The impact of culture-specific variables on pre-purchase decisions of minorities in a host country
– a study of Turkish minorities in Germany

Dipl.-Kfm., EMBS Ayhan Kiskanc

Master of Business Administration (Universität Regensburg)
European Master of Business Sciences (University of Birmingham)

A thesis submitted to Charles Sturt University
for the degree of Doctor of Business Administration

Faculty of Business
Charles Sturt University
Technische Hochschule Deggendorf

January 2016
# Table of Contents

CERTIFICATE OF AUTHORSHIP 4  
ACKNOWLEDGEMENT 5  
ABSTRACT 6  
INDEX OF FIGURES 8  
INDEX OF TABLES 9  

## CHAPTER 1 INTRODUCTION 10  
1.1 RESEARCH BACKGROUND 10  
1.2 RESEARCH QUESTION 13  
1.3 RESEARCH OBJECTIVES AND METHODOLOGY 14  
1.4 RESEARCH STRUCTURE: CHAPTER 1-5 17  
1.5 SUMMARY 19  

## CHAPTER 2 LITERATURE REVIEW 20  
2.1 INTRODUCTION 20  
2.2 DEFINITION OF CULTURE 22  
2.2.1 Models of cross-cultural analysis 24  
2.2.2 Cultural dimension theories 26  
2.3 SUBCULTURES AND HOST COUNTRY EFFECT – EXAMPLE OF GERMANY 31  
2.4 CULTURE AND ITS INFLUENCES ON BUYING BEHAVIOR 35  
2.4.1 Hypothesis 40  
   Native language of ethnic minorities 40  
   Values of ethnic minorities 42  
   Religion of ethnic minorities 44  
   Artifacts and symbols 45  
   Rituals and norms 47  
2.4.2 Consumer Decision-making Process 49  
2.5 SUMMARY AND CONCEPTUAL FRAMEWORK 53  

## CHAPTER 3 METHODOLOGY 57  
3.1 OVERALL RESEARCH APPROACH 57  
3.2 SECONDARY RESEARCH 59  
3.3 PRIMARY RESEARCH 61  
   3.4 Research Design 61  
      3.4.1 Focus Group Interview 65
Advantages 66
Disadvantages 67
Recruitment and data analysis 68
Interpretation of research results 69
Focus group interview process in this study 69
Summarizing the qualitative research section 73
3.4.2 Survey 75
Validity 76
Reliability 77
Survey method in this study 77
Questionnaire design 78
Pre-test 81
Sample 81
Data analysis 82
CHAPTER 4 DATA ANALYSIS 86
4.1 INTRODUCTION 86
4.2 FOCUS GROUP INTERVIEWS 87
4.2.1 Sample 87
4.2.2 Description of qualitative data analysis 88
4.2.3 Process of data analysis in this study 89
Development of the framework 91
Guideline for the focus group interview 92
Outline of the interview process 92
4.2.4 Results 96
Self-employed 96
Students 100
Retired 102
Housewives 104
4.2.5 Summary 105
4.3 ONLINE SURVEY 108
4.3.1 Structure and design of the questionnaire 108
4.3.2 Survey process 110
4.3.3 Survey sample 110
Certificate of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma at Charles Sturt University or any other educational institution, except where due acknowledgment is made in the thesis. Any contribution made to the research by colleagues with whom I have worked at Charles Sturt University or elsewhere during my candidature is fully acknowledged. I agree that this thesis be accessible for the purpose of study and research in accordance with the normal conditions established by the Executive Director, Library Services or nominee, for the care, loan and reproduction of theses.

Signature: Ayhan Kizhanc

Date: 01/12/2016
Acknowledgement

First of all I want to thank my principal supervisor Professor Christian Zich, who encouraged, guided and motivated me from the beginning of this project. Without his valuable support, the completion of my thesis would not have been possible. He helped me throughout the entire dissertation process and gave me essential answers to many questions. I also want to thank my co-supervisor Dr. Felicity Small, who regularly gave me helpful feedback on this research. Her comments and proofreading were helpful as I finalized the thesis. I sincerely thank the dimt-team guided by Professor Dorner and Mrs. Karina Fisch on behalf of the Technische Hochschule Degendorf as well as Professor Eddie Oczkowski on behalf of Charles Sturt University for providing a structured guideline in the DBA program. I also extend special thanks to my work colleagues who helped me when I couldn’t go to the office when I was working at home on the thesis.

Finally, I want to thank my wife Daniela and my both daughters Lara and Lea whom I love so much. Daniela was always very patient with me and supported me. She assumed many household tasks and looked after our daughters when I needed time for my study. I deeply appreciate the understanding of Lara and Lea. Therefore, I dedicate this work to them.
Abstract

The effects of economic and cultural globalization process on local communities do not lead to homogeneity of culture within a country, but rather to heterogeneity. As companies face national markets that deal with multicultural consumers from many different backgrounds, it becomes important to depart from standard international marketing designs and to adapt strategies to local market characteristics in which members of subcultures do not necessarily exhibit the same buying behavior as in their country of origin. Due to relentless cross-border migration, especially within several European host countries, micro-cultural entities manage to resist total acculturation and maintain their ethnic cultural practices so that understanding culture’s influence on different subcultures’ consumer behavior seems to be essential to corporate success. Targeting ethnic minorities within a host country, identifying their most important culture-specific factors and investigating the impact of these factors on the purchasing behavior are among the main goals of this thesis.

By developing a theoretical framework, this study seeks to integrate existing models and research traditions in a practicable and comprehensible manner. The framework highlights the role of culture for minorities in host countries and provides important contributions to the deeper understanding of culture-specific factors affecting their buying behavior.

This study employed a mixed-method research methodology incorporating qualitative as well as quantitative approaches. Through one pre-testing, five focus group interviews and an online survey including a pilot test, Germany’s largest minority, the Turkish population, was investigated. The quantitative data gathered was analyzed and interpreted with the help of crosstabulations, frequencies, significance levels, chi-squared test and ANOVA. The results support half of the six hypotheses developed in the conceptual framework. The research results demonstrated that rituals and artifacts appeared to be a more important culture-specific factor influenc-
ing Turkish minorities’ buying behavior than were religion, language and values. The results further showed that education among the participants seems to have an impact on the awareness of typical cultural symbols and artifacts.

This study bears practical implications for marketing managers. This research attempts to increase marketers’ awareness of multicultural national markets and to yield insights into ethnic characteristics. Marketers seeking new and successful sales strategies in local markets need to know the role of culture for consumer behavior. The existence of different subcultures within national boundaries underlines the need for more cultural research. By enhancing the knowledge of cultural impacts on minorities’ buying behavior in heterogeneous European countries, marketers can better target particular ethnic groups.
## Index of Figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Structure and concept of the thesis</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>The onion diagram: different levels of culture</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Schwartz’s value model</td>
<td>43</td>
</tr>
<tr>
<td>4</td>
<td>The S-O-R Model</td>
<td>49</td>
</tr>
<tr>
<td>5</td>
<td>EBM model</td>
<td>51</td>
</tr>
<tr>
<td>6</td>
<td>Conceptual framework of this research project</td>
<td>54</td>
</tr>
<tr>
<td>7</td>
<td>Research Approach</td>
<td>63</td>
</tr>
<tr>
<td>8</td>
<td>TV advert from Ayyildiz - a subsidiary of telecom company Eplus</td>
<td>92</td>
</tr>
<tr>
<td>9</td>
<td>TV campaign of Volkswagen “VW speaks Turkish”</td>
<td>93</td>
</tr>
<tr>
<td>10</td>
<td>Picture of “standard” salami pizza vs. picture of salami pizza with the imprint “Helal”</td>
<td>94</td>
</tr>
<tr>
<td>11</td>
<td>Picture of “standard” gummy bears vs. picture of gummy bears with the imprint “Helal”</td>
<td>94</td>
</tr>
<tr>
<td>12</td>
<td>Advertisement of “Turkchat” including Turkish and German bridal couple</td>
<td>95</td>
</tr>
<tr>
<td>13</td>
<td>Picture of credit cards from “Deutsche Bank” vs. one targeting Turkish customers</td>
<td>96</td>
</tr>
<tr>
<td>14</td>
<td>Proportional distribution of ages</td>
<td>110</td>
</tr>
<tr>
<td>15</td>
<td>Gender distribution among age ranges</td>
<td>111</td>
</tr>
<tr>
<td>16</td>
<td>Proportional distribution of occupation</td>
<td>112</td>
</tr>
<tr>
<td>17</td>
<td>Gender distribution among occupation groups</td>
<td>112</td>
</tr>
<tr>
<td>18</td>
<td>Proportional distribution of residence in Germany</td>
<td>113</td>
</tr>
<tr>
<td>19</td>
<td>Gender distribution among duration of stay in Germany</td>
<td>113</td>
</tr>
<tr>
<td>20</td>
<td>Proportional distribution of generation level</td>
<td>116</td>
</tr>
<tr>
<td>21</td>
<td>Gender distribution among generation levels</td>
<td>116</td>
</tr>
<tr>
<td>22</td>
<td>Differences between Germans and Turkish people</td>
<td>122</td>
</tr>
<tr>
<td>23</td>
<td>Mean diagram of culture-specific factors: Turkish artifacts/symbols</td>
<td>131</td>
</tr>
<tr>
<td>24</td>
<td>Proportional distribution of Turkish people recognizing specific target marketing</td>
<td>133</td>
</tr>
<tr>
<td>25</td>
<td>Proportional distribution of media channels with Turkish targeting advertisements</td>
<td>137</td>
</tr>
<tr>
<td>26</td>
<td>Proportional distribution of culture-specific factors embedded in advertisements</td>
<td>138</td>
</tr>
<tr>
<td>27</td>
<td>Proportional distribution of Turkish people desiring more targeted marketing activities</td>
<td>139</td>
</tr>
<tr>
<td>28</td>
<td>Impact of Turkish specific marketing activities on sales in Germany</td>
<td>140</td>
</tr>
<tr>
<td>29</td>
<td>Proportional distribution of industry sectors</td>
<td>141</td>
</tr>
<tr>
<td>30</td>
<td>Conceptual framework: the culture-specific buying behavior process in host countries</td>
<td>154</td>
</tr>
<tr>
<td>31</td>
<td>Example of EuroCar targeting Turkish customers</td>
<td>162</td>
</tr>
<tr>
<td>32</td>
<td>Example of Volkswagen targeting Turkish customers</td>
<td>163</td>
</tr>
<tr>
<td>33</td>
<td>Example of Mercedes Benz targeting Turkish customers</td>
<td>163</td>
</tr>
<tr>
<td>34</td>
<td>Example of Deutsche Bank targeting Turkish customers</td>
<td>164</td>
</tr>
</tbody>
</table>
# Index of Tables

Table 1: Comparison of cultural dimension models (adapted from Helfrich (2013)) 29
Table 2: Age range of male participants 87
Table 3: Age range of female participants 87
Table 4: Cross-group matrix 106
Table 5: Education level according to nationalities 114
Table 6: Buying behavior differences according to nationalities 115
Table 7: Cross classification (buying behavior * identity) 118
Table 8: Chi-square tests (buying behavior * identity) 118
Table 9: Cross classification (buying behavior * generations) 120
Table 10: Chi-square tests (buying behavior * generations) 120
Table 11: Cross classification (buying behavior * buying behavior of Turkish citizens in Turkey) 121
Table 12: Chi-square tests (buying behavior * buying behavior of Turkish citizens in Turkey) 121
Table 13: Cross classification (buying behavior * culture-specific factors: Turkish language) 123
Table 14: Chi-square tests (buying behavior * culture-specific factors: Turkish language) 124
Table 15: Cross classification (buying behavior * culture-specific factors: Turkish values) 124
Table 16: Chi-square tests (buying behavior * culture-specific factors: Turkish values) 125
Table 17: Cross classification (buying behavior * culture-specific factors: religion) 125
Table 18: Chi-square tests (buying behavior * culture-specific factors: religion) 125
Table 19: Cross classification (buying behavior * culture-specific factors: Turkish artifacts/symbols) 126
Table 20: Chi-square tests (buying behavior * culture-specific factors: Turkish artifacts/symbols) 126
Table 21: Cross classification (buying behavior * culture-specific factors: Turkish rituals/customs) 127
Table 22: Chi-square tests (buying behavior * culture-specific factors: Turkish rituals/customs) 127
Table 23: One-way descriptive statistics table (culture-specific factors: Turkish artifacts/symbols) 128
Table 24: Test for homogeneity of the variances (culture-specific factors: Turkish artifacts/symbols) 129
Table 25: One-way ANOVA table of culture-specific factors: Turkish artifacts/symbols 129
Table 26: Tukey-HSD post-hoc test for multiple comparisons (culture-specific factors: Turkish artifacts/symbols) 130
Table 27: Tukey-HSD post-hoc test for homogeneous subgroups (culture-specific factors: Turkish artifacts/symbols) 131
Table 28: Summary table of results on hypotheses 132
Table 29: Frequency table of telecommunication sector 135
Table 30: Frequency table of automobile and passenger sector 136
Table 31: Frequency table of food sector 136
Table 32: Frequency table of banking sector 137
Chapter 1 Introduction

1.1 Research Background

The escalating effects of globalization have led to heterogeneous markets that have an impact on all aspects of society. The economic and cultural aspect of migration within a host country demands new approaches that seem to be necessary for companies’ success in some markets. As companies face multicultural markets, it has become important for marketers to understand a culture’s influence on consumer behavior (Sojka & Tansuhaj, 1995). However, the relevance of globalization on countries, increasing international competition and multicultural domestic marketplaces and its consequences for consumer behavior is a challenging topic not only for marketers but also for academic researchers. Due to burgeoning globalization, new challenges to consumer marketing, especially in host countries, are arising and require a deeper understanding of cultural influences on consumer behavior (Kavak & Gumusluoglu, 2007; Oumlil & Rao, 2005). Culture is a collective phenomenon that is learned from an individual’s social environment rather than inherited. From this it follows that minorities living in a host country do not necessarily have the same buying behavior as would consumers in their country of origin, for their social environment is different (Hofstede, 2001).

Although past research has identified differences in various consumer behaviors across cultures, there has been little research on the specific cultural factors that influence consumers’ buying behaviors within a host country. This study aims to provide a general overview of the studies and the relevant research topics undertaken in recent years. To this end, the initial review of the literature which focused on measuring the impact of culture on the buying behavior intention of ethnic minorities. It is important to understand which factors affect the way ethnic minorities live, decide, buy and consume as a part of the macro-culture. In previous studies, ethnic background was not broken down but rather taken as a single
variable that has a large influence on consumption behavior (Hirschman, 1985; Valencia, 1989). Valencia (1989) finds that in order to better reach Hispanics in America, it is necessary to use Spanish in advertisements in addition to English. According to U.S. statistics, Hispanics are the largest minority group in the United States, accounting for approximately one-fifth of the population (U.S. Census Bureau, 2012).

As the purchasing power of Hispanics has increased, marketers of large companies have started to communicate more with Hispanic minorities. For instance, such fast food restaurants as Burger King and Coca Cola have started to use Spanish in their advertising campaigns. There is evidence that the perception of advertisements differs between different racial and ethnic groups (Valencia, 1989).

Hirschman (1985) argues that the current consumer behavior research should better integrate and employ scientific approaches such as ethnographic and cultural elements in order to contribute substantively to consumer research as a whole. Other researchers have analyzed ethnic market segmentation by examining preferences, attitudes and behavior of the ethnic target group (Sekhon & Szmigin, 2009). Developing knowledge of how individuals communicate and interact across cultures is important. Cross-cultural communication concepts focus on people with different cultural backgrounds, their behavior, and how they communicate with each other, both verbally and non-verbally (McLean & Lewis, 2010; Okazaki, 2004).

Previous research projects have already provided evidence for the significant impact of ethnicity on consumer attitude and behavior (Kirschman, 1981; Laroche, Chung Koo Kim & Clarke, 1997; McLean & Lewis, 2010; Lenartowics & Roth, 2001). Ethnicity research includes many studies dealing with culture, identity and acculturation. Acculturation can be defined as a cultural and psychological changing process of an individual as a result of contact between different cultural groups within a country (Berry, 2005).
According to Sekhon & Szmigin (2009), a number of factors affect minorities, including length of residency, categorization, utilitarian and symbolic value, socialization process, negative symbolic value, and bicultural values. These factors need to be considered when targeting ethnic communities. While some researchers have also found that there are significant differences in consumer behavior aspects such as brand loyalty (Saegert, Hoover, & Hilger, 1985), decision-making, novelty-seeking and risk-taking (Gentry et al., 1988) across subcultures, less is known about the independent variables influencing the buying behavior of ethnic minorities.

Even though there are several studies about cross-cultural consumer behavior (de Mooij & Hofstede, 2011; Peterson, Rhi-Perez, & Albaum, 2014; He, Chen, & Alden, 2012; Malhotra, 2001), its cultural impact on consumer behavior in heterogeneous markets and research studies focusing on ethnic minorities’ behavior in host countries have not been examined in depth. There is a need to analyze how specific cultural variables affect consumer behavior of minorities.

There is also a need for a conceptual framework that integrates existing models and research traditions without extraneous complexity such that managers can apply them in practice (Manrai & Manrai, 1996). Especially in host countries, micro-cultural entities, also called ethnic subcultures, manage to resist total acculturation and maintain their ethnic cultural practices (Demangeot & Sankaran, 2012; Saegert et al., 1985; Kim & Arthur, 2003). In this context, the term “ethnic subcultures” describes consumers who are members of a community with the same religion and language as well as identical rituals and cultures (Riggins, 1992). Every ethnic group within a host country can be differentiated by their culture (Koslow, Shamdasani, & Touchstone, 1994; Marin et al., 1987). Segall (1979) states that culture should be seen as a complex bundle of independent variables that can influence behavior. Using this argument, culturally independent variables associated with ethnic minorities in a host country need to be identified (Lindridge & Dibb, 2003). It seems that the buying behavior of ethnic minorities is largely influenced by the culture or country in which they live.
(Dressler, 2007). This research seeks to address this gap by analyzing behavioral theories of individuals with regards to perceptions and attitudes and their influence on purchase intention (Ajzen, 1991).

