042	-.973	.330	-.040
MF&E <---	DFT	.102	.050	2.059	.039	.100
DF&E <---	DSI	-.052	.070	-.739	.460	-.048
MF&E <---	DSI	.655	.089	7.390	***	.610
DF&E <---	DML	.054	.074	.730	.465	.044
MF&E <---	DML	.145	.089	1.632	.103	.117
DF&E <---	VP	.051	.089	.566	.571	.010
MF&E <---	VP	-.128	.106	-1.207	.227	-.026
VOPEN <---	VSEH	.382	.052	7.387	***	.381
VCON <---	VSEH	.611	.051	12.055	***	.622

15.3.2 - Modification indices and Parameter Change Statistics (II)

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e77 <--> e73	5.736	-.189
e82 <--> e77	15.429	.188
e76 <--> e77	30.036	.047
e76 <--> e82	9.260	.022
e78 <--> e76	17.013	-.031
e81 <--> e77	9.214	.131
e81 <--> e78	5.071	.085
e80 <--> e77	8.709	.122
e80 <--> e82	15.382	-.138
e80 <--> e78	36.197	.218
e63 <--> e77	7.823	-.125
e79 <--> e82	4.962	-.114
e79 <--> e76	10.928	-.030
e79 <--> e81	32.183	-.263
e74 <--> e75	17.648	.157
e66 <--> e78	4.068	.051
e65 <--> e77	21.977	.138
e65 <--> e78	11.334	-.086
e65 <--> e80	4.586	-.046
e65 <--> e79	6.540	-.080
e64 <--> e82	5.428	.069
e64 <--> e78	4.506	-.064
e68 <--> e73	5.075	-.135
e68 <--> e82	4.720	.079

	<b>M.I.</b>	<b>Par Change</b>
e68 <--> e76	14.730	.025
e68 <--> e63	5.152	-.077
e68 <--> e75	20.936	-.172
e68 <--> e66	7.524	-.060
e68 <--> e65	12.644	.079
e67 <--> e76	12.690	.023
e67 <--> e75	19.584	.169
e67 <--> e65	6.954	.060
e70 <--> e77	5.894	-.092
e70 <--> e76	4.956	-.013
e70 <--> e80	19.733	-.124
e70 <--> e63	4.925	.067
e70 <--> e74	4.051	-.058
e70 <--> e65	4.537	-.042
e70 <--> e67	4.351	-.061
e69 <--> e77	15.667	.137
e69 <--> e76	16.756	.021
e69 <--> e78	6.186	-.075
e69 <--> e74	11.103	.086
e69 <--> e65	10.499	.058
e69 <--> e67	11.609	.091

15.3.1 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	156	4470.316	1674	.000	2.670
Saturated model	1830	.000	0		
Independence model	60	29833.706	1770	.000	16.855

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.850	.842	.901	.895	.900
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.056	.054	.058	.000
Independence model	.173	.171	.175	.000

## **I5.4 - Final SEM Model**

### **Computation of degrees of freedom (Default model)**

Number of distinct sample moments:	903
Number of distinct parameters to be estimated:	108
Degrees of freedom (903 - 108):	795

### ***Result (Default model)***

Minimum was achieved

Chi-square =	2795.060
Degrees of freedom =	795
Probability level =	.000

15.4.1 - Amos Text output for Maximum Likelihood Estimates Final Proposed Model

Regression Weights: (Group number 1 - Default model)

			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Std. Estimate</b>
ATCFT	<---	TRFP	.722	.034	21.396	***	.798
DSI	<---	DML	.891	.056	15.898	***	.773
TL	<---	TRFP	.237	.048	4.966	***	.295
TL	<---	ATCFT	.448	.055	8.173	***	.505
TSI	<---	TRFP	.281	.036	7.784	***	.342
DFT	<---	DSI	.591	.055	10.782	***	.563
DSI	<---	TL	.555	.048	11.567	***	.543
TFT	<---	ATCFT	1.000				.931
EI	<---	ATCFT	1.000				.963
DM	<---	DML	1.000				.890
DL	<---	DML	1.000				.888
DF&E	<---	ATCFT	.272	.046	5.928	***	.295
MF&E	<---	ATCFT	-.233	.047	-4.921	***	-.251
DF&E	<---	TL	.385	.063	6.087	***	.370
DF&E	<---	TSI	.243	.056	4.359	***	.239
MF&E	<---	TSI	.133	.052	2.570	.010	.130
MF&E	<---	DFT	.122	.050	2.442	.015	.119
MF&E	<---	DSI	.747	.057	13.004	***	.694

15.4.2 - Modification Indices and Parameter Change Statistics (I)

Covariances: (Group number 1 - Default model)

	<b>M.I.</b>	<b>Par Change</b>
e77 <--> e73	5.867	-.191
e82 <--> e77	15.035	.186
e81 <--> e77	8.903	.129
e80 <--> e77	9.060	.125
e80 <--> e82	15.503	-.138
e80 <--> e78	36.891	.217
e79 <--> e82	5.158	-.117
e79 <--> e81	31.807	-.262
e74 <--> e75	17.771	.159
e68 <--> e73	5.167	-.134
e68 <--> e82	5.060	.081
e68 <--> e75	16.827	-.153
e67 <--> e75	25.819	.199
e70 <--> e77	5.423	-.089
e70 <--> e80	19.419	-.123
e70 <--> e74	4.360	-.060
e70 <--> e67	4.173	-.061
e69 <--> e77	16.335	.140
e69 <--> e78	5.300	-.068
e69 <--> e74	11.680	.089
e69 <--> e67	11.483	.092

15.4.3 - Model Fit Summary

**CMIN**

<b>Model</b>	<b>NPAR</b>	<b>CMIN</b>	<b>DF</b>	<b>P</b>	<b>CMIN/DF</b>
Default model	108	2795.060	795	.000	3.516
Saturated model	903	.000	0		
Independence model	42	22274.829	861	.000	25.871

**Baseline Comparisons**

<b>Model</b>	<b>NFI Delta1</b>	<b>RFI rho1</b>	<b>IFI Delta2</b>	<b>TLI rho2</b>	<b>CFI</b>
Default model	.875	.864	.907	.899	.907
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.069	.066	.072	.000
Independence model	.217	.214	.219	.000

## **Appendix J - Reflective Statement**

In September of 2011, I started my part-time PhD at the Newcastle Business School, Northumbria University. This PhD journey has developed me individually and challenged me in many ways professional and personal.