Given this theoretical foundation, this research analyzes the degree to which culturally specific variables influence the buying behavior of ethnic minorities in a host country. In Europe, these studies are superficial compared to similar ones in the United States, and less is known about the impact of culturally specific variables on the buying behavior of ethnic minorities in a host country (Solomon, 2002). This study attempts to analyze current consumer behavior and marketing literature and to integrate the findings in a framework that can help managers to understand a given multicultural environment.

1.2 Research Question

The principal research question is derived from the preliminary conclusions given above and aims to examine the relationship between culture-specific variables and the buying behavior of minorities in a host country. To achieve a better understanding of the way ethnic minorities evaluate the product and brand, the impact of culturally specific variables on the buying behavior of ethnic minorities in a host country must be analyzed. Therefore, research is needed to determine which factors affect ethnic minorities’ buying behaviors and the way they influence ethnic consumers. Therefore, the core research question for this thesis is as follows:

**How do culture-specific variables influence the buying behavior of ethnic minorities in a host country?**

It is also important to answer the following sub-questions: Which—and why do—culture-specific variables have an impact on the buying behavior
of ethnic minorities in a host country? How can these effects contribute to practice and improve companies’ marketing strategy?

Bearing in mind the main research question, there is a need for a best practice solution in terms of identification and analyses of culture-specific variables. This study builds upon prior research highlighting current states and gaps in the literature as well as future opportunities. This study contributes several insights to the literature on cross-cultural and target marketing in regard to minorities’ emotions, social identities, and how minorities can be motivated to buy products. By developing a set of hypotheses, answers to the core and sub-research questions of this study are sought. In this vein, the most important cultural factors are first identified and then used to analyze and explain buying behavior and to identify the influences of these cultural factors on the buying behavior of minorities in a host country. The research model of this study depicts the process of influence, starting with the derivation of certain variables affecting ethnic minorities proceeding through a communication channel of a company and ending with the buying behavior.

1.3 Research Objectives and Methodology

The purpose of this research is to analyze alternative buying behaviors of minorities in multicultural domestic markets. The core research objective is to define the most important culture-specific variables and analyze their impact on the buying behavior of ethnic minorities in a given host country. By trying attempting to implement the cultural influence into the purchasing process, this study seeks to investigate the role of culture in minorities’ consumer behavior in host countries and thus represents an important contribution to the understanding of culture-specific factors affecting buying behavior. Therefore, the framework of this study will be derived from cultural factors and the relationship between these factors and components of consumer buying behavior. The focus here will be on the purchase
evaluation of alternatives. The developed framework can likely be applied to ethnic minorities within other host countries. However, this study does not aim to provide decisive conclusions regarding impacts of culture on buying behavior of specific minority groups.

Given higher globalization as well as increasingly heterogeneous marketplaces, the research problem in this study is highly relevant for marketers and thus demands further investigation. For marketers and their strategies, targeting ethnic segments in such markets is poised to grow in importance in coming years. Thus, marketers are interested in gaining deeper insights into intercultural marketing and its influences on purchasing behavior of minorities in host countries. In different cross-cultural marketing research studies, many authors have attempted to understand consumer behavior in target markets. The reason for the increasing interest lays in the competitive advantage of companies using culture-specific marketing approaches. Understanding the relationship between culture-specific factors and buying behavior of minorities allows marketers to better target the focused minority group with low costs (Grier & Deshpandé, 2001).

The host country under examination in the present study is Germany. By analyzing the Turkish minority in Germany, this research seeks to yield insights into multicultural research that may be helpful for German marketers developing new sales strategies. This study can be seen as one of the first steps in enhancing the knowledge of cultural influences on buying behavior in host countries such as Germany. It is estimated that there are approximately 3 million Turkish people living in Germany, which is corresponds to roughly 4% of Germany’s population (Federal Statistical Office, 2012). The dilemma here is that even though Turkish people have lived in Germany since the 1960s, the majority of them live in closed ethnic communities with different values and cultural practices. Speaking mostly in Turkish, interfacing exclusively with like-minded people and shopping in Turkish supermarkets are typical behaviors. Consequently, the researcher assumes that the majority of Turkish consumers living in Germany have the same values and consumer patterns.
Marketing managers increasingly hope to understand these specific consumer patterns and the most important factors influencing them as marketing to Turkish minorities in Germany is different from marketing to Turkish people in Turkey. Translating German advertisements simply into Turkish and presenting them to the Turkish minority in Germany seems to be wrong. Different socio-cultural values as well as behavior patterns of Turkish minorities in Germany seem to be insufficient (Kraus-Weysser & Ugurdemir-Brincks, 2002).

The empirical research was conducted through an extensive mixed-method research analyzing the Turkish minority in Germany. First, focus group interviews are undertaken in order to obtain in-depth information of the Turkish minority’s attitudes and beliefs. Secondly, a questionnaire is developed, and an online survey is conducted in order to gather numerical and measurable data. Based on the identified culture-specific variables, cultural influences on the buying behavior of Turkish minorities in Germany are examined in detail.
1.4 Research Structure: Chapter 1-5

The study contains five main chapters. The introduction provides an initial overview about the research topic in **chapter 1**, which is followed by an intensive literature review in **chapter 2** that aims to identify the research problem as well as to develop the core hypotheses. Figure 1 illustrates the structure and the concept of this thesis:

![Figure 1: Structure and concept of the thesis](image-url)
The literature review introduces several key terms and theories of intercultural communication and marketing strategies. The chapter proceeds to analyze the existing cultural dimension theories and the impact of culture on consumer behavior. After exploring the host country effect, it attempts to identify the most important culture-specific factors and the relationship between cultural factors and buying behavior among minorities in host countries. The relevance of this relationship is confirmed in the literature review, which offers a theoretical answer to the research question. Also derived from the literature, a conceptual framework is developed. In so doing, important alternative perspectives are explored and discussed, and the understanding of cultural influences on buying behavior within host countries is enhanced. By investigating and assessing academic articles, the theoretical foundation of this research is developed, upon which the next chapters will build up.

After the literature review, the methodology is described in chapter 3. This chapter focuses on the overall research approach, the secondary research, and the primary research. While chapter 2 provides the theoretical background of this study, this section highlights the methodical framework. Based on the research objectives, the research methodologies will be defined. The methodology includes qualitative as well as quantitative research methods. In the first step, focus group interviews are conducted so as to glean in-depth information about the participants and their opinions on the research topic. The findings of the focus group discussions informed a further hypothesis and helped in the preparation of the questionnaire for the empirical part. In the second step, an online survey among Turkish minorities in Germany is undertaken.

In chapter 4, the data collection and analyses procedures of both methods are presented, and the results are analyzed. The challenge of the focus group interviews seems to be in the interpretation and summary of the large amount of information gained through the discussion sessions. Analysis of the online survey is made by SPSS version 21. With the help of cross-
In chapter 5, the research findings and the conclusions are synthesized. The implications of the research are also discussed. In regard to the strengths and weaknesses of the chosen theoretical and empirical procedure, the developed hypotheses are discussed. Further, this study’s contribution to practice will be highlighted, and alternative perspectives will be discussed. In summary, this study produces a new marketing approach targeting minorities as consumer groups in host countries. This is supported because several of the identified cultural factors are found to affect Turkish minorities in Germany significantly. This chapter seeks to address the question of how companies may profit from these findings. Appropriate recommendations for their marketing strategy will be given. Marketers must review their strategies in regard to target segmentation. There seems to be evidence that subcultures in host countries have different buying behaviors and must therefore be addressed differently. Implementing particular culture-specific factors in a company’s marketing mix is found to increase their sales among minorities in heterogeneous markets. In addition, the results will be evaluated and discussed in terms of their relevance and compatibility to other minorities and to other countries. Another aim is to highlight limitations of this research and to reveal future research areas that are not covered in this study.

1.5 Summary

Chapter 1 briefly described the research topic and the motivation for this research. Furthermore, the main reason for analyzing the intercultural buying behavior in regard to the Turkish population in Germany was introduced. The contribution to practice and marketing was also noted. In the next chapter, the existing literature will be examined and reviewed. The literature review is the basis of the theoretical foundation of this study.
Chapter 2 Literature Review

2.1 Introduction

Globalization and migration has led to heterogeneous markets within national borders so that differences in consumer behavior are not a purely international matter. Due to globalization, companies are calling for new marketing strategies to succeed in local and multicultural markets. Identifying and understanding the impact of culture on behavior of minorities in a host country and embedding the findings in a company’s marketing strategy is therefore of the essence. The change in the global environment and the shifting nature of societies demands new culture-based targeting approaches in typical host countries.

Existing marketing theory argues that consumer preferences and behavior in different countries did not vary significantly, so marketers do not have to examine consumer differences within a country further (Hite & Fraser, 1988; Czinkota, Ronkainen, & Tarrant, 1995; Levitt, 1983). Consequently, standardized marketing strategies were developed by international companies that were valid for different countries that had been criticized for neglecting the consumer’s perspective (Ryans Jr, Griffith, & White, 2003). Researchers and practitioners have recognized that the relationship between culture and marketing is important (Ogden, Ogden, & Schau, 2004; Clark, 1990; Costa & Bamossy, 1995; Parker & Tavassoli, 2000), so many cross-cultural studies have been conducted in order to understand consumer behavior across countries (Alden, Hoyer, & Lee, 1993; Han & Shavitt, 1994; Chol Lee & Green, 1991). International marketing researchers need to review their traditional segmentation approaches and consider and analyze cultural differences among minorities within a host country and its impact on decision-making.

Understanding buying behavior of minorities in a host country is one of the core aims of this thesis. This study will therefore concentrate on behavior differs within a country and not across borders. In order to examine the
buying behavior of minorities, it is important to define the term “consumer behavior.” According to the American Marketing Association, consumer behavior is the dynamic interaction of affect, cognition and behavior in the living environment (Triandis, 2000). Another definition describes consumer behavior as a combination of mental, emotional and physical actions in the product-purchasing process in order to fulfill desires and needs (Priest, Carter, & Statt, 2013).

There are two kinds of business relationships: B2B and B2C. While the term B2B refers to business-to-business, the term B2C describes relationships between businesses to consumer. It is argued that there are significant differences in marketing activities between B2B and B2C (Kumar & Reinartz, 2012; Payne & Frow, 2013; Winkelmann, 2008). It is important to know that, in regard to the target audience, this study concentrates solely on buying behavior of consumers that constitute consumer behavior (Sharma, 2014).

Bearing this in mind, the purpose of this chapter is to develop a conceptual framework that will highlight the most important culture-specific factors and to visualize their relationship with buying behavior of minorities. First, the term “culture” will be defined, and the different approaches of cultural dimensions theory will be reviewed. Second, the characteristics of subcultures and the host country effect will be described. Third, the current theory of consumer behavior and consumer decision process will be analyzed and explored. Finally, the development of the research hypotheses and a conceptual framework will be presented. The chapter will then be summarized, introducing the basis of the research methodology and data analysis.
2.2 Definition of Culture

When examining human behavior, it becomes clear that culture plays an important role (Matsumoto & Yoo, 2006). The effects of economic and cultural globalization do not lead to a common culture worldwide. Consumers of different cultural backgrounds may evaluate products in different ways. Due to relentless cross-border migration, micro-cultural entities manage to resist total acculturation and maintain their ethnic cultural practices so that understanding culture’s influence on subcultures’ consumer behavior seems to be essential for corporate success. In order to understand minorities’ behavior it is necessary to identify the most important culture-specific factors and to investigate the impact of these factors on purchasing behavior (Samuel Craig & Douglas, 2006; Fletcher & Crawford, 2011).

However, before examining the impact of culture on buying behavior, it is important to describe and to define culture and its frameworks. For decades, the question of “what is culture” has fascinated scholars in different academic disciplines (Ting-Toomey, 2012). The literature offers many definitions of culture. Even fifty years ago, more than 150 definitions of culture existed (Kroeber & Kluckhohn, 1952). Starting with a more traditional definition, the term “culture” originally arose from the Latin word “cultura” such in “agri cultura,” and shifted later in meaning to refer to activities such as training and fostering and finally transformed into a condition of being cultivated (Freilich, 1989). Today, culture can be defined as a set of behavior, beliefs, norms, values and basic assumptions that rules people’s lives (Hofstede, 1980; Spencer-Oatey, 2000; Hall, 1981). Culture is seen as a collective mind distinguishing members of one group from another group. In this theory, the variables are identical for all cultures and therefore can be compared to determine how these cultures are distinct from each other. Since culture is flexible and differs from one consumer to another, it is also seen as the software of the mind (Hofstede, 1997). This means that culture is a collective phenomenon that is learned from an individual’s social environment and that is not inherited. From this it can be inferred that
minorities living in a host country do not necessarily have the same buying behavior as do their counterparts in their country of origin, as their social environments are different. This key difference underlines the gap in literature addressed by this study. Despite several studies on cross-cultural consumer behavior exist (de Mooij & Hofstede, 2011; Peterson, Rhi-Perez, & Albaum, 2014; He, Chen, & Alden, 2012; Malhotra, 2001), this important aspect has not been covered sufficiently in the literature.

Culture is also described as a series of methods or rules that a society has developed to deal with the problems it faces (Kennedy, 2012). According to D’ Andrade (1984), the framework of culture includes patterns of traditions, norms, beliefs, meanings, symbols and values shared by interacting group members of particular communities in to varying degrees. Thus, knowing and identifying these various patterns will help marketers to better target their customers. Marketing messages embedded with norms, beliefs, symbols and values are likely to be more effective and enhance company sales. The present research supports this view.

In order to understand culture, it is necessary to analyze underlying values and beliefs in detail, as they are not as visibly conspicuous as cultural artifacts. It is argued that both values and beliefs are responsible for individuals’ reactions and behavior (Ting-Toomey, 2012). Culture helps a group of people to solve problems and dilemmas (Schein, 1985). Triandis (1995) argued that there are differences between the normative culture of a group and the subjective culture of an individual. While the normative culture describes the cultural patterns of a group of individuals sharing the same traditions and beliefs, the subjective culture measures the degree of importance an individual gives the particular traditions and beliefs.

Cultural differences operate at various levels. The highest level is the global culture that distinguishes one country or region from another, followed by the national, corporate and group levels. While the national culture deals with governments, the corporate level describes attitudes within a particular company (Fletcher & Crawford, 2011; Trompenaars & Hampden-Turner,
In the business literature, national culture has begun to attract special interest (Kogut & Singh, 1988; Adler, 2002; Steenkamp & Geyskens, 2012).

### 2.2.1 Models of cross-cultural analysis

In order to understand how culture influences human lives, it is important to identify the different layers of culture. According to Selfridge & Sokolik (1975) and French & Bell (1979), one approach to describing culture is the “Iceberg Model,” according to which some layers of culture are stated to be invisible, such as beliefs, values and traditions. These layers are difficult to identify and responsible for how individuals or groups act, behave and think (Trompenaars & Hampden-Turner, 1998). Deeper than these layers is the level of human need, which includes such aspects as safety and security. At the apex of the iceberg are visible areas such as cultural artifacts and verbal and non-verbal symbols (Ting-Toomey, 2012).

Another theory of relevance is the “Onion Model” proposed by Hofstede (1991), which consists of four levels including both invisible values and visible behavior. The layer-by-layer imagination of culture in this model is reminiscent of the layers of an onion. While the core of the onion includes elements of human existence, the outer layer consists of artifacts and products of culture. It is argued that the middle layer corresponds to norms and values, which influence the outer layers.
In summary, both of these models provide a metaphorical presentation of cultural models in which deeper insights into human lives are necessary to identify international variables. Even though illustration presented in each model is different, they underline the need for deeper analysis of cultural variables. Both models show that most parts of culture are not found on the superficial, but are rather located in the unconscious reality (Del Galdo & Nielsen, 1996). As this study aims to analyze culture-specific variables influencing buying behavior, it is necessary to understand the deeper layers or invisible parts of the iceberg in order to answer the why and how questions of consumer behavior. Identifying and understanding these cultural variables and their impact on minorities would help companies to increase their sales. Bearing this in mind, the empirical inquest presented herein is intended to employ data collecting collection techniques such as focus group interviews in order to reveal the deeper layers.
In the next section, the four most important models were described in order to identify these variables and understand consumers’ cultural contexts.

### 2.2.2 Cultural dimension theories

By defining a set of cultural dimensions, researchers of cross-cultural analysis are better able to predict cultural differences (Bond & Tedeschi, 2001). In other words, defining such a set renders investigating cultural differences at a national level possible (Matsumoto et al., 2002; Dickson, Den Hartog, & Mitchelson, 2003).

In times of increased globalization and changing international boundaries, culture in national countries is not necessarily coherent, rather, it includes different subcultures. Therefore, alternative approaches considering multiple cultures referring to globalization and the growing complexity are recommended (Holden, 2001).

Based on the literature, it can be observed that when the focus of research lies in the examination of cultural and value differences at the national level, Hofstede (2001), Trompenaars & Hampden-Turner (1998), Schwartz (2006) and Hall (1981) seem to be the most frequently cited models. All four approaches use cultural dimensions to describe cultures (Ng, Lee, & Soutar, 2007; Nardon & Steers, 2009).

Hampden-Turner and Trompenaars (1997) include seven dimensions in their model, to which preferences of people from different cultures belong. Five dimensions relate to how humans or people deal with each other and two dimensions relate to time and environment. Trompenaars’ model should be used as a general guideline when analyzing people from different cultures, as measuring individual preferences on each dimension is impossible (Hofstede, 1996; Baumast, 2003).
• Universalism versus particularism: this dimension refers to how people assess rules or relationships.
• Individualism versus communitarianism: this dimension describes how people live and behave – more in groups or more individually.
• Specific versus diffuse describes the extent how far people want to be involved.
• Neutral versus emotional describes the extent to which people show emotions or not.
• Achievement versus ascription provides information about how people view status.
• Sequential time versus synchronous time refers to the time management of people
• Internal direction versus outer direction describes the relation of people to the environment.

Shalom Schwartz’s (2006) cultural value theory includes three bipolar value dimensions:

• Hierarchy versus egalitarianism measures the responsibility of individuals in a country to ensure social order.
• Mastery versus harmony describes the level of value and importance people attribute to the environment and social word.
• Autonomy versus conservatism describes the level of dependence or independence of group members from a particular group.

The framework of Hall (1981) identifies only two dimensions and therefore seems to be one of the easiest cross-cultural concepts.

• The first cultural dimension is high context versus low context. While context refers to the information needed before communications starts, such as background information, low and high context refers to the way in which information is communicated, such as text messages or body language (Würtz, 2005).
• Hall’s second dimension is the polychronic versus monochronic time orientation, which refers to how different cultures manage and structure time.

Hofstede’s culture framework is the most cited in the cross-cultural marketing literature (Nakata & Sivakumar, 1996; Steenkamp, 2001; Smith, Dugan, & Trompenaars, 1996; Kale & Barnes, 1992; Sivakumar & Nakata, 1999; Donthu & Yoo, 1998). By analyzing 50 countries and their national cultures, Hofstede undertook the most comprehensive cross-cultural management studies so far, and his efforts were acknowledged beyond their academic implications (House, Hanges, Javidan, Dorfman, & Gupta, 2004; Magala, 2009). The main disadvantage of Hofstede’s framework is that it does not completely consider the impact of immigration on local cultures, and it does not consider the buying behavior process in detail. Even though he recognizes that the number of immigration increased continuously, he assumes that culture does not change over time and that immigrants adopt or integrate into a host culture. The data from which this approach is retrieved is outdated and probably no longer valid; anymore and nonetheless notwithstanding, many marketers still rely on Hofstede’s dimension theory (Hofstede, 2001; Dickson et al., 2003; Holden, 2002). Hofstede (Hofstede, 1997; 2001) categorizes cultural differences by defining five cultural dimensions:

• The dimension of individualism versus collectivism describes people looking after themselves and their close family members (individualism) on the other one hand and people looking after group members, clans and organizations they belong on the other (collectivism).
• Power distance describes the extent to which individuals of a society agree to unequally distributed power distribution within this society.
• The dimension of uncertainty avoidance measures the degree to which individuals feel threatened by ambiguity and uncertainty.
• Long-term versus short-term orientation refers to the respect for and adherence to past virtues such as traditions.
• Masculinity versus femininity measures perceived masculine values such as material success and perceived feminine values such as caring for others.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasis on Groups or Individuals</td>
<td>Individualism vs. Collectivism</td>
<td>Autonomy vs. Conservatism</td>
<td>Individualism vs. Communitarianism</td>
<td>-</td>
</tr>
<tr>
<td>Distribution of Power and Authority</td>
<td>High vs. Low Power Distance</td>
<td>Hierarchy vs. Egalitarianism</td>
<td>Achievement vs. Ascription</td>
<td>-</td>
</tr>
<tr>
<td>Relationship with Environment</td>
<td>High vs. Low Uncertainty Avoidance</td>
<td>Mastery vs. Harmony</td>
<td>Universalism vs. Particularism</td>
<td>-</td>
</tr>
<tr>
<td>Personal and Social Control</td>
<td>Masculinity vs. Femininity</td>
<td>-</td>
<td>Neutrality vs. Emotionality</td>
<td>-</td>
</tr>
<tr>
<td>Time Perception</td>
<td>Long-term vs. Short-term Orientation</td>
<td>-</td>
<td>Sequential vs. Synchronous Time</td>
<td>Polychromic vs. Monochronic Time Orientation</td>
</tr>
<tr>
<td>Other terms</td>
<td>-</td>
<td>-</td>
<td>Internal vs. Outer Direction (Environment) Specific vs. Diffuse (Involvement)</td>
<td>High vs. Low Context</td>
</tr>
</tbody>
</table>

Table 1: Comparison of cultural dimension models (adapted from Helfrich (2013))

Analyzing the cultural dimension theories of Hofstede (2001), Trompenaars & Hampden-Turner (1998), Schwartz (2006) and Hall (1981), it can be observed that there are different ways of analyzing cultural differences. Each model provides a set of dimensions reflecting the different aspects of the beliefs, values and norms by which cultures can be compared. Comparing the models, it is difficult to say which model is better, as they all provide significant contributions to cultural knowledge. As any convergence across the four models seems to be limited, the different models can be adopted and integrated by comparative analysis in order to derive the most important differences between cultures. Table 1 shows that there is one dimension common to almost all models: the distribution of power and au-
authority (Helfrich, 2013). This core cultural dimension is reflected by Hofstede (1997) through the power distance dimension, while Schwartz (2006) refers to this dimension as hierarchy versus egalitarianism, in which hierarchy can be interpreted as high and egalitarianism as low power distance. Hampden-Turner and Trompenaars (1997) similarly define a dimension called “achievement vs. ascription”.

Regarding the comparative analysis, it can be derived that Hofstede’s (1997) “power distance” dimension reflects the commonality with the other important cultural dimension theories of Schwartz (2006) and Trompenaars & Hampden-Turner (1998), and describes the extent to which individuals in a society agree to an unequal distribution of power within this society.

The basis for the selection of the variables included in the conceptual framework of this study is provided by Hofstede’s (1997) “power distance” dimension. Is the power distributed in more horizontal/egalitarian or vertical/hierarchical relationships?

According to studies of cultural models, Arab, Asian and Latin American cultures believe in a high power distance, meaning that certain group members have control over subordinates. By contrast, in Scandinavian and American culture, emphasis is given to low power distance, which means that the social structure is seen as being equal and more egalitarian (geert-hofstede.com, 2015).

In Turkey, a hierarchical culture exists, so that for Turkish people, a high power distance is common, meaning some group members have control over subordinates, or in the context of a family, the father is seen as being a patriarch. The most important reasons for the high power distance level among Turkish people lies in their religion, values, artifacts, rituals and norms which provide the theoretical support for the choice of these variables and their impact on emotions, social identities and especially their motivation to buy products (geert-hofstede.com, 2015). Language was added to this choice as a further culture-specific variable, as ethnic minori-
ties were defined as cultural groups with a similar language (Pires & Stanton, 2002; Solomon, 2008).

Hence, cultural differences in power distance are expected to influence behavior of individuals within Turkey. This conclusion is relevant to this study as the respondents of this study are Turkish people living in Germany, which is a western European country with low power distance. Thus, referring to the research problem of different buying behaviors of minorities within a host country, there seems to be cultural distance between the Turkish immigrants and the German host country.

However, differences also exist regarding the cultural dimension of “time perception” as well as “emphasis on groups or individuals.” While Turkey is a collectivistic society that fosters appreciation for the community, families and clans, Germany is a more individualistic country in which task fulfillment takes priority over relationships and adherence to schedule is emphasized (geert-hofstede.com, 2015).

The next chapter describes the problems of viewing national cultures as homogenous and explains how globalization has led to multicultural populations within national boundaries. After defining and describing the term “culture” and exploring the existing cross-cultural theories, it is now necessary to explain the host culture effect by considering the example of Germany.

### 2.3 Subcultures and Host Country Effect – Example of Germany

Greater consumer diversity arising from current social trends now requires advertisers to pay more attention to minority groups within society. When marketers successfully identified a subculture and their needs, targeting this particular group might be a valuable marketing strategy (Freeman, 1992). The basic assumption is that companies can address people of dif-
different origins more easily by using target marketing. Target marketing looks at foreigners as real ethnic groups with specific needs and habits and as groups that share related consumer behavior (Kulinna, 2007; Venkatesh, 2011). Companies are then able to advertise and place marketing messages more efficiently and thus increase their sales. For example, a coffee company in the United States doubled its sales volume upon discovering that African Americans drink their coffee with sugar and cream (Solomon, 2008).

The growing body of cross-cultural research analyzing the influence of culture on consumer behavior in different countries and settings has neglected the impact of culture on minorities within a host country (Winkelmann, 2013). The existence of cultural differences within national boundaries needs to be considered, as minority’s culture tends to be different than local cultures in terms of traditions, lifestyles and values. A multicultural market is a lasting trend in which the individuals share core aspects of their cultures (Korzenny, 2008).

Subcultures can be defined as communities of people living in clusters, with the same identity, acting in communities, believing in other religions and sharing the same values, lifestyles as well as shopping behaviors (de Burgh-Woodman & Brace-Govan, 2007). In a society there are many subcultures, such as ethnic groups, gender, and age groups. Examples of subcultural societies within host countries are the Chinatowns in New York or San Francisco. Ethnic minorities are cultural groups with a similar language, norms and religion. Consumers are ethnic by origin or birth, while ethnic identity is the perceived behavioral association with a specific ethnic group influenced by political or economic factors, family socialization as well as occupational and educational factors (Pires & Stanton, 2002; Solomon, 2008). However, the degree to which a subculture may differ from the overall community may vary from absolute isolation to overlapping subcultures (Fuchs, Klima, Lautmann, Rammstedt, & Wienold, 1988). Compared to Germans, Turkish minorities respect family relationships more and main-
tain and appreciate their religious and cultural traditions even after many years of residing in Germany (Königseder & Schulze, 2006).

The host country under consideration in this study is Germany, and the Turkish immigrants, especially those in the south of Germany, will be the reference minority group. Germany hosts many different cultures and ethnic groups. The current migratory wave in Europe and Germany, in particular, will further strengthen this trend (Kreitewolf, 2014). The Turkish minority in Germany is comprised of roughly 3 million people, and the Turkish community represents the largest foreign minority, followed by Italians and the Polish. Thus, in Germany, the Turkish community has enormous market potential, with a buying capacity totaling over 17 billion Euros each year (Federal Statistical Office, 2012).

The large number of Turkish people in Germany is mainly based on the recruitment agreement reached between Germany and Turkey in the 1960s economic boom, which led to a wave of immigration. Even though the Turkish immigrants were originally supposed to work in Germany for up to two years and then return to Turkey, many of them settled in Germany and have stayed for subsequent generations. In cities like Berlin, sometimes called “Little Istanbul,” or Cologne, a parallel society with many Turkish shops and amenities has developed (Leyendecker, Schölmerich, & Citlak, 2006).

As industry marketers have recognized the market potential of targeting these ethnic groups, there are many consumer studies exploring the growing importance of minorities in Germany. Volkswagen (VW), for example, has been implementing ethnic marketing in Germany since 2005. With the promotional slogan “Volkswagen Türkçe konuşuyor” (“Volkswagen speaks Turkish”), VW started a project aimed at addressing the Turkish population in Germany. The goal was to employ more Turkish-speaking car salesmen and to build an image that attracts Turkish customers in order to increase market share in this target group. In 2008, VW launched its online service for the Turkish-speaking population. This initiative offers various services and information in Turkish, and it also enables Turkish-speaking employers
to be addressed. In addition to this, VW also broadcast a commercial for Turkish television stations that was specifically designed to appeal to the Turkish population in Germany (Seidel, 2008). Volkswagen recognized that language is one of the most important markers of ethnic groups especially in Europe (Barbour, 2000). Language gives ethnic groups the power to re-define themselves as independent nations with the same origin while differentiating themselves from others (Tajfel, 1982). However, referring to the onion model of Hofstede, language’s position on the outer layer is dissolving in practice (Fletcher & Crawford, 2011).
2.4 Culture and Its Influences on Buying Behavior

After defining the term “culture” and describing the host culture effect, this section researches the impact of culturally specific factors on the buying behavior of ethnic minorities in a host country, whereby culturally specific factors are the independent variable and buying behavior is the dependent variable.

Luna and Gupta (2001) argued that an individual’s behavior is the result of one’s cultural value, and, because of this, people with different cultural background may have different behaviors. There is a growing interest in the impact of culture on consumer behavior. Recent studies also supported this view and recognized that culture may have an impact on consumer behavior (Nayeem, 2012; Cleveland & Chang, 2009; Durmaz, Celik, & Oruc, 2011; Usunier, 1996).

This study focuses on evaluating alternatives made by subcultures in a host country. It is assumed that culturally specific variables influence these evaluations. This study does not evaluate purchase decisions based on brand names or alternatives. In other words, the primary focus of this study is to determine where and from whom minorities buy goods and how they rank alternatives.

Triandis (2000) stated that social behavior is a function not only of habits, but also of behavioral intentions, particularly social situations determined by sociocultural norms. Sociocultural norms can be defined as factors derived by a set of beliefs, by a particular culture as well as by society (Abolade, 2014). According to Triandis (2000), behavioral intention depends on the appropriate behavior, expectations and reactions of personal behavior.

Consumer behavior is affected indirectly or directly by different factors. Culture is one of these factors. Reviewing the literature, it can be derived that until social science acknowledged the impact of culture on consumer behavior, business scholars did not focus on this relation. Shweder and Sullivan (1993) argued that cultural traditions influence the human psyche.
In psychological literature, the relation between culture and human thought as well as human behavior of ethnic groups also seem to be obvious (Triandis, 2000). For example, for Auer-Rizzi and Berry (2000) the psychological and behavioral differences among ethnic minorities are mainly caused by cultural reasons. According to Auer-Rizzi & Berry (2000), there is evidence awareness of cultural differences and barriers supports understanding of intercultural communication among members of a heterogeneous group.

Developing knowledge of how individuals communicate and interact across cultures is important. Cross-cultural communication concepts focus on how people from different ethnic backgrounds communicate with each other, both verbally and non-verbally (McLean & Lewis, 2010). Another study examined the influence of culture on humor in cross-cultural advertising (Crawford & Gregory, 2014).

Culture influences behaviors including thoughts, communications, values, and customs as well as racial, religious and socioeconomic elements. It is stated that this behavioral response develops over time as a result of a learning process affected by internal and external stimuli. Some characteristics of culture are common to all cultures. Luna & Gupta (2001), Valencia (1989), Henry (1976) and Ownbey and Horridge (1997) have also examined the impact of culture on buying behavior among ethnic minorities and determined that there are significant differences among these groups. The belief that because minorities share the same fortunes and are part of a subculture they must act in the same way is overly simplistic. There is more to variation among minorities yet to be examined.

Another study undertaken by Herche & Balasubramanian (1994) emphasized that buying behavior is influenced by ethnicity. Herche & Balasubramanian (1994) analyzed the purchasing behavior of six ethnic groups in the U.S. (Black, Hispanics, Chinese, Japanese, Italian and Korean) and found that cultural background has an impact on their purchasing behavior, and
that even though some minorities such as the Chinese, Japanese and Koreans share some cultural values, they still behave differently.

Consequently, based on previous research, the assumptions that minorities would completely identify with their host country and adapt to its culture, language and buying behavior can no longer be maintained. Instead, cultural differences among minorities and the identification of culture-specific variables affecting minorities are drawing increased attention from businesses, underlying the importance of this study. In this vein, leaving behind standardized strategies in favor of more culture-specific marketing strategies seems to yield better company results.

Peter and Olson (2007) argued that culture affects consumer behavior, which itself can be seen as a group’s behavioral and therefore may be identified as a part of culture. In their model, the messages between culture and behavior are transmitted by marketing communications.

It is necessary to understand the two types of psychological responses of consumers, namely affective and cognitive. While affect refers to emotional responses, cognition consists of thinking and mental responses. Both are important in consumer behavior and interact with each other. The cognitive system forms the beliefs which that are subjective consumer meanings. As affective responses are reactive and based on emotions and feelings, which are learned through socialization, consumers often have little control and react automatically. As a result, affective responses among different cultural groups may vary as they react differently to identical stimuli (Peter, 2010).

McCracken (1986) argued that marketing communications are able to shift or reinforce cultural factors. For example, through professional advertising, a product or good can be converted into symbols for a minority. Additionally, the use of advertising reinforces the fact that a product or brand is able to transfer values. Consequently, the consumer associates the product with his values and perceives the product to be synonymous with them.
It is argued that the type of marketing communication is determined according to the particular stage of the purchase-decision making process, helping the customer to move through the purchase-decision process (Fill & Hughes, 2007). Therefore, the marketing communication may have several tasks, such as informing, persuading and reinforcing potential customers as well as differentiating regarding products and brands (Bowersox & Morash, 1989). Marketing communication aim to acquire a thorough understanding of its target, and how and which factors impact on it (Fill, 2009). In other words, the marketing communication identifies the target audience, determines the communication objectives, defines the marketing message, chooses the media channel and collects the feedback (Kotler & Armstrong, 2010).

However, other culture-specific factors such as religion and rituals can also be influenced by advertising. For example, some faith communities use religious messages embedded in marketing campaigns to grow their organization, such as the multimedia classes inspired by the music channel MTV. Rituals, for example, are used by cities or countries trying to increase tourism revenues and attract investment (Solomon, 2008).

Selecting and targeting a profitable market segment, developing an appropriate marketing mix, providing the right product or brand and binding the customers to the company form the basis of a successful marketing strategy to increase market share (Zich, 2011). In order to succeed, a marketing strategy should acquire a thorough understanding of its target markets, and of how and which factors influence it (Winkelmann, 2008; Varadarajan, 2010; Dewhirst & Davis, 2005; Fennell & Allenby, 2002). Mercedes Benz, for example, has used a broad marketing campaign addressed only to Turkish minorities in Germany for many years. In regions with a large Turkish community, Turkish salespersons are appointed to serve Turkish customers. Another strategy used by Mercedes was to place its cars and vans in Turkish advertisements in order to appeal to Turkish families, which are generally larger than German families. Mercedes used puns in this campaign to promote the E- and the V-series, since “EV,” means “house” in Turkish. The question of the extent to which Mercedes Benz’s revenue was
affected cannot be answered, but the campaign was popular and attracted the attention of many Turkish minorities (Poulionakis, 2002; Pfister, 2002). Hofstede (1980) and Sojka & Tansuhaj (1995) argued that consumer behavior is influenced by factors or dimensions such as values, rituals and symbols. According to them, these factors are responsible for culturally determined behavior of individuals.