First, the 4.5 years of this PhD has a valuable impact on my academic professional development. Before the start of this PhD, my first attempt to write a paper was published in September 2011 in the Islamic Journal of Marketing. My motivation and interest in lecturing Marketing and Research were the reasons to start a PhD. A key principal of teaching is to contribute the intellectual growth of students. This reflects my own philosophy in life. In the future, I hope to continue advice graduate students not only on the Bachelors level, but also at the Masters as well as Doctoral level in relevant fields of study. Inspired by my mentors, I aim to continue to participate in communities of scholars.

This research provided personal development of core competences as an academic professional. The positivist approach to this research extended my knowledge in analytical techniques beyond my expectations. Through the development trainings provided by the Northumbria University and the in-depth knowledge of my supervisors, I have gained knowledge in analytical methods applied in this thesis (EFA, CFA, SEM). This is of immense value and is beneficial in my research career as an academic.

The contribution to knowledge is the benefit of exploring consumer behaviour in other countries and cultures into subcultural consumer behaviour other than the US. My research is inspired by the concept of Immigrants Consumer Behaviour. The primary purpose of my research is to examine the impact of Acculturation. The data collection utilized a quantitative approach, and the use of selected prevailing statistical techniques; EFA, CFA and Structural Equation Modeling. I have the aim to contribute to a growing body of scholarly work in Consumer Research. I am interested in continuing research in this field as well as building and maintaining collaborative relationships between academics.

A part-time PhD next to my full-time position as a lecturer Marketing, was not always easy in terms of planning, organizing and managing my work-life balance. However, this PhD became part of my life. With every achieved milestone throughout the years, this journey has increased my confidence, my motivation and my enthusiasm to continue.

In the final year of my PhD, I realized the immense impact of this PhD. I started this journey because of my passion for education, knowledge and science, however it extended the impact beyond myself. I am part of the Turkish-Dutch community in the Netherlands. This community in Deventer (the city in the Netherlands where I was born and raised) is not only a group of individuals who share the same cultural heritage. We share the same history. This journey started in the Netherlands, and travels through Germany, Austria all the way to Turkey. I am humbled and realize that I stand for hope in my family and in my community not limited to Deventer.

## **Appendix K1 – Paper published in Islamic Journal of Marketing (2011)**

Citation: Kizgin, H. (2011). Value differences and similarities: a home versus host comparison", *Journal of Islamic Marketing*, Vol. 2 Iss: 3, pp.284 – 294.

### **Immigrants' Value Differences and Similarities**

#### **- A Home versus Host comparison –**

#### **ABSTRACT**

**Purpose** - The purpose of the study is to generate knowledge to understand individuals migrating from a nonwestern to a western country and fill the gap of their attitude and behavior.

**Design** - The data from the European Social Survey (ESS) measures basic human values with a new 21-item instrument, and is utilized for the analysis. The quantitative research approach analysis measures immigrants' individual values in two directions: immigrants' value differences with the home country (Turkey) and immigrants' value similarities with the host country (Germany and the Netherlands).

**Findings** - We found that a change of immigrants' values priorities, whereas two value dimensions remain equal to the home and two value priorities changes towards the host, such as Conservation and Self-transcendence and Openness-to-Change and Self-Enhancement respectively. The effects of values on media usage showed that value orientation plays a role and effects innovativeness.

**Research limitations** - This study was limited on only one group of immigrants, namely the Turkish immigrants representing the largest group in Germany and the Netherlands.

**Value** - Immigrants are a growing group in Western European society, and a large new group of consumers. If manufacturers want to target this group, a better understanding of their values is a first requirement. So far, no substantial empirical research has taken a broader focus and merges the perspectives of immigrants' individual values. There is a lack of research regarding how nonwestern immigrant values change and consequently affect the behavior in Western Europe. As a consequence, there is a need for further

research. Furthermore, no existing study compares the influence of the outcomes on attitude and behavior.

*Keywords: Immigrants, Western & Nonwestern, Individual Values, Consumer Behavior*

## **Paper type - Research paper**

### **1. Introduction**

Non-western immigrants are a growing segment in European societies and represent a huge potential to marketers. Immigrants therefore are an interesting group of consumers, making the issue of reaching them and understanding their behavior important. Immigrants have a different cultural background, have different habits, and display different behavior as compared to people in the host country. Marketers often assume that immigrants have cultural values prevailing in the country of the ancestors. However, this assumption may not hold and represent a serious simplification, especially when dealing with second and third generation immigrants. Most likely immigrants' values change when living in a western society, especially because of the no negligible differences between non- western and western countries.

Better life standards and job opportunities were reasons for immigrating to wealthy Western countries. Compared to the early 60s when immigration started today we not only find more immigrants in Western Europe but also find different generations of immigrants. Immigrants undergo a process of change and may relate to their heritage and host to different degrees (Berry, 1997). Cultural values provide potentially powerful explanations of human behavior because they serve as standards of conduct, universal across cultures, whereas the priorities explain the relative importance and unimportance of a value (Schwartz, 1992). Unique experiences as immigration affect individuals' value priorities (Feather, 1985).

Our knowledge on how immigrants' values differ in comparison with the home and host culture is poor or even lacking. In particular, how immigrants' behavior is affected by value priorities. Steenkamp et al. (1999) for example has shown that a person's innovativeness reflects his level of attachment to or rejection of a system of values. There is however a lack of research regarding how nonwestern immigrant values change and consequently affect the behavior in Western Europe. We specifically address two research questions:

1. *What are the differences and similarities of nonwestern immigrants' values compared to the prevailing values in the home country and the host country? Which values seem stable and/or enduring and which alter due to exposure to the prevailing values in wealthy western countries?*
2. *To what extent do value priorities impact the adoption of new media by nonwestern immigrants? What are the differences and similarities in comparison with the home and host?*

The current research will give insight in nonwestern immigrants' value priorities in comparison with the home and host country. We address these questions by first describing the theoretical background for understanding individual values. Then we will measure effects of values on media usage.

## **2. Theoretical background and hypotheses**

The prevailing value emphases in a society may be the most central feature of culture. These value emphases express conceptions of what is good and desirable and may be the most central feature of culture. Schwartz (1992) defines values as desirable, trans-situational goals, varying in importance that serves as guiding principles in people's lives. Cultural differences are a general explanation for differences in value priorities (Schwartz, 2005a). Individuals in a society are socialized to internalize the values of that society. However, when people such as immigrants live in two cultures a Western culture (public domain) and a Non-Western culture (private) the value priorities likely are affected by both cultures.