Luna & Gupta (2001) went further and stated that symbols, rituals and heroes are integrated into the cultural value system of an individual. Kacen and Lee (2002) underline these findings and based on their studies undertaken among other countries in Australia and USA. The study of Kacen & Lee (2002) on consumers in Australia, Hong Kong, United States, Malaysia and Singapore provided evidence that individual cultural factors have an impact on impulsive (unplanned) buying behavior which can be defined as a rapid, sudden and less thoughtful buying behavior.

The theory of collectivism and individualism seems to play also an important role when considering an individuals’ impulsive purchasing behavior. Triandis' (1995) collectivism and individualism theory describes social patterns consisting of individuals who are part of collectives and are likely to be driven by social norms and duties. Collectives can be friends and family members. By contrast, individualism describes social patterns in which individuals are independent of collectives and behave according to their personal preferences and needs. According to Kacen & Lee (2002), the theory yields several insights into variables linked to unplanned buying behavior, such as self-identity, suppression of emotions and normative influences.

Other authors have argued that religion and artifacts, as part of culture, also play an important role in consumer behavior (Delener, 1994; Levy, 1981). For example, many religious rituals require or restrict the purchase of specific objects at certain times of the year, such as food products during festivals. Consequently, consumer behavior related to certain products at
certain times can be predicted because of particular religious requirements.

Culture has also been directly linked with behavior, although fewer studies have focused on the factors of culture. Culture has a significant and predictable impact on consumer behavior and a positive effect on purchasing behavior. Existing studies in consumer behavior obviously support the opinion that minorities from different countries will behave differently.

With the understanding that cultural factors have an impact on buying behavior, the most significant culturally specific variables will be analyzed in the next section (Yakup & Jablonski, 2012). In summary, five culture specific variables, namely language, values, artifacts, religion and rituals have emerged as the most important in understanding the buying behavior of consumers with ethnic roots and in helping individuals to interpret, communicate and evaluate as members of a specific ethnic society (Chao & Kanatsu, 2008).

The literature above reveals that there are cultural differences within a host country and that there is no unified culture of one nation. It further reveals that culture influences buying behavior so that companies need to adapt to these differences in order to gain competitive advantages and increase their market shares. In the following, part the research hypotheses with specific culture-specific variables will be developed and empirically tested later in the thesis.

2.4.1 Hypothesis

Native language of ethnic minorities

Language is an essential part of a human’s functional activity. It determines the way individuals think, so human behavior is governed by the language in which one thinks (Lewis, 2005). In this vein, Turkish and German people probably see the world differently based on their language. Furthermore,
language gives ethnic groups the power to redefine themselves as independent nations having the same origin (Tajfel, 1982).

In the literature, there are two different views. On the one hand, some researchers argued that language influences values due to the lack of adequate terms. On the other hand, some researchers such as Roberts & Hart (1997) argue that culturally specific values determine language by creating words that only exist in one particular culture.

Language in the context of targeting ethnic has been analyzed and identified as one of the most important factors determining the behavior of ethnic groups. Therefore, understanding an ethnic group’s language is important, as the group primarily communicates in the native language (Koslow et al., 1994; Luna & Peracchio, 2005; Emrich, 2007).

In prior research, it has been argued that the more immigrants use their native language, the more ethnically loyal they become (Marin et al., 1987). Further, it is known that messages expressed in minorities’ native languages are seen as more emotional than messages in acquired languages (Puntoni, de Langhe & van Osselaer, 2009). As different cultures vary in how they convey meaning, i.e., in how things are said, for business activities across different countries with different cultures, it is important to understand the style and basics of the language (Fletcher & Crawford, 2011). Thus, language is important not only across countries but also within a single country. Thus, the first hypothesis of this study addresses the question of whether marketing messages using native languages in the host country affect the purchasing behaviors of ethnic minorities.

**H1: Marketing communication strategies using the native language of a minority positively affect the minority’s purchasing behavior in a host country.**
Values of ethnic minorities

The most obvious culture-specific factor seems to be values that can be described as tendencies to certain preferences, which are learned implicitly rather than consciously (Fletcher & Crawford, 2011). Hofstede (1980) described values as the core of culture. There is consensus among researchers that values affect consumer behavior. Only the classification of values is different. While Rokeach (1968) differentiate between instrumental and terminal values, Hofstede (1980) divides values into desirable and desired values. On the other hand, Vinson et al. (1977) subdivides values into domain-specific values, global values and attribute evaluations.

Another accepted view is that of Schwartz, who defined values as desirable, more or less important and trans-situational goals serving as guiding principles in people’s lives. Identifying a series of value items, he developed the theory further and established that values represent answers to three general requirements: a person’s needs, requirements for the survival and functioning of groups and requisites of social interaction (Vecchione, Caprara, Schoen, Castro, & Schwartz, 2012; Kamakura & Novak, 1992). Derived from these three universal needs of the human condition, Schwartz (2006) identified 10 basic values intending to include the core values from different cultures around the world. He not only identified the 10 values (self-direction, stimulation, hedonism, achievement, power, security, conformity, tradition, benevolence and universalism) but also portrayed them in a circular structure in which the dynamic relations among them can be observed easily. Schwartz’s (2006) integrated theoretical model was supported by empirical research in 67 countries, underlying the existence of a universal value system. People in different countries all had the same conflicts in the form of maintaining, changing or prioritizing values. The latter is dependent of socio-demographic characteristics. It seems to be evident that individuals tend to behave according to their value systems.
Regarding the arrangement of values in the circular diagram, the closer any two values in either direction are, the more similar they are in motivation. The circle is divided into two dimensions: self-enhancement versus self-transcendence and conservation versus openness to change (Schwartz, 2006).

This model allows researchers to distinguish differences in cultural values as belonging to the cultural or individual level. Thus, this model allows one to distinguish among a group of individuals sharing a common set of values, even though they have different nationalities (Crawford, 2013).

Values are seen as the prime determinants of consumer behavior. In consumer behavior theory, it is widely accepted that consumer values affect consumption motives and choice criteria (Valencia 1989; Kim & Arthur, 2003). If members of a group have common values, these values often in-
fluence the behavior of the group (Vinson et al., 1977). Thus, in consumer behavior, the cultural value orientations of different micro-cultures play an important role because individuals who are members of a certain minority accept the norms and values of that group. For example, a brand can reflect values and identities of a culture. According to a study on Hispanic consumers in the United States, consumers’ purchasing behavior was affected when buying particular brands associated with Hispanic culture (Cong Li, Wan-Hsiu Sunny Tsai, & Soruco, 2013).

**H2: Applying the values of an ethnic minority is likely to have a positive impact on buying behavior.**

**Religion of ethnic minorities**

Religion is a multifaceted system of sacred beliefs and practices whereby religiosity is seen as the degree to which these beliefs are held. Religion shapes culture, which, in turn, seems to influence buying behavior. For decades the importance of religion has been recognized in sociology as well as psychology studies, but its role has not been fully investigated in the context of consumer behavior (Essoo & Dibb, 2004; Delener, 1990).

Religion is another variable that contributes to an ethnic identity. For many people from South Asia, the Muslim religion has a major effect on consumer behavior and remains a strong influence for subsequent generations (Klemm & Kelsey, 2004). In terms of evaluating products, this means that marketing messages regarding specific Islamic feast days would probably be preferred by Muslim consumers in a host country.

This research examines the impact of religion on customer choice and highlights the connection between religion and consumer behavior in regard to the impact of religious practices on consumption rather than values or beliefs. For instance, during periods of fasting, only particular types of food can be purchased and consumed. Furthermore, sport and entertainment activities of women are restricted (Essoo & Dibb, 2004).
The literature on market segmentation provides some support for the use of religious matters in advertisements and promotions (Kucukemiroglu, 1999; Kavak & Gumusluoglu, 2007; Valencia, 1989). However, these studies primarily focus on the food market and considered multinational companies entering into a foreign market. There are few studies exploring the relationship between religious factors and the behavior of ethnic groups in a host country (Lindridge & Dibb, 2003). A further factor is that companies do not know how to address ethnic customers and are hesitant to treat them differently from the mainstream (Gooding, 1998). For example, packaging of any food products illustrating feast messages of a particular ethnic minority probably influences the buying behavior of that ethnic minority. Similar to values, religion can also be seen as part of the environmental influences influencing the pre-purchase evaluation of different products.

**H3: Ethnic religion practices have a positive impact on the purchasing behavior of ethnic minorities in a host country.**

**Artifacts and symbols**

Geertz (2000) defines symbols as a category of processes and objects that reflect meaning and that are unique to a particular group of people. Sherry & Camargo (1987) emphasized that language and consumer products are also a kind of symbol. In the literature there is no conclusive stance on whether to define language as a symbol, so, in this study, language will be assessed and analyzed separately (Pinker, 1994).

Most authors have concentrated on how the symbolic nature of products as cultural values at a societal level were transferred to products through advertising, so that the product finally has a symbolic meaning (Durgee, 1986; Solomon, 1983). Some researchers have explored consumer responses to advertising images with considerable depth. They have demonstrated that consumers see pictures as informational statements about
brands that may positively or negatively influence consumer behavior (Mitchell & Olson, 1981; Scott & Vargas, 2007).

However, this study does not differentiate between different culture-specific artifacts. Some researchers have analyzed the preference of colors across cultural borders and have found that people from different cultures have different preferences for colors (Madden, Hewett & Roth, 2000). Others investigated matters of Islamic branding, such as various halal-related issues and their influence on consumers in Islamic markets, but not in host countries (Alserhan, 2010).

Thus, there appears to be no empirical study that specifically sought out to determine whether specific cultural artifacts such as the flag of the country or other meaningful symbols influence the buying behavior of ethnic minorities in a host country. Therefore, this research will examine the impact of specific ethnic artifacts on purchasing behavior, as these are a part of environmental influences and therefore may affect the pre-purchase evaluation of products.

_H4: Artifacts as cultural variables positively affect the buying behavior of ethnic minorities in a host country._
Rituals and norms

Even though some researchers interpreted rituals as part of religious behavior, in this study, this interpretation is not supported. Rook (1985) defined rituals as a type of expressive and symbolic activity of behaviors that are performed with purpose and repetition. In his definition, he concentrated on the different dimensions of rituals. First, he argued that rituals can be seen as serious (i.e., searching for social status and maturity) and normative (i.e., deciding between right and wrong). Second, rituals reflect the psychological depth, conflict and fantasy elements of everyday behavior. Finally, according to Rook (1985), rituals can be seen as a symbolic language that influences market behavior.

In comparison, McCracken (1986) argued that rituals are a kind of social action based on cultural order of collective and individual communication. He views the influence of advertisements on ritual behavior as a one-way phenomenon: advertising takes meaning from the culturally influenced world to consumer goods, while consumer rituals convey meaning from the consumer good to the consumer.

One example supporting this view is the purchase of a wedding dress, which transcends buying an object for its basic utility. Even though there are many alternatives, women often opt for the traditional white dress to which so much cultural and traditional meaning is attached. The dress helps women to assume the bridal role and to convey meanings that act as a reminder of bridal commitments (Friese, 1997).

There is another argument that advertising employs ritual elements to influence consumption. On the other hand, marketers can also influence rituals through rhetorical design (Otnes & Scott, 1996). They support the interaction of meaning transfer between both advertising and rituals in their study on wedding-related marketing, which is a well-known example of advertising using ritual elements.
There are many kinds of rituals, romantic, sad or funny, but all of them involve the consumption of products and services, so they are important for consumer behavior. Products can be used in order to operationalize the ritual (Solomon & Anand, 1985).

It is widely accepted in the consumer behavior literature that norms affect consumer behavior through their normative social influence, which occurs when individuals hope to meet the expectations of a person or group (Pachauri, 2002; Winkelmann, 2013). Regarding the Hispanic research literature, strong feelings of solidarity and loyalty among family members as well as honoring family decisions among ethnic minorities and its impact on behavior are well known (Marin et al., 1987). However, the last mentioned research neglected rituals and norms based on cultural norms. It also neglected ethnic minorities other than Hispanics. Consequently, it seems that there are no general examinations of the influence of ethnic rituals and norms on ethnic minorities’ buying behavior. The lack of research emphasizes the need for this study taking rituals and norms as environmental factors.

**H5**: Rituals and norms embedded in marketing communication strategies positively influence the buying behavior of ethnic minorities.
2.4.2 Consumer Decision-making Process

In general, there are many models describing the purchasing process of consumers (Lilien & Kotler, 1983). This section will summarize two important consumer decision-making processes in order to provide background for the conceptual model of this study.

One useful and well-known theory is the S-O-R (stimulus-organisms-response) model that tries to describe consumer behavior. The stimulus is driven by a company’s marketing mix and includes variables such as social and cultural influences on behavior and the role of reference groups. The process describes the sequences of the internal process of these influences made by the consumer. It includes psychological variables as well as feelings and perceptions towards the product or service. Finally, response refers to changes in behavior, awareness and attention, and actual purchase (Harry C. Triandis, 2000; Hollensen & Opresnik, 2010; Winkelmann, 2013). The S-O-R model is a well-developed and tested model of individual buying behavior, and it is visualized below.

![Figure 4: The S-O-R Model (Hollensen & Opresnik, 2010)]
This model has been considered in this study as the variables of the stimuli can be influenced by marketers, and culture is seen as one variable. Thus, culture may have an impact on the stimulus which itself influences the process and ultimately the response. Understanding this stimulus and individuals’ thoughts, beliefs and attitudes is one of the main goals of this study.

Another important consumer decision-making process model is the Consumer Decision Process (CDP) model developed by Engel, Blackwell and Miniard (1995). Later, the CDP model was renamed the EBM model. According to this model, consumers will make a purchase decision based on seven steps: need recognition, information searching, pre-purchase alternative evaluation, purchase, consumption, post-purchase alternative evaluation, and divestment. These steps are attended by an active information process, sequence involving exposure, attention, comprehension, acceptance, and retention. An important advantage of this model is that it places greater emphasis on the cognitive aspects of buying behavior. Further, the model provides conceptual frames of reference that show the interrelationship of particular factors, and it allows for understanding different consumer decision processes and marketing strategies. The consumer decision process is affected mainly by three factors: individual differences, environmental influences and psychological process. Five elements are included in individual differences: (1) demographics, psychographics, personality and values; (2) consumer resources; (3) motivation; (4) knowledge; and (5) attitudes. In addition to individual variables, the decision process is influenced by environmental factors: (1) culture; (2) social class; (3) family; (4) personal influence and (5) situation elements. Finally, psychological processes also influence consumer behavior, and they include three basic elements: (1) information processing; (2) learning and (3) attitude and behavior change (Engel, Blackwell & Miniard, 2009). In summary, the model describes these psychological events as results of the processing of information and assumes that consumers search for and use information as part of their rational decision-making processes.
In this model, the decision-making process includes seven stages. It begins with need recognition and search for information, followed by the stage in which the consumer evaluates alternatives. In next stage, the purchase decision is made and the product is consumed. Later, the consumption is evaluated. Finally, the process ends with the divestment stage.

The EBM model is seen as a helpful framework for this study, providing important information about the decision-making process of consumers. It seeks to shed light on the psychology of the consuming process, starting with the awareness of a material need, satisfying this need by purchasing and consuming a product and finally by evaluating the consequences of this consuming. However, even though it tries to explain the relationships of the variables in the process, it ignores the impact of external factors and fails to offer detailed specification of the relationships. Ehrenberg (1988) criticizes that, due to measurability problems, no empirical evidence can be delivered, as the model cannot be precisely tested. The model may be valid for some consumers’ purchases, but it seems not to apply to many purchase decisions. Another criticism of the model is that it assumes that indi-
individuals are complex and decide in a rational manner (Olshavsky & Granbois, 1979).

In summary, the S-O-R model uses information that processes how and why consumers behave as they do. As this model gives more attention to the “O” than to the “S,” the EBM model is favored in this study. Another criticism of the S-O-R model is that in some cases, it is hard to know whether a particular phenomenon such as post-decision process belongs to response or organism (Jacoby, 2002). The same problem occurs with a consumer’s cultural factors: do they belong to the external environmental stimuli or to the internal stimuli in the organism process?

The EBM model is much more complex than the S-O-R model, and provides a far more comprehensive picture of consumers’ decision-making process. It better reflects the existing relationships with the environment, individual and other stimuli, so that the pre-purchase stages of this model inform the conceptual framework of this study.

Having introduced the consumer decision-making process proposed by Engel, Blackwell & Miniard (2009), it is important to note that the focus of this study will be placed on the pre-purchase evaluation process including the stages (need recognition, search for information and purchase). Engel, Blackwell & Miniard (2009) defined the pre-purchasing evaluation process as the decision-making stage in which customers evaluate the alternatives to make a choice. External inputs serve as information sources. Cultural factors also serve as inputs that influence a consumer’s product evaluation. Since the aim of the research is to identify culture-specific factors influencing minorities, the pre-purchase stage is the most compelling part of the process. Cultural inputs affect the pre-purchase information search and helps individual to decide on purchasing. In doing so, this study refers to the research of Teo & Yeong (2003), who employed and elaborated on this model. For reasons of simplicity, the term “buying behavior” will still be used in the following chapters.
2.5 Summary and Conceptual Framework

Based on the literature review, an integrated framework of variables explaining the buying behavior of ethnic minorities will be developed. In addition to defining specific variables, it is also important to analyze and understand the psychology of the purchasing process, which has been widely discussed above.

Despite continued efforts, it is still difficult to predict ethnic consumers’ buying behavior (Winkelmann, 2008). In recent years, many researchers in psychology and sociology have analyzed the roots of direct and indirect ethnic action. The answers to the questions of “Why do ethnic people act in a certain way” and “What kind of barriers exist that affect the buying behavior of ethnic minorities?” are extremely complex. Seminal studies have explained the gap between gaining awareness of ethnic groups and impacts on the behavior of these minorities (Bozinoff & Cohen, 1982; Omura, 1980). However, there are still many under-researched areas.

The present research concerns the purchasing behavior of ethnic minorities in a host country as influenced by culturally specific variables. Understanding the purchasing behavior and matching the marketing messages to this process is a principal aim of this research.

The independent factors in the proposed model are culture-specific variables of ethnic minorities including language, artifacts, religion, rituals/norms and values. This research will analyze how these independent variables impact on the buying behaviors of specific minority group in a host country. The buying behavior is the dependent variable in this model. Referring to the EBM model of Engel, Blackwell & Miniard (1995), a conceptual framework showing the relationship between cultural factors and buying behavior is developed, and it is illustrated in Figure 4.
Based on the literature review above, in this model, language, values, religion, artifacts and rituals/norms are viewed as the most important cultural factors that influence ethnic minorities through marketing communications.

While concentrating on that single stage it has to be acknowledged that the impact of marketing communications on a consumer’s intentions and behaviors is important. According to McCracken (1987), marketing communication acts as a channel through which culture-based messages are transmitted to the individual.

McCracken (1986) argued that marketing communications are able to shift or reinforce cultural factors. For example, through professional advertising, a product or a good can be converted into symbols for a minority. Additionally, the use of advertising reinforces the fact that a product or brand is able to transfer values. Consequently, the consumer associates the product with his values and perceives the product to be synonymous with them.
the basis of the findings of the empirical component, the aforementioned hypotheses will be tested, and conclusions will then be derived.

The increase of heterogeneous markets in the recent years poses a substantial challenge for many companies. There are many studies about advertising that have led to a number of best business practices. If the marketplace is complex and competitive, it is important for businesses to distinguish their business from their competitors and to help customers to appreciate the advantages the business offers. From a business perspective, directors bring the value of every dollar spent on marketing into question. Thus, a scientific approach is essential to determine the most appropriate marketing strategy (Valencia, 1989; Luo & Donthu, 2006).

Culture shapes beliefs and behavior. Culture is responsible for individuals’ actions after it is acquired through observation and interaction with members within a society. Considering culture on only a national level seems to yield accurate or misleading results. Ethnic minorities or subcultures sharing the same religion and other interests within a host country become more important in the wake of globalization. This research contributes to the understanding of culturally informed buying behavior intentions of minorities in a host country. The focus of this literature review was to shed light on relationships among five independent factors: religion, values, rituals and symbols, and buying behavior intention as the dependent variable. Several research studies in the literatures on marketing and psychology have analyzed the importance of cultural values in decision-making. These studies emphasized that culture influences buying behaviors of people on the individual level. On this level, culture has been shown to affect individuals’ behaviors. While previous studies have studied cross-cultural effects on national level, this research aims to account for the advancing globalization and identify the most important culture-specific factors impacting on the buying behavior of minorities in a host country.

As seen above, there a number of theories claiming that such factors influence the buying behavior of ethnic minorities, while others researchers
hold that there is no such influence. Based on the literature review, the majority of theories appear to argue that culture-specific variables influence the buying behavior of ethnic minorities in a host country. By developing a conceptual framework, the relations are visualized, and the hypotheses are derived. The literature review motivates and informs the five hypotheses described above. The next step is to test whether cultural factors remain important in determining buying behaviors.

In summary, the aim of this empirical study is to examine the buying behaviors of consumers with different ethnic backgrounds in a host country. In this research, the variables influencing the ethnic buying behavior will be analyzed, and the impact of different culturally specific variables will be tested. The goal is to help marketers develop better marketing campaigns that are shaped by empirically confirmed results. The findings of this research may help marketers to better understand multicultural and heterogeneous marketplaces and to develop effective marketing strategies that better differentiate, identify and reach ethnic minorities. By using culture-specific marketing promotions corresponding to particular minority groups, marketers will be able to capitalize on these groups by making individuals more likely to buy these products. In order to identify and understand the culture-specific factors of the target market, focus group interviews are conducted. The focus group interviews are described in the next chapter.
Chapter 3 Methodology

In the previous chapter, the conceptual framework and hypotheses were developed and introduced. The objective of this chapter is to describe and examine research methodology in order to test the particular hypotheses and answer the research question. Regarding the findings of the literature review, a mixed-research method will be undertaken in this study. Thus, the research approach of this thesis is descriptive as well as exploratory. The structure of this chapter is as follows.

First, a brief overview of the different existing research paradigms and the particular paradigm of this research study is defined and explained. Second, the role of secondary research in this research is reviewed. Third, the primary research and study design are described and assessed. Fourth, the mixed-method research approach, comprised of focus group interviews and surveys, is examined. Regarding the focus group discussions, advantages, disadvantages, recruitment and the data-analyzing process will be discussed. With regards to the survey, its validity, reliability, questionnaire design, pre-test, sample and data analysis aspects will be examined. Finally, a brief summary will conclude this chapter.

3.1 Overall Research Approach

Before analyzing the different research paradigms applied in this study, it is helpful to define the important terms such as “research” and “paradigm”: while research is a tool for analyzing social events and understanding them and their interrelationships so that causal laws can be discovered and explained (Sarantakos, 2005), a paradigm, according to Guba & Lincoln (1998), is a set of basic beliefs that deals with ultimacies or first principles. It describes a worldview with the nature of the world, the individual’s place in it, and the possible relationships to that world (Sarantakos, 2005).
There are four paradigms (positivism, post-positivism, critical theory and constructivism) dealing with clusters of assumptions about ontology, epistemology and research methods. Paradigm assumptions differ not only in the philosophical questions they seek to answer, but also in their bearings on practical inquiries and policy choices (Guba & Lincoln, 1998). While ontology deals with the nature of reality, epistemology concentrates on the nature of knowledge. Research studies and their findings tend to find methodologies rather than paradigms, as they are closer to research practice. It is very rare to refer to ontological and epistemological roots of a research study. The research methods provide a guideline as to how the research should be designed (Sarantakos, 2005). The research philosophy in this study is concerned with developing a theory of real empirical research methods rather than being ruled by traditional methodologies and theories (Silverman, 2006).

Positivist paradigms assume an objective truth in the world that can be analyzed and described scientifically. It is guided by quantitative research methods using statistical analysis seeking to measure gathered numerical data (Perlesz & Lindsay, 2003). The causal findings of the research must be evaluated by major concerns such as reliability, generality as well as validity.

Epistemologically, the reality is objective and the research findings are taken to be true and generalizable. The aim of this study is the explanation of buying behavior of minorities in a host country and the achievement of a reliable, valid and generalizable result. The knowledge gained through the research is viewed as fact. Every verified hypothesis extends the knowledge and forms a new law (Guba & Lincoln, 1985). Bearing the research objectives in mind, this approach seems to be the most appropriate (Engel, Blackwell & Miniard, 2009). The process in this research project uses exploratory methods, attempting first to explore and understand the “why” and later to build and test the hypotheses. Thus, developing hypothesis or propositions of the object being studied is the objective (Jarratt & Macklin, 2011; Lindgreen, 2001).
As this study concerns consumer research, the research paradigm of positivism is preferred, as it is typical in this area (McGregor & Murnane, 2010). Positivism refers to the process wherein only information derived from scientific methods should be used in making decisions, as opposed to results derived from a laboratory. It is also based on postmodernism, which is a complementary approach to positivism and which includes qualitative and other research methods to understand the influence of the culture on consumer behavior. The ontology in this case is a single and common reality (Engel et al., 1995).

Both primary and secondary data are used in this study. The secondary literature is helpful in creating the hypotheses and in finding connections and evidence for the theory.

### 3.2 Secondary Research

The existing theory in consumer behavior and intercultural marketing was reviewed. The need and importance for this study was summarized in the literature review chapter. Referring to the literature review, five specific cultural variables were identified and the hypotheses derived.

Secondary data is also needed to narrow the research area (Mahajan, Agarwal, & Agarwal, 2008). This project will focus on ethnic minorities from Turkey living in the host country of Germany. Analyzing secondary data retrieved mainly from the Federal Statistical Offices justifies this decision.

Firstly, because of Germany’s history and based on the economic boom of the 1960s and 1970s, Germany has a multinational population. With about 1.6 million people, those of Turkish origin represent the largest foreign minority, followed by Italians (Federal Statistical Office, 2012). The large number of the Turkish minority in Germany is mainly based on the recruitment agreement reached between Turkey and Germany during the economic boom of the 1960s, which led to a wave of immigration.
Although they were originally supposed to work in Germany for some years and then return to Turkey, many of them settled and have now been living in Germany for many generations (Lindner, 2004).

Secondly, demographic changes have affected Germany, as the average age of the German population is increasing. Moreover, the age distribution of Germans stands in contrast to that of minorities living in Germany. It has been stated that minorities have more children than Germans (Bamf.de, 2011). When looking at the age distribution on the one hand and distinguishing between Germans and foreigners on the other, the difference in the age range of 0 to 25 years is less. But when we look at the population in the 25 to 40 year age range, we see a great difference. This age range accounts for just 17.0% of all Germans but 31.8% of all foreigners. In this age range, the Turkish minority, as the largest minority ethnic community in Germany, seems to be the most relevant group for this research project. According to previous research, the Turkish community in Germany has enormous market potential, with a buying capacity totaling over 17 billion Euros each year (Bamf.de, 2011; Lindner, 2004).

Another important reason for focusing on the Turkish minority is that it has a different religion and different cultural values from Germans, while Italians, for example, share the same religion as Germans. This allows for greater understanding of the importance of religion as it relates to buying behavior (Kavak & Gumusluoglu, 2007).
3.3 Primary Research

In planning the research project and in answering the core research question, primary data is also needed. A two-step research approach was planned. In the first step qualitative and in the second step, quantitative research methods were applied.

Based on the onion model proposed by Hofstede (1991), focus group interviews are undertaken in the first step in order to glean insights into values and norms that are normally invisible and embedded in the core of the “onion.” In order to examine the deeper layer of the Turkish subculture, focus group discussions appear to be well-suited to yielding such insights. In the second step, quantitative research methods such a survey among Turkish minorities allows for collecting data testing the hypotheses with statistical methods and for gaining representative information with high levels of reliability (Damnjanovic & Milicevic, 2010).

Generally, primary data can be gained and collected through observations, focus groups and experiments undertaken with Turkish minorities. For this study, focus groups discussions are seen to be most appropriate as they are unstructured and more natural, allowing the researcher to gain more insights into the research area (Mackay, 2012). Results will help to answer questions regarding such issues as the role of cultural factors in the pre-purchase decision process.

3.4 Research Design

All empirical research needs research design that can be seen as a logical sequence that tries to connect empirical data to a study’s initial research questions and conclusions. Research designs deal with at least four facets: what questions to study, what data to collect and how to analyze the findings (Yin, 1994). It further identifies critical evidence, for example through interviews, in order to support the major hypotheses of the study or rival
hypotheses in cases of contrary evidence. It should help to determine a clear direction for the key problems of this study, thereby helping to generalize the results (Jarratt & Macklin, 2011). In the consumer research literature, several solutions for conducting consumer analyses exist, and these can be classified into three methodological approaches: observation, interviews and surveys and experimentation (Engel et al., 2009).

In order to gain a deeper and complete understanding of the research area, it is prudent to use more than one research technique (Veal, 2005). A mixed-method approach including focus groups as a qualitative method, and a survey as a quantitative data collection method, is used in this study. The data gained through focus groups are descriptive and cannot be measured numerically. In the first step, focus group interviews will be conducted as they gather and provide more in-depth information on perceptions, attitudes and beliefs, and therefore provide useful interpretations of hypotheses and models. Based on these interpretations and a pre-test, a questionnaire will be developed as part of the quantitative method. In contrast to the data yielded from focus group interviews, the data gained through this method is numeric and measurable.

The way in which research is conducted depends on the study objectives and the need for the solution to a problem, e.g., the research question outlined above. An advantage of a mixed-method approach is that one part of it may address aspects of reality that the other cannot (Sarantakos, 2005). Each of these research techniques is important, as they both contribute to the depth of the project’s results.

Phase one will be focus group discussions conducted in order to analyze and identify general impressions as well as key issues and in-depth “why” and “how” questions. The second phase of the study used a national, online survey that provides more generalizable data in understanding the buying behavior of ethnic minorities. Therefore, the quantitative research technique focuses on larger populations and help to answer the research
question more broadly (Mcniven, Krugman, & Tinkham, 2012). In the following, the research approach of this study is illustrated:

Malhotra (1993) states that the survey method is an effective tool for gathering information regarding the respondents’ intentions, awareness, demographics, and lifestyle characteristics, and for defining the interrelationships among variables. Other advantages of the survey method include reduced researcher and sample bias.

The survey research is conducted online, for example through emails. However, the main focus will be on social networks such as Facebook. Posting a survey in Facebook as a platform saves time and money (Chung & Austria, 2010; McKeough, 2010).

Secondly, many ethnic minorities use Facebook to stay in contact and communicate with each other. In Germany, Facebook was first available in spring 2008. By September 2012, Facebook had 24,326,060 users in Germany (futurebiz.de, 2012).

Figure 7: Research Approach
In the context of ethnic minorities, many people of Turkish nationality use Facebook. According to statistics, Turkey has the fastest growing number of Facebook users in Europe, suggesting that the majority of Turkish internet users in Germany also use Facebook (allfacebook.de, 2012).

However, one disadvantage of internet surveys is that some households still lack internet access. In addition, for some people, online surveys may be more comfortable than for others. Nevertheless, this type of response bias is probably not greater than that attached to other research methods (Veal, 2005). In addition, web surveys can also be conducted using mobile technology such as smartphones and tablets. Survey respondents are able to use their mobile phones and to participate regardless of location. Home-based access is no longer necessary (Kumar, 2014).

Using Facebook as a survey platform is also methodologically flawed, as 69 per cent of all Facebook users are between the ages of 18 and 44. Therefore, the opinion of the older minority members may be neglected in Facebook (futurebiz.de, 2012). Even though the latest Facebook statistics indicate an increase in the age structure of its users, this disadvantage remains. However, to counteract this distortion in this study, Turkish minorities of specific ages are personally invited to answer the questionnaire and to complete the online survey.

Gathering data through focus groups interviews is preferred in this study as focus groups usually discuss a topic of interest in depth. It is a very common approach to consumer research, and may be very relevant to a minority group (Veal, 2005). To discover motivations and reasons for certain buying behaviors, a set of advertisements or marketing messages were shown to the participants. For example, one advertisement will be in the language of the host country and another in Turkish. Respondents will be asked to decide which of the two advertisements they prefer.

As the buying behavior of ethnic minorities is assumed to be influenced by five variables (language, values, religion, artifacts and rituals/norms), for both methods, participants will be asked to point out the importance of
these factors in marketing messages. The aim of this is to determine whether all of these variables are important in predicting the buying behavior of ethnic consumers. Therefore, it is also important to ask the participants whether they speak the Turkish language.

The survey will capture demographic information related to age, gender, education level and employment status, religion and language spoken. Only those Facebook users who indicate that they are Turkish will be included in the research. In summary, preparing, testing and further developing the considered research design seems to be one of the most important challenges of this research project.

3.4.1 Focus Group Interview

The focus group interview is a qualitative research methodology based on structured, semi-structured, or unstructured interviews. In a focus group, several respondents are systematically and simultaneously interviewed by the researcher (Boateng, 2012).

In recent years, focus group interviews have enjoyed more popularity in social sciences mainly because of high validity and fast results (Krueger & Casey, 2000; Winkelmann, 2013). It is argued that social interaction in a group discussion is helpful for generating data and that this fact distinguishes this research method from other qualitative research methods (Morgan, 1996).

Focus group interviews analyze the attitudes and beliefs of the particular group. The focus of research is more on the “why” than on the “what.” For example, a focus group of ethnic minorities will uncover the underlying attitudes and beliefs that influence their buying decision (Cox, Higginbotham, & Burton, 1976).

Focus groups are important research tools as they are often used to test the influence of new products. A focus group usually consists of up to 12 people and researcher acts as a facilitator rather than as an interviewer.
(Marrelli, 2008). It is suggested that a pilot focus group should first be tried in order to eliminate weaknesses (Kenyon, 2004). It is further suggested to conduct focus groups to gather new data until a point of diminishing returns is reached in terms of new information, at which time the focus group process ends (Marrelli, 2008).

**Advantages**

The aim of this research method is “to generate scientific propositions,” while knowing that further testing and verification might be necessary (Kozinets, de Valck, Wojnicki, & Wilner, 2010). The driving force for the increased popularity is its convenience and economic advantages. The analysis of the advantages of the qualitative method reveals that interacting with the research participants in their own language and words ensures a more realistic information output that cannot be measured with statistical methods in quantitative analysis (Kirk & Miller, 1986). It allows the researcher to uncover, obtain and interpret data as well as to provide a holistic approach to investigating a specific issue (McCullough, 2011). Another feature of qualitative research demonstrated by the focus group interview is that their research is flexible. Such flexibility is only possible with qualitative methods, as these methods assume a subjective world (Sarantakos, 2005).

Another advantage of focus groups is seen in the group dynamic, which very often leads to helpful insights and which may be lacking in individual data collection. By using specific question methods, for example with “why” questions, important in-depth information and attitudes about the research topic may be gathered (Brüggen & Willems, 2009).
Disadvantages

Nevertheless, there are also some important disadvantages of focus group interviews. For example, the interaction in a group may encourage group thinking, which may influence the particular opinion of a participant and thus skew the findings. Additionally, the researcher has less control during the interview process than in an interview with only one participant. The original objective of the research study can also be changed because of the nature of the present context (Krueger & Casey, 2000). Other criticisms are that sorting and summarizing the enormous volume of data gained from group discussions is challenging to most researchers. Consequently, the researcher must be concentrated and highly experienced (Fahad, 1986).