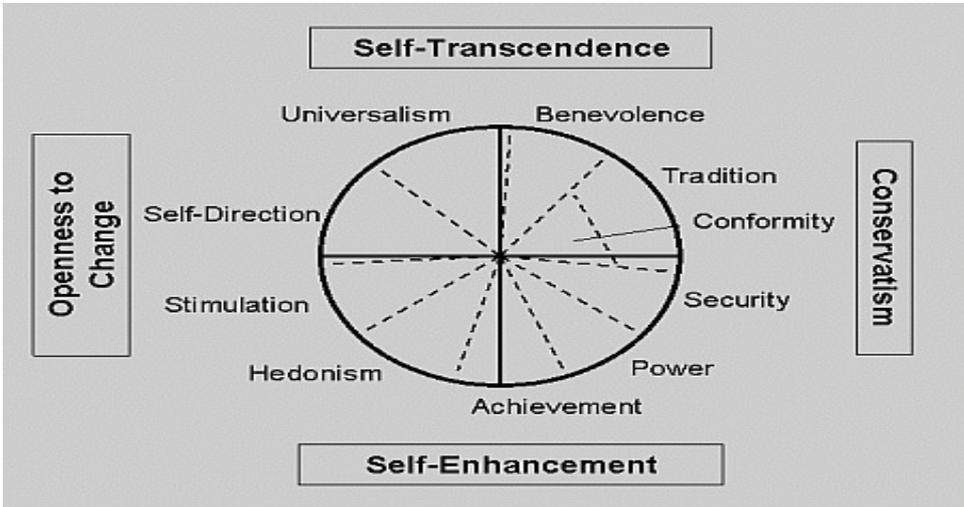
### **2.1 Values**

Looking at societies, studies have documented differences in the value orientations around the world (Inglehart, 1997, Schwartz, 2005a). Schwartz (2005a) found significant differences between Western and Non-Western countries. For example, Schwartz (2005a) examined cultural value orientations including countries in West Europe and the Muslim Middle East. His research showed that important values in West Europe are broadmindedness, curiosity, creativity, pleasure, exciting and varied life. Important values in Muslim Middle East countries are for example tradition, security, social order, obedience, wisdom, ambition, success, power, authority, and wealth.

To distinguish individuals within societies Schwartz (1992) defines 10 broad value types according to the motivation underlying each of them (see Figure 1). When domains are adjacent to each other such as benevolence and universalism, this means that these values likely occur together. When domains are located in an opposite direction from the origin (such as tradition and hedonism), conflict between these value types exists. An individual cannot pursue both value types at the same time. For example, individuals who give much importance to follow the customs handed down by their religion or family (tradition) will be less open for making own decisions about what to do, and not to depend on others (self-direction). Thus, pairs of compatible value types are located adjacent to each other, whereas conflicting value types are situated in opposite direction. In addition to the types, Schwartz defined four higher order value dimensions (i.e., openness-to-change, conservation dimension, self-enhancement and self-transcendence).

Those higher order dimensions are often described in pairs openness versus conservation and self- enhancement versus self transcendence. Value priorities of Western and non-Western countries revealed differences in value priorities, Western countries emphasize openness to change and self- transcendence, whereas non-Western countries emphasize conservation and self-enhancement. Societal emphasis on the cultural orientation at one pole of a dimension typically accompanies a de- emphasis on the polar type with which it tends to conflict (Schwartz, 2005a). Value priorities on the cultural level are not identical on the individual level. For example, Schwartz & Bardi (2001) found differences in value priorities on the cultural and individual level of African implying that value priority is dependent on social structural characteristics.

Figure 1: Schwartz Value Types (1992)



## **2.2 Non-western Immigrants' values development**

According to Berry (1997) immigrants are faced with two fundamental questions, one referring to maintain the home, "Is it of value to maintain my cultural heritage?" and one referring to relations with other ethno-cultural groups, "Is it of value to maintain relations with other groups?" Value researchers have noted that values can change to adapt to new life situations (Schwartz, 2005b). For example, socio-economic factors and modernization and economic development lead to certain changes in basic values (Inglehart & Baker, 2000). Inglehart and Baker (2000) found that a shift from traditional values to secular-rational values associated with the transition from agrarian society to industrial society. Further evidence revealed that, although economic development leads to a shift, traditional religious values remain strong. Many nonwestern immigrants in western countries came from agrarian societies, in which religion was important. Thus, value change of immigrants from the nonwestern societies is expected, but the exact direction of those changes is not evident.

Nonwestern immigrants face new life situations and are exposed to the prevailing value priorities in the new (host) country. The latter value priorities may be opposite to the values of the immigrants' home country. For example, nonwestern immigrants likely emphasize conservation values, whereas the conflicting dimension openness-to-change is considered more important in Western countries. People who give high importance to conservation values tend to give less importance to openness-to-change values (Schwartz & Bardi, 2003). However, changes in values may occur because of education and economic development (Schwartz, 2005b). Moreover, values may change as a result of psychological changes and adaptation to new life situations. We propose that immigrants' values change and may adapt to fit the environment of the Western due to social structural changes of the host country. Thus, we hypothesize the following:

**H1: Immigrants have higher priority of conservation values than individuals do in the host country.**

**H2: Immigrants have higher priority of openness-to-change values than individuals do in the home country.**

People in Western European countries, in comparison with people from less wealthy countries, attach relatively high priority to high self-transcendence values and low self-enhancement values (Schwartz, 2005a). This profile fits for countries with high economic

level, democracy, welfare where concern for the environment is especially high (cf. Ester, Halman, & Seuren, 1996). People must adapt in the institutions in which they spend most of their time (families, schools, business) in order to function smoothly and effectively (Smith and Schwartz, 1997). It is likely that immigrants shift and adapt their value priorities at an individual level due to new life situations. In this context we expect differences of self-enhancement and self-transcendence values in comparison with the home, respectively low- versus high mean scores in importance more similar to the host.