As focus groups cannot be measured numerically, it is argued that researcher bias may exist, and further that the group conversation may be dominated by a minority of individuals such that the group dynamic fails. Due to structure and procedural reasons, validity and reliability is not given. Comparability of qualitative research is also not possible, as this research is often individualistic and therefore not comparable. Different researchers are likely to interpret the answers differently, so there is more room for subjectivity (Veal, 2005). Finally, as no predefined answers were provided, qualitative research is very cost- and time-consuming, and the participants need more time to think before answering the questions (Sarrantakos, 2005).

Furthermore, the data obtained seems not to be representative and invalid at the individual level. Finally, there is no guideline for the data analysis, so it may be vulnerable to researcher bias. In order to obtain opinions and ideas, open-ended questions should be used and pre-defined hypotheses should be tested (Hartman, 2004).
Recruitment and data analysis

Occasionally, respondents are recruited as part of a larger sample survey that was obtained through probability methods. It is important to note that the collected information is not subject to researcher bias, but that it rather represents the interviewees’ feelings and beliefs, and, if necessary, it can be reproduced by another researcher (Cox et al., 1976).

Focus group interviews employ non-probability samples, and the obtained data does not appear to be representative, so that generalization from focus groups is limited and external validity is usually low. The group is generally not sufficiently large, so the numerical data gathered in focus groups must be regarded with skepticism. Not being representative means that the results are not generalizable to the population. This disadvantage can be addressed, as researchers of qualitative methods are not bound by any strict rules and can interpret the results in several ways. Ensuring that they will always come to the most reasonable findings is infeasible, as different researchers often have different point of views. In addition, there is also a lack of objectivity and room for inaccurate interpretations (Sarantakos, 2005). In the Turkish associations which were taken in account in this study, the first and family names of the male members were stated, so that identifying female workers was not possible. Unfortunately, there were no self-employed female persons listed in the business association of Landschut.

Concerns about consistency and reliability are also justified, as the research techniques may vary among different researchers, and participants are free to answer particular questions while ignoring others (Fahad, 1986).
Interpretation of research results

In analyzing the results of the focus group discussions, two steps have been undertaken: transcription and data reduction. First, the different statements of the candidates were summarized and clustered according to the topics and inputs in order to gain a better understanding of the results. Initial abbreviations for the names of the participants were made. Differences between individual and majority opinions were carefully highlighted. The initial conclusions and interpretations are summarized on the basis of the transcripts. In the second step, important topics were highlighted and compared. The results were then summarized.

Researchers of qualitative methods are not bound by any strict rules and can interpret the results in several different ways. It cannot be ensured that they always draw the same conclusions, as different researchers will often have different opinions. However, being open-minded in qualitative research is the basis of true facts. Exceptional and different answers should be mentioned in the research rather than avoided in order to gain consistency. To find out the truth in qualitative research, it is important to cover a wide range of questions concerning the issues. Using skillful and interesting questions allows for getting closer to the truth (Veal, 2005).

Focus group interview process in this study

It seems that focus group discussion is an appropriate qualitative research methodology fulfilling the objectives of the research question. So, by analyzing a focus group, it might be possible to identify culture-specific variables that influence attitudes, opinions and buying decisions of ethnic minorities in a host country.

Five different focus groups were held for basic-level research in between February and March 2013. The participants in the five focus groups were carefully selected to include Turkish minorities representing a general view
of the Turkish population in Germany. The groups were primarily chosen by their profession. There were five participants in each group. For example, advertisements that vary in their design using a Turkish flag or specific cultural symbols will be shown to the Turkish participants. After being shown these advertisements, they were asked about their attitudes and feelings towards the different advertisements.

By selecting five participants, a group dynamic and an environment conducive to expressing individual opinions was fostered. All of the participants were members of the Turkish minority in Landshut, which is the main town of Lower Bavaria. The time period for each session was 110 minutes including the introduction, the summary, and two five-minute breaks during the discussions. In choosing the samples from the Turkish population, the intention was to have a screen of age ranges and all professions. In order to examine the different perceptions, gender and socioeconomic factors played a significant role in the recruiting process. Participants had to be more than 18 years old, have Turkish roots and be bilingual in Turkish and German.

It is argued that group members with common interests or experiences may lead to favorable group dynamics and have a shared perspective on the topic (Morgan, 1997). Based on this theory, the candidates in homogeneous groups were segmented and selected according to their professions. Other segmentation criteria were also conceivable such as e.g. age and gender. However, these criteria were not taken in account in this study.

The first group contained participants who were self-employed. The second group contained five participants who were workers. The branches in which they work were services, building and automobile sector. While two of them were more educated and had higher positions in their companies, the others were normal workers. The third group was comprised of students, the fourth group of retired people, and the last of housewives. There was no need for further focus group interviews, as a theoretical saturation was achieved and one further interview would not provide any
more new results (Rolland & Parmentier, 2013). All five focus group discussions were undertaken in the same surroundings—a conference room with an oval table with a view of a big screen.

The identification and recruiting process for the interviews was restrained to the area of Landshut. About 2000 Turkish people are living in Landshut, and most of them are members of business, cultural and religious associations. First, a list of people known by the researcher and fitting to the research topic were prepared. As they were personally acquaintances, they were contacted by phone calls. Additionally, potential candidates were identified through membership lists of Turkish associations including the community of Turkish students, the local German-Turkish business community of Landshut, and an association of Turkish cultures. With the help of the corresponding directors of the associations, the participant’s demographic and gender status as well as their socioeconomic background was screened. The nominated participants were contacted through phone calls made by the researcher. As the interest in the research was high, all of the candidates agreed to participate. In the first call, the participant was briefly introduced to the project and asked if she or he wanted to participate. A second call subsequently determined the date and time. All of the interviews were undertaken in the evening between 18.30 and 19.00 hrs. All candidates who were contacted joined the group discussions and fortunately there was no need for a second casting. This method of recruitment was cost- and time-efficient. In the interest of ensuring maximum consistency, notes were made by the author, who also led the interview. Exceptional and outlying answers were included.

After the completion of the fifth focus group, no new substantive information was being generated so that the focus group process was complete. In order to have guidelines, some important questions were prepared to be asked in each focus group. Conducting a number of focus group interviews with some in-depth questions allowed for understanding their motivations.
The aim is to take the answers of a participant, discuss it and ask others if they agree. It is important to encourage group members to talk about each question until no further input is offered by the group. After a brief introduction and warm-up, each participant should introduce him or herself. In order to consider ethical issues, the information sheet should be given to the member and the conformation sheet should be signed.
Summarizing the qualitative research section

The aim of this research is to understand the subject and establish a strategy. Therefore, the paradigm used in this study is constructivism (Guba & Lincoln, 1985). The next point that has to be clarified is whether the inquiry is value added or value free. As the findings of the focus group discussions are of a qualitative nature, and since the author is required to interpret these results, it is not possible that it be value free. Another point is that the authors’ voices are those of active participants who want to reconfigure the knowledge and change existing views. Focus group interviews are an appropriate approach to this research subject, as it intends to gain initial insights into this relation between factors and buying behavior. As a consequence of this, the development of strict rules would not be appropriate. The results are highly valuable and yield wide-reaching insights into the subject matter even without proofing anything. Their evaluation is well conceived and their methods lead to anticipated findings.

Nonetheless, focus group interviews use non-probability samples and the representativeness of the focus group discussions in this study should be evaluated with caution. The candidates were indeed selected carefully with regards to representativeness of the Turkish population in Germany, but the sample size was too small for their comments to be representative of all the Turkish people. Not being representative means that the results are not generalizable to the population (Sarantakos, 2005).

Qualitative study has its own hallmarks for reliability and validity and therefore both have to be redefined in order to establish the truth. While in quantitative research, reliability and validity are taken into consideration, ensuring the trustworthiness of the research findings, in qualitative research reliability and validity are conceptualized by using creditability, transferability, dependability and consistency as trustworthiness criteria ensuring the rigor of qualitative results (Golafshani, 2003; Guba, 1981; Lincoln, & Guba, 2007).
In summary, the better the questions are prepared, the better the participants are selected and the more objectivity is guaranteed, the more accurate the findings will be. However, accuracy cannot be entirely guaranteed, as the number of interviews partially determines reliability and validity (Sarantakos, 2005).
3.4.2 Survey

In general, surveys as a research method allow the information to be gathered quickly and efficiently from a large sample of participants. This can be done by asking questions, showing product samples or different ads and recording responses. However, this method may be expensive and subject to interviewer bias in which responses could be influenced by the interviewer. Conversely, sometimes interviewees seek to please the interviewer (Engel et al., 2009).

The survey method is the appropriate research method for this thesis, as it is argued that surveys are practical instruments for exploring the attitudes and behavior of customers. In this research, the influence of at least five variables (language, culture, religion, artifacts and rituals/norms) on the consumer behavior of ethnic minorities will be analyzed. Six hypotheses are set out before the initial research, and they are tested through statistical and mathematical methods (empirical methods). Consequently, there is value-neutrality which means that the researcher keeps the data separated from values (Sarantakos, 2005). By using the quantitative research method, the formulated research hypotheses can be tested and verified empirically by the data analysis process (Veal, 2005).

In the quantitative data analysis process, there is no place for researcher bias and values as well as subjective preferences. The advantages of quantitative research are the high level of reliability of the collected data, the ability to measure and analyze the research problem precisely and the minimization of subjectivity while ensuring objectivity of the results (Muskat, Blackman, & Muskat, 2012).

However, quantitative methods also have the limitations of evolving research investigations and the lack of control of environmental influences on the survey outcomes. The structured questionnaire design also precludes a comprehensive data set (Hart, 1987). Another criticism of quantitative research methods is that hypotheses formed in advance, which lead the study in a specific direction, bear the danger that certain aspects will
seem to be more important than they are while other topics are eclipsed. Missing perspectives and a lack of openness to various solutions is a problem that quantitative methodologies often face. There is one more reason why certain aspects are neglected: quantitative methodology adapts reality to its methods and is generally averse to changes or progression (Sarantakos, 2005).

As the interviewer is not present, there is no opportunity to gain additional information or to discuss a topic more in depth so that new insights cannot be revealed by respondents. Misunderstandings or confusions are also unable to be prevented, which may influence the quality of the results (Cooper, Schindler, & Sun, 2006).

**Validity**

Validity means ensuring a thorough understanding of what is to be measured, as well as ensuring that the measurement is as correct and accurate as possible (Hair & Anderson, 2010).

Only quantitative data has historically been seen as valid and significant. The term quantitative method is often associated with statistical and mathematical methods (Guba & Lincoln, 1998). Questionnaires are primarily designed to collect information from individuals about their characteristics, behaviors and attitudes. Surveys are also useful when data are required from samples representative of a defined wider population, such as ethnic minorities in a host country. Therefore, surveys seem to be the most useful research methodology for exploring the research question of this study. However, attention should be paid to the validity of the gathered information using the survey method. Respondent bias such as exaggeration, misunderstanding, or desire to please the interviewer are constant sources of concern. The inclusion of dummy categories, asking the same question twice or repeating interviews may alert the researcher to validity problems. Due to low costs and often free access, repeating online surveys is easier than other research methods (Engel et al., 2009).
Reliability

Reliability is the contrast of measurement error and the level to which the observed factor is error free and measures the true value. Using the same measure repeatedly, there will be greater consistency among more reliable measures than less reliable measures (Hair & Anderson, 2010). The effort to achieve reliability is indicative of quantitative research. The structured questionnaire and results in figures are typical of quantitative research methods. The knowledge gained through the research is viewed as fact. It is argued that quantitative research is more reliable due to statistical data that correlates with the data of other quantitative analyses (Guba & Lincoln, 1985). The common opinion is that findings must be tested repeatedly. Bearing this in mind, it is unrealistic that a single study can provide completely reliable findings.

Survey method in this study

In this project, an online survey will be conducted through direct mailings and social networks such as Xing and Facebook. A questionnaire will be developed to explore the nature of buying behavior and what motivates the Turkish minority to buy and the role of the five variables in the decision-making process.

Online research methods have increased in use and provide new opportunities: one practical advantage of online surveys as compared to conventional pencil-and-paper surveys is the usage of “conditional branching,” which allows candidates to skip directly to the appropriate question. If an interviewee is asked which product brand she or he prefers, the researcher is able to list and customize brand comparison questions. For example, if a participant selected car brands such as Toyota, Ford and Hyundai, they would be questions about her or his view of the relative quality of each pair — in this example, Hyundai vs. Ford, Ford vs. Toyota, and Toyota
vs. Hyundai. A more important problem is that respondents tend to read instructions and other useful information online more quickly rather than carefully. Consequently, performing research that depends on the respondents’ reading of a situation or product description is difficult (Perner, 2010).

**Questionnaire design**

In this study, the online survey in form of a questionnaire was developed based on the results of the literature review and based on the focus group interviews. There is evidence that focus group interviews can deliver directions and guidelines for developing questionnaires. It has been argued that the risk of addressing the wrong problem or the irrelevant area is minimized (Cox et al., 1976). This section seeks to confirm or refute the conclusions derived by both pre-steps.

In line with the focus of this study, our research instrument was cultivated with the purpose of capturing data relating to culturally specific variables that influence the buying behavior of ethnic minorities in a host country. The questionnaire design process should involve the variables investigated and guided by the relationships in the form of the given hypotheses. Every question included is intended to respond to the research question (Veal, 2005).

The type of information collected in this study concerns the attitudes and behavior of ethnic minorities in the pre-purchase evaluation stage. Regarding this research project, one example question could be as follows: Regarding your decision process how important are advertisements in the Turkish language when buying a product? Respondents may be asked to indicate their agreement or disagreement with the importance they attach to the factor of language, using a standard set of responses.

As the impact of variables on buying behavior will be analyzed, respondents will be shown a series of statements that must be identified, or the
importance of culturally specific factors indicated by agreement or disagreeement. Every question included should respond to the research question. However, the kind of questions that are to be included as well as the starting questions also need to be discussed and developed in more detail in a draft design, followed by a test survey and finalized by the main survey (Veal, 2005).

The structure of the final questionnaire consisted of three parts. The first part dealt with the “identity and country of origin.” This part included four questions aiming to get insights into the research problem and the current situation of Turkish minorities in Germany. Asking the participants about the relationship between their identities and their ethnic roots, their differences in comparison with the German population as well as the differences in their buying behavior shed light on actual buying behaviors. The results of this first section would be indicatory for the further research, especially for verifying or rejecting the hypotheses.

In the second part, “German Media,” the participants were asked about their experiences and evaluations in the German media landscape concerning culture-specific marketing. The core question in this part is question 8, indicating the importance of culture-specific factors for the respondents. Due to the importance of this question another question (Nr. 11) was integrated in order to prove the reliability. The other questions dealt with perceptions in real-life situations allowing further interpretations and conclusions. The answers in the first two sections of the questionnaire were essential for confirming or rejecting the results in the literature review. However, they also provide the foundations for further marketing strategies and interpretations.

In the third and final part of the questionnaire, the candidates were asked about their demographic background. This part is important as it reveals essential data about the participants who took part in the survey. Finally, an additional space in form of an open question is placed at the end of the
questionnaire, allowing participants to record additional comments and information.

With regard to the questions and answer possibilities of the survey, it is not a standardized questionnaire, but rather an individually designed one. The questionnaire was addressed to Turkish minority in general. Simple and understandable questions were selected. Most of questions were nominally scaled and only some were ordinal-interval scaled. Some questions were intentionally open and gave the participants the chance to individually write comments in a text box. Furthermore, some sections of the questionnaire, such as the questions asking the importance of culture-specific questions were more detailed. This additional input was intended to identify new topics or topics which are not taken into account by the researcher.

Unbalanced rating scales are not very effective in uncovering one’s opinion about a product or an issue (Friedman & Amoo, 1999). However, looking at Question 1 may help to understand the question’s background and provides the answer why an unbalanced response question was selected in this study. The purpose of this study was to analyze the impact of Turkish subcultures in Germany. With regards to the current Turkish policy, the researcher believed that, a priori many participants probably answered in one direction which would be “No” (Friedman & Amoo, 1999). The researcher assumed that when using a balanced scale, the “Yes” side would not be really used, as participants may have had the feeling of being too patriotic and belonging to the extreme-right wing of the nationalistic political party of “MHP” which the third strongest party is in Turkey and also has political activities in Germany (zdf.de, 2015).

The national identity (NATID) scale is another possible approach which could be used in international marketing research. However, like any research method the NATID scale also has its weaknesses as it is criticized for not fully capturing all of the relevant identity constructs and lacking the
general applicability of the scale (Keillor, Hult, Erffmeyer & Babakus, 1996; Keillor & Hult, 1999).

Using a non-standardized questionnaire and avoiding national identity questions may have increased the practical use of the results.

**Pre-test**

Before finalizing, sending or publishing the questionnaire, the questions were pre-tested by a group of 20 Turkish participants (16 male and 4 female). The participants, aged between 18 and 45, were selected randomly at a Turkish-owned retail outlet in Landshut. The online pre-test was helpful, as adjustments could be made regarding the required time, layout and understandability of the questions. Following the pilot test, three questions were reworded, as they were difficult to understand. In addition, some layout changes were made. In one question, the answer options were adjusted. The stated time period of 10 minutes was confirmed.

**Sample**

Another advantage of the survey method is the ability to define a representative sample of the population. The results of this survey are only useful if it reflects the opinion of the Turkish minority as a whole. As the research samples are chosen randomly, it is probable that the answers are also representative of the population (Aronson, Wilson & Akert, 2009). However, cost and time are also drivers for defining a specific sample size (Saunders, 2003).

The participants were mostly recruited through direct emails to Turkish people living in Germany and to 56 registered Turkish associations in Germany, such as the Berlin Turkish community. The email addresses were gained through the customer database of Eurocar, an automotive retail company in Landshut possessing a large pool of Turkish customers. In total, about 200 questionnaires were sent by direct mailing. The survey was also posted in special Turkish Xing and Facebook groups in Germany. For exa-
mple, in Xing, it was published in the “Türkisch-Deutsche Akademikervereini-
igung,” “Turkish Community”; “XING München Deutsch Türkische Com-
munity Türkei Forum.” On Facebook, it was posted through private ac-
counts as well as in Facebook groups such as “Turkish Students in Nurn-
berg” (facebook.com, 2014).

The most important disadvantage is that the sample might be not repre-
sentative. Using Facebook as a survey platform might be methodologically
flawed, as 69 per cent of all Facebook users are between 18 and 44; thus,
the opinion of the older members of ethnic minorities are neglected in Fa-
cebook (futurebiz.de, 2012). To work against this disadvantage, it was ne-
necessary for a control group with 25 older Turkish minorities (> 45 years old)
to be selected and contacted to take part in the survey. They were con-
tacted directly through a Turkish association around the hometown of the
researcher (Landshut). They filled the questionnaires out manually and not
online, which meant these questionnaires were entered later in the survey

Data analysis

The type of research method is important for data analysis, so considera-
tion of how the results will be analyzed is likewise important (Veal, 2005).

In the first step, data will be collected through focus group discussions. For
the second phase, the dataset of the online survey was downloaded. Due
to the amount of sorting in data analyzing, questionnaire data from this
survey research project is ideally suited to a form of computer analysis
called the Statistical Package for Social Sciences (SPSS) version 21. The SPSS
analysis prepares the survey data by naming and labeling the variables,
managing multiple survey questions, entering data and finally saving the
data. As this research project is descriptive, the two most appropriate SPSS
procedures are frequencies and means. While frequencies present counts
and percentages for each variable, means provide averages for numerical
variables (Veal, 2005). With the help of a crosstabulation, the importance
of specific factors for differences in the buying behavior of the Turkish
population in Germany as a host country is described. Variables such as language, culture, religion, artifacts and norms/rituals can be used to predict purchasing behavior. Furthermore, the chi-square test will be used, and the significance of the relationships in the crosstabulations will be calculated.

3.5 Summary

This chapter has sought to provide a detailed overview about the research philosophy, strategy, design and methodology which is necessary to analyze the relation between the culture-specific variables and buying behavior of ethnic minorities in a host country. The approach of this study is exploratory as well as descriptive. As the research project developed over time, more than one research purpose is identified. In the case of exploratory research, focus group interviews were conducted aiming to identify key variables to better understand the interaction between culture-specific variables and buying behavior of ethnic minorities in a host country. Based on prior literature, theoretical proposals are generated to create a best practice approach, which will be tested within the focus groups. In order to undertake a descriptive research project, the theory must be considered in order to determine the priorities for data collection. For this purpose, the online questionnaire was selected as the data collection method.

The usage of focus group interviews to pre-test and improve a survey instrument is an approved way to obtain input as to whether questions within a survey are biased or misleading (Throupe, 2011). The decision to use qualitative methodologies in this study is justified by the findings of the literature review. Even though that qualitative research can be emotionally taxing and extraordinarily time-consuming, it can yield a great deal of information that is not obtainable through statistical sampling techniques. Since statistical tests for significance in qualitative studies are often missing, it is important to discover and interpret the core elements of what is
observed, and of establishing a plausible connection between the observed elements and the final conclusions drawn in the research report.

The aim here is not only to further knowledge of the target marketing landscape in Germany, but to gain the opinions of the Turkish minority about what is desired and necessary when targeting this specific ethnic minority group. By using in-depth questions, the participants are asked about the culture-specific factors and their impact on buying preferences. The results provide a best practice solution in ethnic targeting, which will be important for marketing managers.

In this intercultural research, both qualitative and quantitative research methods are used, providing a number of advantages for the researcher. While qualitative methods ensure more in-depth data, results of quantitative research methods deliver high levels of reliability of obtained data. For example, disadvantages of quantitative methods, such as lack of control of external influences, were compensated by interactive focus group discussions. On the other hand, the disadvantages of qualitative research methods, such as researcher bias, were compensated by analyzing the survey results by statistical methods. In summary, using both research methods ensured a more thorough understanding of the topic. The aim of using both research methods was to concentrate on the strength of each method and minimize their disadvantages. It is almost impossible to separate qualitative and quantitative methods, as several points overlap and many elements of one method are used with a theoretical interpretation derived from the other method. Qualitative and quantitative research help point to solutions rather than deliver perfect solutions to research problems. Perhaps this is why several different research projects and therefore several different findings can co-exist and benefit from each other (Sarantakos, 2005). The discussion of whether quantitative and qualitative methodologies are more valuable is wrong. Both are valuable and useful, as differences between them mainly exist in nature and purpose rather than in quality. Throughout the research process and questionnaire design, includ-
ing the testing of a pilot survey, measures are taken to protect against po-
tential research errors (Veal, 2005).
Chapter 4 Data Analysis

4.1 Introduction

While the previous chapter described the research methodology of this study, the purpose of this chapter is to present and interpret the findings of the empirical part in regard to the proposed model. As a mixed-method research approach is used, the data analysis part consists of results from the focus group discussions and the online survey. The chapter starts with the description of the qualitative portion, in which five focus group discussions were undertaken aiming to gather in-depth information and prepare the development of the online survey. The sample and the interview process including the guidelines are described. Then, the findings of the interviews are summarized and analyzed providing the fundamental basis for the development of the primary research. This is followed by the data analysis of the qualitative portion. First, the sampling process including the demographic data is presented. Based on SPSS data analysis, the hypotheses of this thesis is tested, and, according to the results, the research model is adjusted. In the final part, other findings of the fieldwork are presented and interpreted.
4.2 Focus Group Interviews

4.2.1 Sample

Five different focus groups were held for basic research between February and March of 2013. The candidates in the focus groups were carefully selected to include Turkish minorities representing a general sample of the Turkish people in Germany. The groups were primarily chosen by their profession. There were five participants in each group. The distribution regarding the age range and the gender was as follows:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Self-employed</th>
<th>Workers</th>
<th>Students</th>
<th>Retired</th>
<th>Housewives</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 24 years</td>
<td>2x</td>
<td>4x</td>
<td></td>
<td></td>
<td></td>
<td>6x</td>
</tr>
<tr>
<td>25 – 39 years</td>
<td>3x</td>
<td>3x</td>
<td></td>
<td></td>
<td></td>
<td>6x</td>
</tr>
<tr>
<td>40 – 65 years</td>
<td>2x</td>
<td>2x</td>
<td></td>
<td></td>
<td></td>
<td>4x</td>
</tr>
<tr>
<td>Over 65 years</td>
<td></td>
<td></td>
<td>1x</td>
<td></td>
<td></td>
<td>1x</td>
</tr>
</tbody>
</table>

(Note: each figure in the table indicates the number of participants)

Table 2: Age range of male participants

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Self-employed</th>
<th>Workers</th>
<th>Students</th>
<th>Retired</th>
<th>Housewives</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 24 years</td>
<td></td>
<td></td>
<td>1x</td>
<td></td>
<td></td>
<td>1x</td>
</tr>
<tr>
<td>25 – 39 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2x</td>
<td>2x</td>
</tr>
<tr>
<td>40 – 65 years</td>
<td></td>
<td></td>
<td>2x</td>
<td></td>
<td>3x</td>
<td>5x</td>
</tr>
<tr>
<td>Over 65 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Note: each figure in the table indicates the number of participants)

Table 3: Age range of female participants
4.2.2 Description of qualitative data analysis

Focus group interviews, as a qualitative research method, always generate large amounts of data. The moderator usually summarizes the results in his own words rather than taking up the formulations of the participants. Alternatively, focus group participants are invited to write down their feelings and individual perceptions (Durgee, 1986).

Analyzing such data is a challenge. Depending on the interview, one hour of group discussion can easily take two to three hours to transcribe in full, leading to many pages of transcripts. Reducing the data is a goal of the data analysis (Rabiee, 2004).

When analyzing focus group interviews it is important to understand the meaning of specific answers and statements. Furthermore, the consistency of a person during the whole discussion should also be considered. Statements should not be seen and evaluated independently but rather in their context, and it should be noted whether all candidates in the group participate in the discussion equally. Finally, important topics to which all group members refer should be highlighted (Morgan, 1996).

On the basis of the transcripts, important categories can be developed, and analyses and reports can be made. The structure of the transcript was adjusted to the guidelines of the discussion, which was previously defined before the interviews. The transcript should especially include recommendations as well as critical feedback. Very important statements of participants should be quoted without mentioning the particular name of the participant. Generally, the focus group discussions should be anonymous (Schmidt, 2010).
4.2.3 Process of data analysis in this study

According to Yin (1989), data analysis includes a number of stages. Bearing in mind the initial goal of a study, such stages can include, for example, categorizing, tabulating or otherwise recombining the evidence. It is important to remain cognizant of the purpose of the study and to ignore irrelevant information in the analysis (Krueger & Casey, 2001). There is also an important difference between a single person interview and a focus group interview, as in the latter, the group process influences the individual opinions. The social background along with the group dynamic influence the results of the focus group.

While conducting the focus group interviews in this study, notes were made by the moderator. Every participant also received a pen and a paper to write down their instinctive reactions and thoughts, which were collected by the researcher at the end of the interview process. Immediately after the discussions, important notes made during the group discussion were recorded. Each respondent was encouraged to talk about the different inputs and share his opinion with the other participants.

The next step was to review the results. When analyzing the data, it is important to know which information is relevant to analyze. After each session, the transcripts were immediately produced and reduced by content analysis (summary, explanation and structuring) in order to minimize the data volume and to concentrate on the content-related results (Mayring, 2000).

The disadvantage of transcripts is that they are time-consuming to prepare and are reduced to verbal messages. Sometimes, however, non-verbal communications and signals can be very important. Some researchers argue that non-verbal signals only help to reinforce the opinions, but are not necessary to evaluate the message (Dürrenberger, Kastenholz, & Behringer, 1999).

The task to do was to analyze the gathered data. The interpretation of the group discussion seemed to be very difficult as enormous amounts of data
were generated. Due to time or cost considerations, the interpretation was focused on the core of the project (Kover, 2008).

Since the opinion and statements of the respondents and the group opinion were important in this study, the content analysis was seen to be a more appropriate method than an analysis that is based on the relationship level. Content analysis is the most widely used interpretation method for focus groups. In this example, qualitative content analysis is used, as it is not as time-intensive and it concentrates on the content-related results (Mayring, 2000).

As a series of five focus group discussions were held in this project, every session was initially considered and evaluated on its own and then later summarized in the final report. The different statements of the participants were summarized and clustered according to the topics and the inputs in order to gain an overview of the results. Initial abbreviations for the names of the participants were made. Differences between individual and majority opinions were carefully highlighted. The initial interpretations and conclusions were made on the basis of the summarized transcripts.

In the final step of the data analyses, the results of the five focus group discussions were compared with each other and summarized. Similarities and differences were highlighted and analyzed in greater depth. The different group characteristics were also taken into account. Finally, conclusions and advice for the questionnaire were developed and summarized in the form of a summary.
Development of the framework

In this study, the guidelines and information input for the focus groups were always the same and were strictly organized so that the findings of the different focus group discussions were comparable. The information input consisted of videos and pictures, which were shown on a large screen. On the basis of a pre-test consisting of four male participants, the guideline, the information and the moderation input were tested and partially adjusted. For example, the picture showing two different pizzas was changed, as the intention of the research was unclear in its prior form.

When developing the guideline including the stimulus, it was important to highlight specific aspects and to start generally before leading the participants through each specific input. No attempt was made to cue their answers. In order to shed light on the emotional influence of their culture, it was important to ask “why” questions instead of “yes or no” questions.

The process in the focus groups was indexed to the guideline. Even though the guidelines consisted of a range of questions, the intention was to have a semi-structured interview process allowing for some deviations away from the guideline. As the time range was given, it was necessary to highlight important questions and to neglect less important questions in the guidelines.

The welcome procedure and the introduction were kept very short to ensure that there was time for the discussions later. The introduction provided some important information about the process surrounding the discussion and acted as a warm-up for the following discussion.
Guideline for the focus group interview

Apart from the general questions in the guideline, the bulk of the group discussion was comprised of the five information inputs regarding language, values, religion, rituals and artifact messages in marketing videos and in product designs. The videos lasted between 1 and 3 minutes and the pictures were shown during discussions of the particular input. The videos and pictures were integrated in PowerPoint presentation and included a heading for each particular input. After each input, the participants were asked why they felt that these factors could influence buying behavior, among others questions. The intention was to interact, communicate and initiate a discussion with the group members and to encourage participants to express their opinion with questions such as “who else feels this way?”

Outline of the interview process

Input 1: Language

The first input, called “Language,” showed a TV advertisement from Ayyildiz. This advertisement features a group of young Turkish people singing in German and Turkish in different surroundings, claiming that the people who understand their language in this video belong to them (GreyGermany, 2014).

Figure 8: TV advert from Ayyildiz - a subsidiary of telecom company Eplus (GreyGermany, 2014)
Input 2: Values

A video was also streamed in the second input. Under the heading “Family Values,” a TV advertisement from Volkswagen Germany was shown, which was part of a large marketing campaign called “Volkswagen speaks Turkish” (DynamicMediaBerlin, 2008). With different marketing channels, Volkswagen aimed to target and gain more Turkish customers. This advertisement of Volkswagen underlines Schwartz’s study (2006) which finds Turkey to be a hierarchical culture. In Turkish families, the hierarchical structure means that the father is seen a patriarch to whom every family member submit (geert-hofstede.com, 2015). When planning and developing this video, the marketers of Volkswagen assumed that also for Turkish minorities in Germany, power distance is expected to influence their buying behavior.

Figure 9: TV campaign of Volkswagen “VW speaks Turkish” (DynamicMediaBerlin, 2008)
Input 3: Religion

The following PowerPoint presentation presented “Religious Factors” and first showed a picture with two pizzas followed a picture with two packets of gummy bears. One product was illustrated with the imprint “Helal” and one without. “Helal” refers to food that is accords with Muslim dietary restrictions, according to which, for example, meat must be slaughtered in a particular way (Talib & Johan, 2012).

![Image of two pizzas with and without the imprint "Helal"](image1)

Figure 10: Picture of “standard” salami pizza vs. picture of salami pizza with the imprint “Helal” (oetker.de, 2014)

![Image of two packets of gummy bears with and without the imprint "Helal"](image2)

Figure 11: Picture of “standard” gummy bears vs. picture of gummy bears with the imprint “Helal” (haribo.com, 2015)
Input 4: Rituals/Norms

The fourth sheet illustrated a picture with the headline of “Rituals.” Referring to the example outlined in the literature review, the edited picture depicted two bridal couples associated with the company logo of a Turkish chat forum, which was placed below the pictures. The first picture showed one bridal couple marrying according to Turkish rituals, and one marrying in a more standard, German ceremony.

Figure 12: Advertisement of “Turkchat” including Turkish and German bridal couple (Turk-chat.com, 2014)
Input 5: Artifacts

The last stimulus was a screenshot with the headline “Artifacts.” In this stimulus, two sheets with credit cards from the “Deutsche Bank” were shown, each with a picture of a credit card illustrated with a typical Turkish artifact vs. a picture showing a classic credit card.

![Image of credit cards](image.png)

Figure 13: Picture of credit cards from “Deutsche Bank” vs. one targeting Turkish customers (bankamiz.de, 2014)

4.2.4 Results

In the following section, the key results from the five focus group interviews are summarized.

Self-employed

The first focus group was comprised of self-employed Turkish professionals from Landshut. The ages of the male participants ranged from 22 to 38 years. The focus group interviews took place on February 28th, 2013 and yielded the following results:

During the warm up, the intention was to start by asking some of the general questions listed in the guidelines. Upon asking the group about their
feelings when viewing targeted advertisements, they answered that they generally liked such advertisements. The majority expressed the view that it was desirable to be in the focus of someone. All five participants had previously observed ethnically targeted advertisements. They emphasized that there were differences between the buying behavior of Turkish people and Germans, but also between Turkish people living in Germany and Turkish people living in the mother country.

One of the young participants said, “when buying expensive goods such as cars, I always ask my family, especially my dad, while my German friends decide independently.” Another said, “due to our Turkish roots, it is obvious that we have other buying behaviors than Germans.” Other quotes were: “I don’t know why, but when going shopping in Turkey, e.g., in a Turkish market, the sales people always recognize that I am living abroad even though my Turkish is not bad- this is very strange,” and “The expectations, needs and the living standard of Turkish minorities living in Germany and Turkish people living in Turkey is not the same, which is also reflected in buying behavior.”

The first input was positive for virtually everyone, and they agreed that it would influence their buying behavior, as this kind of marketing message would be better remembered than marketing messages in German. However, one participant did not agree. Since the youth in the video advertisement spoke Turkish in something of a “gangster” style, he did not like being associated with the people depicted in the advertisement.

He added, “This kind of Turkish slang may be widespread among youth Turkish but it is not valid for every Turkish living in Germany. My friends and I are against this slang.”

The same scenario was provided for the second input. Most of the participants had previously seen this advertisement on TV and remembered it well. In this video spot, Turkish family values were used. The father of a young Turkish girl was deciding with whom his daughter could go on a date. As it was a marketing campaign of Volkswagen Germany, the guy
who drove a VW Tiguan was the chosen one. Candidates with motorbikes and bikes were disqualified. Again, one participant (the same one as before) did not support this kind of advertisement, as he did not want his culture to be reduced to tangible values: “Family values are indeed important, but not at any price as was shown in this video spot.” Another said, “this video seems to be from another time period. It is funny but far from reality.”

With regard to the third input, there was a consensus. Everyone decided on the pizza with the “Helal” imprint. Viewing the pictures of the gummy bears, they opined that they would buy both and did not prefer one to the other.