**H3: Non western Immigrants in Western countries have higher priority of self-transcendence values than individuals do in the home country?**

**H4: Non western Immigrants have lower priority of self-enhancement values than individuals do in the home country.**

#### *Values and openness to new products*

In marketing adoption of new products is often studied, as new products are important to companies' success (Kotler, 2003). New products are more often bought by people who are open to innovations, also called innovativeness. Rogers (1995, p.11) defines innovativeness as "the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other members of a system". Steenkamp et al. (1999) suggests that the antecedent of innovativeness is individual values. However, society's characteristics influence innovativeness. The importance people attribute to their personal values depends on the prevailing cultural orientations in a society. People belong to a particular national culture and are subject to the conflicts and compatibilities between their own value and cultural priorities. We believe that value priorities of the individual plays a role in the decision to adopt or reject innovations and that cultural priority has a moderating effect on the relationship between individual values and innovativeness.

**H5: Conservation values have a higher negative effect on immigrants' innovativeness in comparison with the home and host.**

### **3. Method**

We use the second round of the European Social Survey Data (ESS, 2004) for our study. The ESS is a multi-nation survey with a representative sample in each country.

The 21-item scale measuring human values is included in the questionnaire. The Human Value Scale is derived from the Portrait Values Questionnaire (PVQ; Schwartz 2005). We selected two countries both having large population of immigrants, Germany and the Netherlands. For comparison of the selected Turkish immigrants with the home country, we use data of Turkey.

The values were measured following the instructions provided by the ESS. Values are measured on 6- point Likert scale from "Very much like me" (=1) to "not like me at all" (=6). To measure the relative importance of each value to the person we centered the mean value scores as commended by Schwartz (1992). We have reverse coded the scores in such a way that now high scores mean most important and low scores mean less important. Personal internet use is measured with a scale range on a 8- point Likert scale from "no access" (=0) to "every day" (=7).

The number of respondents in Germany, the Netherlands, Turkey and Turkish Immigrants are 2244, 1474, 1694, 70 respectively. To match the samples of the immigrants with host and home country, we selected only people born in 1938 or later, corresponding the sample of immigrant respondents. We have integrated the immigrants in one group, because the examination of immigrants' values separately revealed no significant differences.

#### **4. Results**

We first focus on value differences between immigrants and the populations in the respective home and host countries. Immigrants have higher priority of conservation values in comparison with Germany and the Netherlands, mean scores .82, -.26, -.22 respectively ( $F(3)= 189.23, p<.00$ ). This confirms Hypothesis 1, which addresses immigrants' conservation to be higher than individuals in the host country. H2 posits that the mean scores of openness-to-change values is higher and emphasized by immigrants (-.65) than by the individuals in the home country, mean scores -.65, -1.4 respectively ( $F(3)= 268.078, p< .00$ ). This confirms hypothesis 2. Turkish immigrants score higher on self-transcendence than individuals in Turkey, mean scores 1.05, .79 respectively ( $F(3)= 127.68, p <.00$ ). H3 is supported that nonwestern immigrants have higher priority of self-transcendence than individuals do in the home country. Individuals in Turkey have priority on self-enhancement than immigrants. There is a difference of self-enhancement emphasized by individuals in Turkey (-.49) and individuals in Germany and the Netherlands, mean scores -1.22, -1.49 respectively ( $F(3)= 174.63, p<.00$ ) and no

significant difference of immigrants, mean score -1.39, and individuals in Germany ( $p= .711$ ) and the Netherlands ( $p=.920$ ). Individuals in Turkey have higher priority of self-enhancement than immigrants (mean scores .49, 1.39 respectively). Therefore hypotheses 4 on self-enhancement is confirmed, that immigrants have lower priority than individuals in Turkey.

Regarding adoption of innovative products or services we measure the effect of media usage, specifically personal internet use. Internet use shows significant differences for Germany, Netherlands, Turkey and Immigrants, mean scores are 3.53, 4.46, 1.47, 2.33 respectively ( $F(3)= 373.2$  ( $p < 0.05$ )). There is a positive effect of openness-to-change on personal internet use for immigrants and is significant ( $\beta_4 = .652$ ,  $p < .00$ ) as well as for Germany ( $\beta_1 = .362$ ,  $p < .00$ ), the Netherlands ( $\beta_2 = .354$ ,  $p < .00$ ), and Turkey ( $\beta_3 = .286$ ,  $p < .00$ ). With respect to the effect of conservation is negative for Germany, Netherlands, Turkey and Immigrants,  $\beta_1 = -.458$ , ( $p < .00$ ),  $\beta_2 = -.446$ ,  $p < .00$ ,  $\beta_3 = -.345$ , ( $p < .00$ ),  $\beta_4 = -.569$ , ( $p < .00$ ) respectively.

## 5. Conclusions & discussion

The results of immigrants show value change with differences as well as similarities with the home and host. We show that conservation and self-transcendence scores are similar for Turkish immigrants and Turkish people in Turkey. Openness-to-change and self-enhancement have changed which resembles the host more. We found that a change of immigrants' values, whereas two value dimensions remain equal to the home and two values changes towards the host. This is in line with past research that socio-economic factors, economic development and society change can lead to change in basic value priorities as for Non-western immigrants in Western countries. The results for immigrants living in Western countries show higher effects of value priorities with respect to their internet use than individuals in Turkey, as well as Germany and the Netherlands. This is in line with the research of Steenkamp et al. (1999) that national cultural value orientation also plays a role and effects innovativeness. The results for immigrants however, with high priority of conservation resembling the home and simultaneously higher priority of openness-to-change resembling the host illustrate high priority for contradicting values.

According to the structure of conservation (respect, commitment and acceptance of the customs and ideas that traditional culture or religion) and openness-to-change ( exciting and varied life, independence, pleasure) are contradicting value priorities. Simultaneous

pursuit of both groups of value types would give rise to psychological and social conflict (Schwartz, 1992). The conflicts of immigrants of cultural exclusion and living in two different cultures can lead to search a new identity and setting new values which are different and explanatory for a double standard; sharing the values of the home country and at the same time of the host country.

To be able to understand the behavior of immigrants it is essential to analyze their individual values, process of acculturation, the generation issue and their influence on attitude and behavior in order to understand their consumer behavior. The concept of acculturation refers to the various ways that groups and individuals seek to acculturate. At the group level, it involves changes in social structures and institutions and in cultural practices. At the individual level, it involves changes in person's behavioral schedule. (Berry, 2005). Our findings provide a first indication of possible changes of immigrants' value priorities. The findings of this study also underline the role of values to explain immigrants' behavior. Future research should explore the process of acculturation. In addition, generations might reveal an explanation of the process of acculturation influenced by value priorities and prove our assumption of the relapse of individuals in nonwestern countries to initial value priorities resembling the home instead of changing towards the host.

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## **Appendix K2 - Paper presented in 2012 at 2<sup>nd</sup> GIMC**

Citation: Kizgin, H. (2016). "Integration, assimilation or separation? -The implications for marketers of the Turkish Muslim consumers in the Netherlands", *Journal of Islamic Marketing*, (in press.)

### **Global Islamic Marketing Conference 2012**

#### **Integration, assimilation or separation?**

#### **The implications for marketers of the Turkish consumers in the Netherlands.**

#### **ABSTRACT**

**Purpose:** This paper considers the extent to which second and third generation members of the Turkish community resident within the Netherlands have acculturated, assimilated or become separated, the implication for identity, be it mono or dual, and associated behaviour as consumers.

**Methodology:** Through the assessment of more than 200 Dutch citizens of Turkish heritage, their underlying acculturation structure has been evaluated without any a-priori hypotheses using an established two-dimensional public/private metric alongside an exploratory factor analysis. Assessment has been made of generational differences, together with associations involving measures of identity representing both ethnic and host backgrounds. This analysis has been complemented by interviews with members of this community covering both generations and with respective majority feelings towards the two countries represented.

**Findings:** The findings suggest that acculturation is defined by “*Turkish socialisation*”, “*Islamic faith/religion*”, “*Dutch socialisation*” and “*Dutch assimilation*”. The “*socialisation*” constructs capture public and private experiences, pointing to *one-dimensional* acculturation. These constructs display the greater associations with their respective identity measures and this ethnic identity is increasing rather than diminishing by generation.

**Value:** Consumer behaviour tends towards dual channels, products and services for the second-generation, but relatively rather than altogether exclusively, a mono, ethnic-centred equivalent pattern of consumer behaviour for the third-generation counterparts.

**Keywords:** Acculturation, Dutch identity, Turkish identity, exploratory factor analysis, interviews, market segmentation

## **Introduction**

Over the last fifty years, most Western Europe countries have developed diverse populations, with recognition given to the substantial contribution made by minority-ethnic groups both here (Palumbo & Teich, 2004) and in the USA (Peñaloza, 1994). A recent assessment of the Dutch population points to about one-in-ten of its inhabitants being of ethnic origin (Van Oudenhoven, Ward & Masgoret, 2006), a particularly high profile minority ethnic group being the Turkish population, now in their fourth generation and viewed as the country's leading minority-ethnic group (Arends-Tóth & van de Vijver, 2007). These population trends greatly interest social scientists, but are equally of relevance to marketers, particularly for those with an interest in segmentation. Ethnicity has been long recognised within marketing, with work developing recognisably over the last two decades (Holland & Gentry, 1999; Thompson & Tambyah, 1999; Burton, 2002), especially where marketing research provides a focus (Burton, 2002). These groupings provide potential consumer markets and their visibility affords opportunities for dedicated targeting, subject to appropriate levels of sensitivity and care (Holland & Gentry, 1999). This study considers specifically the Turkish population born, educated and permanently resident in the Netherlands, complementing a mature research arena (Arends-Tóth & van de Vijver, 2004; 2006; 2008; Arends-Tóth, van de Vijver & Poortinga 2007; van de Vijver, 2007), through the provision of a dual assessment of cultural identity including emerging trends and associated implications for this community through their role as consumers, thus contributing to this conference in terms of market segmentation. In this study, the following are considered:

*What are the underlying characteristics that describe their acculturation?*

*How do these characteristics associate with levels of declared Dutch and Turkish identity?*

*How do these characteristics and identity levels differ by generation?*

*What are the potential implications for marketing and related segmentation?*

## **Literature Review**

To build new lives in a different country, individuals, families and communities face significant challenges, around tradition, practice and values retention, which may compete with, contradict or challenge potential developments of new relations within the chosen location and cultural setting. The change experiences resulting from the interaction between different cultures is defined and assessed by acculturation. Significant research has been undertaken here, particularly in the behavioural context, the geographical setting of this work according with principal global immigration trends, with Europe, North America and Oceania being represented. Acculturation can be defined by four behavioural outcomes; “*integration, assimilation, separation and marginalization*” (Berry, 1997), although the fourth dimension can be split into “*exclusion and individualism*” (Van Oudenhoven et al., 2006). Integration as a behaviour assesses immigrant success in preserving identity with origin, but also adopting cultural dimensions specific to the chosen location. This may not necessarily manifest itself in equal esteem for the two cultures, but comprises a combination of traits specific to both (Arends-Tóth & Van de Vijver, 2004). For those valuing the importance of relationship building in the new environment, at the opposite end of the continuum assessing heritage maintenance is assimilation, characterised by someone much less inclined to preserve home identity and focussing much more on the adopted setting. Distinct from these behaviours is separation, describing individuals who place little or no value on relationship building in their adopted setting, instead seeking to preserve their original culture, whilst the marginalised immigrant has little or no interest in either tradition (Berry, 1997). First-generation immigrants arguably retain origin-specific habits, language and culture, these being particularly recognisable amongst communities of non-Western origin regarding gender-based roles (van de Vijver, 2007), with a softening of attitudes evident between generations, tempered further by age, employment and attainment in education. There is trend evidence that ongoing generations exhibit greater adaptation and identity with their “*host country*”, with some associated loosening of ethnic culture, albeit connection remaining strong in absolute terms (Arends-Tóth & Van de Vijver, 2004).

A substantial literature base exists relating to ethnic marketing covering 80 years and upwards of 200 publications, including recognition of various transitions over this time domain (Cui, 2001), further acknowledgement of ethnic groups by marketers becoming particularly well established in the last two decades, pointing to earlier work providing a

substantial focus on identity and to a lesser extent, social transformation (Burton, 2002a). There was acknowledgement by Burton (2002a) that until the millennium, a recognisable shortfall existed in critical theory pertaining to multicultural marketing, with Burton (2000; 2002b) pointing to a lack of consideration being given to ethnicity within the UK, despite advantages afforded by associated markets through consumption profiles and consumer demographics (Burton, 2000b). Earlier assumptions made in marketing practice were perhaps relatively crude and simplistic, although appreciation was given to the potential value of ethnic groups, and as such, the necessity to appreciate culture as a means of building appropriate and effective communication was understood (Holland & Gentry, 1999), given the development of these researched communities and the associated complexity of their self-perception relative to their host populations. It can be argued that initial acculturation perception amongst marketers barely deviated from assimilation, where generation-by-generation, assumptions were that eventual consumer incorporation would occur. In a directional sense, this appears to concur with Arends-Tóth & Van de Vijver (2004), although Peñaloza (1994), from a Mexican-US perspective, points to cultural preservation being upheld, an acculturation trajectory that is not simple, instead encompassing two-directional movement, consequently leading to a richer and more diverse picture of related consumer behaviour. There is further appreciation that minority-ethnic communities are heterogeneous in their composition, with recognisable differences in consumer behaviour driven potentially by demography (Burton, 2002a; Cleveland, Papadopoulos & Laroche, 2011), thus endorsing Jun, Gentry, Ball & Gozalez-Molina (1994) who identified that acculturation attainment was measurable by age, educational achievement, income and duration of residence, with further criticism made of market research practice that describes ethnic consumers in groups that are excessively broad (Burton, 2002a). The need to further explore initiatives such as targeted marketing and segmentation based on subcultures has been proposed (Palumbo & Teich, 2004), with particular consideration given to its related cost-effectiveness (Cui & Choudhury, 2002), whilst there is an established need to recognise such consumers are dually driven by traditional (from a personal perspective) and global influences (Jamal, 2003; Cleveland et al., 2011).

## **Research Design and Approach**

This comprised two stages; a survey questionnaire followed by four in-depth interviews to provide subsequent context. The former consisted of 26 items, each utilising a 7-point scale, from “*strongly disagree*” to “*strongly agree*”. The items replicated the “*two-statement method*” of Arend-Tóth & Van de Vijer (2007), both host and ethnic heritage in

tandem. The items capture public and private experiences, referring explicitly to Turkish and Dutch culture, consistent with the original investigation of Arend-Tóth & Van de Vijer (2007). Participant access involved the lead author identifying various Turkish-Dutch registered organisations, and subject to consent, the questionnaire was sent to members with second and third generation Dutch nationality. The interviews comprised two second-generation and two third-generation members of this community, the former exhibiting greater predisposition towards Dutch heritage, the latter a greater affinity towards their Turkish identity. The interviews sought to provide both cultural and consumer behaviour context and an indication of marketing implications. The analysis presented overviews the dependent measures “*I feel Dutch*” and “*I feel Turkish*”, with an assessment of potential association, as well as the extent of the differences displayed between the two assessments of identity. The substantive analysis centres on an exploratory factor analysis, given no *a priori hypotheses* have been defined regarding the implicit data structure of the data. This analysis is used to develop a smaller group of variables (factors), assuming data reduction is achievable, and by doing so, appropriate interpretation and definition will be afforded to the newly identified factors, thus making a potentially new contribution to the theory of acculturation, and in turn, a contribution to market segmentation knowledge within a visible and growing minority ethnic group within the Netherlands. The analysis applied an established approach using principal axis factoring, the Kaiser criterion to determine the number of factors, with orthogonal (Varimax) rotation used to develop a factors group of factors that are statistically independent (Bryman & Cramer, 1994; Field, 2000). A sample comprising 213 complete records provided an appropriate base to undertake such analysis (Field, 2000:443) and given that each item is based on a consistent 7-point scale, the need to assess for outliers and for data standardisation was unnecessary. Regression analysis was employed to provide factor scores; with post-hoc evaluation of factor reliability provided using Chronbach’s alpha coefficients. Correlation analysis between the factors and the two ethnic identity measures “*I feel Dutch*” and “*I feel Turkish*” was employed, whilst two-sample t-tests assessed for differences between respondents’ attainment by generation, significance reported at either the 1% or 5% levels.

## **Study Findings**

The data comprises a sample of respondents aged up to 42 years, with 49% males and 51% female, of whom 27% were second-generation Dutch nationals, with 73% being third-generation. Regarding national identify, the mean score relating to Dutch identity was 3.95, compared with 6.10 in terms of feeling Turkish. A significant difference in pairwise perception at the 1% level exists, only 11% of respondents identifying

themselves as being more Dutch, 17% identifying with both nationalities equally, with 72% identifying more with their Turkish culture. A weak, negative, but statistically significant correlation exists between the two assessments of identity ( $r = -0.231$ ,  $p = 0.001 < 0.01$ ), the extent of this negative association arguably according with Yagmur & van de Vijver (2012), regarding the degree of pluralism exhibited within Dutch society. For the third-generation participants, there is a clear difference in perception of ethnic identity at the 1% significance level; respective mean scores for “*I feel Dutch*” and “*I feel Turkish*” are 3.96 and 6.10. For the second-generation participants, the difference in perception is also significant at the 1% level, although the respective means of 4.34 and 5.85 suggests the differences are much less polarised, overall indicating that Turkish identity is increasing between the two generations.

Reduction of the group dimensions from 24 acculturation items by exploratory factor analysis is endorsed by a determinant coefficient of 0.000, the Kaiser-Meyer-Olkin statistic of 0.873 and Bartlett’s test of sphericity being highly significant,  $p = 0.000 < 0.01$ , supporting sampling adequacy (Field, 2000:445). Further confirmation is given by anti-image correlation analysis (leading diagonal correlations ranging from 0.728 to 0.935), suggesting that none of the items need to be eliminated. The data have been reduced to four extracted factors accounting for a cumulative retained variance of 57.1%; the rotated factor solution is presented in Table I in the paper’s appendix. The original variables with the greatest loading to Factor 1 cover an individual’s day-to-day activities if fully integrated into the Turkish community, giving the definition “*Turkish Socialisation*”. Distinct from this are the formal aspects of Islamic life, hence the definition “*Islamic faith/religion*” for Factor 2. Analogous to Factor 1, are the loadings of particular variables to Factor 3, defining this as “*Dutch Socialisation*”, whilst the distinct separation of “*It is important to speak the Dutch language*” and “*It is important to follow the Dutch news*” with their loading onto Factor 4, provides the definition of “*Dutch assimilation*”. The respective Chronbach’s alpha coefficients in Table I all exceed the value of 0.8 (Bryman & Cramer, 1994:72) with the exception of Factor 4, verifying acceptable levels of internal reliability. The correlations between these factors and Dutch and Turkish identity measures are presented in Table II. For Dutch identity, this correlates significantly to both “*Dutch socialisation*” and to a lesser extent, “*Dutch assimilation*”. Whilst this expression of identity is independent of faith, it relates significantly in the negative sense to “*Turkish socialisation*”. Similarly, with regard to Turkish identity, this correlates the most strongly with “*Turkish socialisation*” and to a lesser extent “*Islamic faith/religion*”, and whilst it is independent of “*Dutch assimilation*”, it also relates significantly in the negative sense with “*Dutch socialisation*”. In short, the most significant drivers of identity are the factors relating to “*socialisation*” within the specific culture, whilst “*socialisation*”

within the alternative culture associates weakly and negatively. Assessment of the four defined factors and national identity suggest no significant differences between second-generation and third-generation participants in the study, except for Factor 2, "*Islamic faith/religion*", where there is greater identification here for the third-generation participants,  $p = 0.013 < 0.05$ . A theoretical model, provided in Figure 1, represents the relationships between the constructs of acculturation and the self-assessed ethnicity measures. The generational differences, especially reference to faith and the inter-relationships between the constructs were confirmed across the board in the four follow-up interviews.

## **Conclusions and Discussion**

Dual Dutch and Turkish heritage is supported here, with cultural socialisation featuring as two independent factors. The factors "*Turkish socialisation*" and "*Dutch socialisation*" have identical content, their respective ethnic settings aside, content straddling both public and private aspects of the individuals' experiences, contradicting the findings of recent European based studies, Arend-Tóth & Van de Vijver (2007) and Van de Vijver (2011) being examples. The qualitative dimension of this study did point to distinctions existing, especially by the third-generation participants, suggesting a Dutch dominated public persona, contrasting with a much more Turkish-oriented private one. These interviews, however, served to support the recognition of the dual identities under consideration, irrespective of individual predisposition, in that all four participants identified aspects within their individual behaviours, comprising both Turkish and Dutch traits, with influences being in existence for both. There is recognisable association with both identities, with the respective "*socialisation*" constructs exhibiting the greatest associations. This is an important finding, given that "*Dutch socialisation*" and "*Turkish socialisation*" have greater respective impact upon the two identity scales than the relatively more formal aspects of acculturation, "*Islamic faith/religion*" and "*Dutch assimilation*", although where fragmentation into the public and private domains emerged in the interviews, the formal aspect of Dutch identity defined within the latter construct was explicitly alluded to. The negative association between the respective national identities is noteworthy, although the correlation value being closer to zero suggests that dual identification dominates over one nationality having clear-cut recognition at the expense of the other. The findings point to a significantly greater level of agreement regarding "*I feel Turkish*" compared with "*I feel Dutch*" for both second-generation and third-generation survey participants, although the gap is much closer for the former, whilst these second-generation participants have less identity with the factor "*Islamic faith/religion*". There is no difference for the two measures of identity and the three

factors “*Turkish socialisation*”, “*Dutch socialisation*” and “*Dutch assimilation*” between the third-generation and second-generation respondents. These findings are interesting in that they counter the very simplistic arguments purported by those who recognise assimilation ahead of other behaviours and that this trajectory is followed generation-by-generation, whilst the generational shift identified by Ward, Adam & Stuart (2011) regarding “*reaffirmationist*” behaviours is evident, contradicting the relative trend towards host identity being enhanced between generations (Arend-Tóth & Van de Vijer, 2004). In short, both generations are however exhibiting integration, over assimilation or separation (Berry, 1997), particularly the second-generation, with some relative movement towards separation, both communally, and interestingly for the marketers, as consumers for the third-generation, whilst the interview findings concur with Kwak & Berry (2001) in the sense that differences by generation are subject particular rather than simply following a trend, whilst the dominance of integration at an individual level is considered as the least stressful approach (Berry, 2005).

The second-generation participants talk in the public sense about speaking Dutch and having Dutch friends, their everyday activities as consumers involving Dutch supermarkets, being interested in and consuming brands that are Dutch and International rather than Turkish, not being restricted in food consumption by religious values (reference being made to alcohol and Halal meat), TV being predominantly Dutch channels, with leisure and holiday destinations being varied, with limited reference to Turkey or Turkish-centred venues. This contrasts with the third-generation participants, where there is more explicit reference to religion and religious activity, holidays and visits to Turkey inter-linked with this and a much greater preference towards Turkish food, with Turkish supermarkets and TV dominating, albeit Dutch variants still playing a part, as do the International media outlets (Jamal, 2003; Cleveland et al., 2011). The early assumption of assimilation by generation made by marketers is clearly irrelevant here. There is a recognisable attraction towards Dutch TV channels and supermarkets as areas to capture the potentially more mature second-generation consumers, who in the context of this study are approaching middle age. These consumers appear to be comfortable in interfacing with both Dutch and Turkish media and retail outlets, and in line with this, are open to marketing with respect to both consumer goods and services relating to both cultures, these being relevant to both public and private aspects of everyday life, the relevance of differing markets according with the studies above. The younger, third-generation Turkish population are moving more towards Turkish retail outlets and specific consumer goods. Across both sub-groups there is, however, also a relevance of both markets and communication channels, although there is tendency towards ethnically centred media and products for the latter as indicated. This is

particularly the case for both holiday destinations and food, especially where traditional and religious aspects are built in, religious heritage playing a greater part in this generation with reference to everyday living and consumer behaviour. The findings here concur with Jamal (2003) regarding the existence of differences in consumption between host and minority ethnic individuals, whilst socialisation with the host population has an impact on consumption, especially with respect to food products, Erdem & Schmidt (2008) pointing to inter-ethnic integration from a marketing perspective, alongside the use of the Turkish language and media outlets to promote goods and services for the second-generation and arguably onwards, although moving through the generations here appears to be reinforcing this effectiveness, rather than pointing to a diminishing of its relevance, these authors pointing to cultural duality posing a challenge to the individual, whilst the Turkish based media is seen as playing a positive role in developing trust and maintaining cultural heritage in the marketing arena.

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## **Appendix K3 - ACR working paper (2014)**

### **Acculturation Experiences of Turkish Immigrants in Netherlands**

Immigrants' Consumer Acculturation and their generational acculturation trends have increasing importance for marketers. There is value in assessing mature immigrant communities outside the USA where such research is established. This study extends this work into the Non- Western Turkish community in the Netherlands, assessing cultural and consumer values and behaviours.

### **Acculturation Experiences of Turkish Immigrants in Netherlands (main abstract)**

Immigration into the leading world economies was significant in the decades after World War II. This is particularly true for the USA and for wealthier states in Western Europe; the Netherlands included (CBS, 2010). The Netherlands, primarily but not exclusively because of colonial heritage, now plays host to various minority ethnic communities. One such vibrant community located in Amsterdam, Rotterdam, Eindhoven and other major cities is that of Turkish origin, which is highly established and comprises individuals of the third generation (CBS, 2010). Prior research has used the acculturation framework to study changes in consumption patterns of ethnic minorities particularly in Anglo-American settings (Penaloza, 1994; Burton, 2000). Acculturation refers to the phenomena that results when two or more culturally distant groups of people come into continuous first hand contact with subsequent changes to either or all groups (Penaloza, 1994). The particular focus of this research is to investigate the extent to which Turkish immigrants retain their consumer heritage or moves towards that pertaining to the Dutch consumer culture. The aim is to contribute to a growing body of scholarly work that has specifically investigated the nature of Turkish acculturation within the Dutch setting (Arends-Toth & van de Vijver, 2004; Josiassen, 2011) and thereby discuss implications for policy making.

Recognition has been given to the role played by immigration in changing consumer behaviour (Douglas and Craig, 1997), with acculturation moderating both culture and attitudes (Deshpande *et al.*, 1986). The process is crucial to the tandem development of new behaviours as well as the preservation of national norms within a "*micro-culture*" (Steenkamp, 2001). The role of "*dual sets of acculturation agents*" (Penaloza, 1994, p49), particularly the media from both cultures, is acknowledged, with Oswald (1999) referring to two distinct agent groups, "*home*" and "*host*". There are various studies that

have assessed the cultural impact on consumer behaviour and the associated influence of media (Luna and Gupta, 2001), although there is the potential to extend the consideration of such work to regional market segments (Cleveland *et al.*, 2011). There is a belief that the cultural impact on consumer behaviour is non-generalisable (Cleveland *et al.*, 2013), given the uniqueness of certain sub-cultures located in particular national settings, hence the value and potential contribution to this Turkish-Dutch examination.

This particular study involves the development of a survey instrument based on a number of established scale sets. Acculturation behaviour encompassing both public and private dimensions referring specifically to Dutch and Turkish culture is based on the work of Arend- Tóth and Van de Vijver (2007). Consumer behaviour is assessed by means of the scales validated by Babin *et al.* (1994), which specifically assess online shopping attitudes by means of both hedonic and utilitarian shopping values. Media usage is assessed using established measurement scales (Marin *et al.*, 1987, Marin and Gamba, 1996; Goodrich and De Mooij, 2013). Potential respondents were targeted by means of email survey. From this, 962 respondents accepted the invitation to proceed, with 300 respondents participating fully and returning the completed questionnaire. Each of the first, second and third generation are represented, respectively providing 13.7%, 71.7% and 14.7% of the sample.

Exploratory factor analysis (EFA) was employed to identify the implicit structure of the data, representing a crucial stage in the defining of relevant factors given the new research arena being examined and the involvement of items being adapted in terms of wording and terminology. By doing so, the EFA has been used to develop a new scale set. This has been done separately for the three distinct areas of measurement; cultural value system, consumer behaviour and media usage. For each of the factors identified, internal reliability has been determined using Chronbach's alpha as a post-hoc test. Subsequent analysis, based on regression scores for each factor, involves the assessment of correlation between the factors and for differences in attainment by generation-band using one-way ANOVA.

For acculturation, the items have loaded to three factors. Factor 1 comprises items measuring Turkish related activities, public and private, thus defined as "*Feeling Turkish*". Factor 2 comprises Dutch related activities, defined as "*Feeling Dutch*". Dutch language and news load onto Factor 3, joined by "*How often do you spend social time with Dutch people*" and "*How often do you eat Dutch meals/food?*", defining Factor 3 as "*Dutch Integration*". The alpha coefficients range from 0.843 to 0.934, thus verifying

internal reliability for each factor. The 14 measures of online attitude load to one extracted factor, “*online attitude*”. The alpha coefficient for the single factor is 0.975. The items pertaining to media usage load onto four factors; “*Consumer Media*”, “*Dutch Media*”, “*Turkish Media*” and “*Social Media*”. They provide 78.7% of the data variance and the respective reliability coefficients range from 0.827 to 0.915. In combination, the factors provide a research framework for further study in this Turkish-Dutch setting.

Statistically significant associations are found between “*online attitude*” and “*consumer media*” ( $r = 0.352$ ,  $p = 0.000$ ), “*Feeling Dutch*” ( $r = 0.132$ ,  $p = 0.022$ ) and “*Dutch Integration*” ( $r = 0.121$ ,  $p = 0.037$ ). For “*consumer social media*”, relatively high association exists with “*Feeling Dutch*” ( $r = 0.515$ ,  $p = 0.000$ ) and significant association with “*Feeling Turkish*” ( $r = 0.175$ ,  $p = 0.000$ ). Factor scores differences at the 5% level by generation-band are found for “*Turkish Media*” and “*Dutch Integration*”. For the former, the first generation is significantly more positive than their third generation counterparts, for the latter this group is more negative than the consumers from the first and second generation, perhaps as an outcome with what is known as “*entrenched culture*” in the Netherlands.

**Keywords:** Acculturation, online shopping attitude, consumer marketing, minority ethnic consumers.

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## Appendix L - Ethnic Marketing Conference (2015)



### Journal of Business Research

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November 6, 2015

#### CERTIFICATE

This is to certify that Hatice Kizgin, Northumbria University (United Kingdom) presented a paper entitled: *Acculturation influences on ethnic consumers in a Western society: Culture-specific consumption of non-Western Turkish immigrants in the Netherlands*, during a session of the 2015 Royal Bank International Research Seminar held on September 25, 2015 at the John Molson School of Business, Concordia University (Montreal, Canada).

The paper was well received by the audience and seemed to be of high quality. It will be submitted in a revised form for the special issue of the *Journal of Business Research* dedicated to this conference.

Thank you for your great participation.

Best regards,

A handwritten signature in black ink that reads "Michel Laroche". The signature is written in a cursive style with a long horizontal line underneath.

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