Consensus between the participants also existed for the fourth input. Only one comment was given in favor of changing the company name for this picture and advertisement. This participant preferred to use “Türkchat” for this input instead of “Eplus.”

Regarding the last input, three of the five participants voted for the credit cards with the Turkish symbols. The remaining two participants stated that having a credit card of this kind would cause disadvantages, as their purchase power could be questioned. One of the two participants further explained that as member of the Turkish minority, there may be preconceptions that they are socially weak. His given name and surname indicate his roots, so having such a credit card would only supports such negative preconceptions.

On asking the last two questions of the guidelines, the group was asked in which sectors ethnic advertisements are worthwhile. The food and automobile sector were identified after a brief discussion. One of the participants said that by owning a desirable car, a Turkish person can demand recognition that he probably would not otherwise have. Another said that owning a car is a “status symbol” for him. For most of them, the food characteristics still are too different in comparison to Germans. One person said that his mother enjoys buying “Maggi” products that have Turkish labels.
A majority (4 out of 5) existed when the participants were asked whether they favored more culturally specific advertisements. Some standout quotes included: “It is good to be respected”; “It took too long for companies to recognize that the Turkish minority is important for the German economy, however late is better than never”; “It is a good thing, as my parents do not speak German very well.”

Workers

The second focus group was the group of laborers, who discussed the topic on March 01st, 2013. The ages of the five male participants ranged from 30 to 48.

For this focus group, ethnically targeted advertisement generally had a positive effect. Only one person stated that it depended on how the advertisement was constructed. All of them had previously seen ethnically targeted advertising. In this context, the “Ayyildiz” advertisement was the most popular. While consensus was reached when asking the participants about differences existing in their buying behavior as compared to Germans, three of the five said that they behave identically to Turkish people in Turkey. However, it should be added that they came to Germany 10 years ago, so this might be the reason for such an answer.

Three comments made by the individual participants were quoted: “I am living in Germany but I still feel, think and behave as though I am in Turkey,” and “Except my work, nothing changed for me. My social environment with my family, Turkish friends, Turkish supermarkets and restaurants as well as Turkish TV remained the same,” and “I don’t want to lose my Turkish identity, and when I retire I will go back to Turkey.”

While the first input was viewed positively by the majority, the second input was discussed with more controversy. This is probably due to the age difference, as the three younger workers disagreed with the input and did not like the advertisement, while the older one laughed and found the advertisement funny. While one the younger participants said that this is a
“cliché” and “biased the picture of Turkish tradition” the older one added, “The reason why I am laughing is that for Turkish people in Germany this may be not valid but in less-developed eastern Turkey, the head of the family still decides husbands for their daughters.”

Regarding the religious input with the “Helal” imprint, four out of five participants preferred the “Helal” products. With regard to the next input portraying wedding pictures, three of the five participants were against it, and did not support the assumption that a picture of Turkish bridal couple would affect the observer. Consensus existed regarding the last input. All of the candidates liked the credit cards with the Turkish motifs, and expressed regret that their bank did not offer such cards.

The food, telephone and automobile sector were mentioned as being areas in which target marketing might be necessary, and the participants support the efforts of companies in doing more in the field of ethnic marketing.

**Students**

Three days later, on 4\textsuperscript{th} March 2013, the focus group participants were five Turkish students (one female and four male) aged between 18 and 24 years. After a brief welcome, the discussion commenced.

These students, who are expected to be the most integrated of all the participants into German society, expressed support for culturally specific marketing. Only one of the male candidates stated that he found these kind of advertisement to be unnecessary, as he identified more as German than as Turkish. Nevertheless, all five had previously seen such advertisements in daily life. They also argued that buying behavior differs more in comparison with Turkish people living in Turkey than in comparison with German buying behavior.

Some quotes underlying this opinion include: “My German is obviously better than Turkish. This is why they I feel and behavior more German,”
and “I am more familiar with German rather than original Turkish way of living,” and “I feel more at home in Germany than in Turkey.”

Generally, the majority found specific Turkish promotions to be well regarded, and stated they would probably have an influence on the buying behavior of Turkish people. One participant stated that this phenomenon would only be valid for the Turkish minority and not, for example, for the Russian minority which is another important ethnic group in Germany. He added that his Russian friends do not want to be seen as Russians but as Germans: “Very often they change their Russian names to German and they do not want to be seen as ethnic minorities.”

Upon showing the inputs, the students agreed that language is a very important factor, and that a marketing message in Turkish would attract attention, thereby possibly influencing buying behavior. The female participant was proud of being Turkish and was glad to see advertisements in which younger people were shown speaking the two languages equally well. She also mentioned that she felt like a foreigner in Turkey: “When asking me I feel more at home in Germany rather than in Turkey.” This opinion reinforces two important points. First, it demonstrates that it is probably true that the buying behavior of minorities in a host country is different from the buying behavior of minorities in their country of origin. Secondly, advertisements using a minorities’ language positively affect minorities’ buying behavior.

The second input, concerning family values, was seen positively and amused the majority. Only one of the students emphasized that advertisements should portray better values. For him, “hospitality” is one of the best-known Turkish values known in Germany. He added, “Many of my German friends visiting Turkey came back and were crazy about the hospitality there.”

The third input was discussed with controversy, as some of the students preferred the “Helal” imprint, while others did not. For the latter, it is not the “Helal” imprint that is relevant, but rather the ingredients that are im-
important. All five emphasized that it depends on the particular product. For example, in the case of gummy bears, it is not important. The graphic design of the product package also plays an important role.

Four of the five participants, including the female, liked the traditional wedding couple, as the picture aroused curiosity. The female student commented, “When I get married, I do not know if I want to look like this wedding couple, but it looks funny and therefore unique.” One participant asked, “Are money gifts for a Turkish wedding couple still shown in that way? I thought that belongs to the past.”

By a margin of three to two, the group preferred the standard credit card, as the layout of the others was too colorful and eye-catching for them. They believed the greatest opportunities for advertising of this kind to be evident to minorities were found in the telephone and food sectors. Four of five students stated that they would welcome more culturally specific marketing activities in Germany.

**Retired**

The fourth focus group was comprised of two female and three male retired and recently retired Turkish immigrants who met on 12th March 2013. Their ages ranged from 50 to 72 years.

Due to the language barrier, all of the participants liked and expressed positive views when viewing ethnically targeted advertisement. It was not surprising that all of them had already seen culturally specific advertisements, as they primarily watch Turkish television and read Turkish newspapers. They argued that they had different buying behavior than Germans do. They further argued that their buying behavior differed from those of Turkish people in Turkey. However, they stated that they felt more Turkish than German. The two female participants underlined that their buying pattern did not change considerably. They referred to their cooking behavior, as they buy the same ingredients as their relatives in Turkey and cook traditional meals in their families. Even though their families in Germany have
more money than their relatives in Turkey, they still spend the money economically, e.g., when buying clothes. Another retired participant said that when he wants to buy expensive goods, famous brands play an important role for him. This did not change even though he used to live in Turkey.

After watching the first input, the participants expressed positive sentiments for the advertisement, even though the actors in the movie were young. One of the older male participants claimed that the younger Turkish generation only speaks German and, unfortunately, that they are forgetting the Turkish language. He supported this kind of advertisement as it may motivate young people to keep speaking Turkish.

The second input was already known and liked by every participant, who admitted that they almost exclusively watch Turkish television.

With regard to the third input, they preferred the pizza with the “Helal” imprint and would welcome more food packages bearing this label. When faced with the choice, they would also prefer the gummy bears with this imprint.

Regarding the next step, every participant was affected by the Turkish wedding couple. Concerning the artifact, three of the five preferred the credit card with the Turkish motifs.

One older female participant emphasized that she likes supermarkets such as the “Real Supermarket” in Landshut in which Turkish flags decorate the shelves, as she felt as though she were in Turkey when shopping there. The group summarized that marketing messages that are not derogatory are welcome. Additionally, they expressed a wish to have more direct and personal contact in their language. They expressed a desire for more ethnically specific advertising in almost every sector, and praised the activities in the food sector.
Housewives

The final focus group took place on 18th March 2013, and the participants were five housewives between 28 and 55 years of age.

They generally supported and liked the ethnically specific advertisements. However, one housewife stated that she prefers to have more advertisements in which both languages are combined. Even though she was the youngest housewife in the group, she argued that her Turkish is unfortunately less than fluent, so a combination of both languages would be easier to understand.

The participants stated how they were accustomed to ethnically related advertisements, especially in newspapers and on TV. Asking them about the difference between their buying behavior and that of Germans, they answered that there were indeed differences that depend on the product in question. For example, in food consumption, the difference is large. They preferred traditional Turkish meals and “Helal” ingredients typical of the Turkish kitchen. One housewife commented, “I never went to a German butchery even though beef and lamb is offered there too. Either my husband slaughters a lamb or I prefer a Turkish butchery which is very often integrated in a Turkish supermarket.” Fewer differences may also exist when comparing them to housewives in Turkey.

After streaming the first input, three of the five were affected by the advertisement. As expected, the younger housewives were more affected than the older ones. The latter group did not like the slang used in the advertisement. The impression was given that the housewives were responsible for the family finances, and they emphasized that their children consumed more than them. They concluded that because of that, many marketers were focusing on younger ethnic groups. One housewife commented, “Our children sometimes feel not on a par with their German friends. Nevertheless, we try our best so that our children feel well. Consequently, we spend more money on them than on ourselves. The companies in Germany are aware of this.” Another commented, “My children do not know
what saving means.” They further added that there is a change in the way of life of their children towards a more consumption-oriented society.

The second input led to significant controversy, as the housewives were affected negatively by the Volkswagen advert. They said that these kinds of family values were anachronistic, and they did not understand why Volkswagen had streamed such an advert. They would prefer other, more modern values. The two younger participants saw this spot with more irony. Almost everyone knew this video from TV.

Four of the five respondents were affected by the “Helal” imprint. Especially when buying meat or sausages, they carefully select "Helal" products, and are glad when such imprints are provided. Again, the imprint on gummy bears would not influence them. However, they admitted that in such a case, they would not select the product according to Muslim standards. It was interesting to note that when a product name was in Turkish, they did not further investigate the ingredients, as the name is seen as signifying “Helal” ingredients.

The fourth and fifth input affected all of the housewives positively. According to them, the food sector is the most important sector for ethnic advertising. They also affirmed that they would welcome more culturally specific marketing activities in Germany.

4.2.5 Summary

The main goal was to gain new insights from the group members. With the help of the inputs and corresponding feedback, the five culturally specific inputs were confirmed to be of importance for ethnic minorities in a host country. Bearing this in mind, the development of the questionnaire for the online survey was much clearer.

In order to compare the group a cross-group analysis was undertaken. Cross-group analysis transcends initial impressions and compares different cases. By selecting categories or dimensions similarities or differences
among selected pairs of cases can be observed more easily (Grimshaw & Wilson, 2009). In the following, a cross-group matrix was developed for each focus group and for each input. This matrix aims to provide a brief overview of the results yielded from the focus group interviews, and it allows the researcher to derive patterns within the discussion outputs.

<table>
<thead>
<tr>
<th>Input 1 “Language”</th>
<th>Input 2 “Values”</th>
<th>Input 3 “Religion”</th>
<th>Input 4 “Rituals”</th>
<th>Input 5 “Artifacts”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-employed</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>large majority</td>
<td>large majority</td>
<td>agreement of all participants</td>
<td>agreement of all participants</td>
<td>bare majority (three of five agree)</td>
</tr>
<tr>
<td>(four of five agree)</td>
<td>(four of five agree)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Workers</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>agreement of all participants</td>
<td>bare majority</td>
<td>bare majority</td>
<td>large majority against (four of five disagree)</td>
<td>agreement of all participants</td>
</tr>
<tr>
<td>(three of five agree)</td>
<td>(three of five agree)</td>
<td>(three of five agree)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Students</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>agreement of all participants</td>
<td>agreement of all participants</td>
<td>bare majority</td>
<td>large majority</td>
<td>bare majority (three of five agree)</td>
</tr>
<tr>
<td>(three of five agree)</td>
<td>(three of five agree)</td>
<td>(three of five agree)</td>
<td>(four of five agree)</td>
<td></td>
</tr>
<tr>
<td><strong>Retired</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>agreement of all participants</td>
<td>agreement of all participants</td>
<td>agreement of all participants</td>
<td>agreement of all participants</td>
<td>bare majority (three of five agree)</td>
</tr>
<tr>
<td><strong>Housewives</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>bare majority</td>
<td>bare majority</td>
<td>large majority</td>
<td>agreement of all participants</td>
<td>agreement of all participants</td>
</tr>
<tr>
<td>(three of five agree)</td>
<td>against (three of five disagree)</td>
<td>(four of five agree)</td>
<td>(three of five agree)</td>
<td></td>
</tr>
</tbody>
</table>

Table 4: Cross-group matrix

In qualitative social research studies, reliability seems to be a problem, as identical repetitions of qualitative analyses are not possible. Even though the five group discussions in this project had the same procedure and guidelines, they were not entirely identical. Focus group discussions are statistically not representative, but they often generate hypotheses that can be tested through quantitative research methods (Friedrichs, 1990). Such focus group interviews can provide explorative results. In order to be replicable, focus group interviews must have a well-planned research design and present their results in an open way (Morgan 1996).
Focus group interviews were chosen to explore the research problem because of the group dynamic as well as the information input in the discussion (Kitzinger, 1994).

Instead of using established templates, it was decided to use the classification of the occupation in the focus group discussions. By considering the regional census data provided from the Turkish associations (including the community of Turkish students, the local German-Turkish business community of Landshut, and an association of Turkish cultures) the existing classifications emerged, providing a reflection of the actual social realities in Landshut.

First, since ethnic minorities as a whole are analyzed, the interactions and group dynamics between individuals may be important for the research results. Minorities tend to exchange opinions in social networks and associations, so that a focus group discussion may provide realistic results. Secondly, as specific marketing perceptions are the focus of this study, the information input via particular messages is also an important reason why this research method is appropriate. For both orientation purposes as well as deriving hypotheses, focus group interviews are helpful qualitative research methods (Kenyon, 2004).

The focus group interviews support the impact of the five culture-specific variables (language, values, religion, rituals/norms and artifacts/symbols) on the buying behavior of minorities in a host country. For the majority of the participants, the defined factors of language, values, religion, rituals and artifacts embedded in a marketing message act as stimuli for their buying behavior, so that the hypotheses which are made are supported. However, as seen in the cross-matrix, marketing messages using ridiculous family values (input 2) and traditional rituals (input 3) are more controversial, as they affect the minorities (e.g., housewives and workers) negatively. Furthermore, the product price is still an important factor. Most of the inputs, especially those running on TV or printed in newspapers, were already known by the majority. The food sector was the sector in which cul-
urally specific factors most prominently affect the buying behavior of ethnic minorities in a host country.

There furthermore seems to be a difference between the buying behavior of minorities in host country and the locals. Regarding the younger generation, it was stated that ethnic children feel disadvantaged in comparison with German children, so that they allow their children to consume more in order to compensate this disadvantage. Finally, based on the results of the focus group interviews, the following hypothesis emerged:

\textit{H6: The more educated the ethnic minorities are, the less they are affected by symbols and artifacts.}

4.3 Online Survey

Primary research in the form of a questionnaire was developed in order to shed light on how Turkish minorities in Germany view culture-specific marketing activities. The questionnaire was based on the findings of the literature review and it intended to test the derived hypotheses.

4.3.1 Structure and design of the questionnaire

The questionnaire was not a standardized, but was instead individually designed. The questionnaire was addressed to the general public of the Turkish minority, not only to academic people. The questions should be simple and easy to understand. Most of questions were nominally scaled and only some were ordinal-interval-scaled. Some questions were intentionally open and gave the participants the opportunity to write his or her opinion. In addition, some sections of the questionnaire, such as the questions asking the importance of culture-specific questions, were in-depth and closely related to the research problem. The questionnaire also included three open questions that allowed the respondents to comment in a
text box. This additional input was intended to identify new topics or topics that were not taken into account by the researcher.

Before finalizing, sending or publishing the questionnaire, the questions were pre-tested by a group of 20 Turkish participants (16 male and 4 female). The participants aged between 18 and 45 were selected randomly at a Turkish-owned retail outlet in Landshut.

The online pre-test was helpful, as adjustments could be made regarding the required time, layout and understandability of the questions. The result of the pilot test was that the formulation of three questions was altered in order to be more comprehensive, and some further layout changes were made. In one question, the answer options were adjusted. The stated time period of 10 minutes was confirmed.

The questionnaire was developed with the help of the online platform www.socisurvey.de. After a brief introduction including the ethic approval number, a note that the answers would be treated confidentially and a note that the handling time is about 10 minutes, the participants began answering the questions. The questionnaire itself was six pages long (Appendix). The questionnaire was constructed so that each question needed to be answered before the next one. A chart at the bottom of the questionnaire showed the percentage of answered questions, so that the participants knew approximately when they would be finished. The given time period for the questionnaire was from 23.04.2013 until 04.07.2013.

The main goal of this survey was to examine whether the results of the theory reflected reality. There is also the goal of gaining new insights into this research area. Answers will be given when testing the hypotheses in the statistical part of the data analysis. The findings and results could be important for marketers in any heterogeneous countries.
4.3.2 Survey process

When finishing the online survey there were a total of 637 page views. In total, 298 participants took part, but only 255 of them completed the questionnaire until the end. The dataset was downloaded and analyzed using SPSS Version 21. The results are described by frequency analysis, contingency tables as well as statistical analysis for testing the hypotheses.

4.3.3 Survey sample

In order to gain an overview of the candidates who took part in the survey, the demographic data of the sample will be briefly summarized.

One hundred and sixteen male and 139 female persons participated in the survey. The most participants were aged between 25-39 years (43.5%), followed by the younger group, aged between 18-24 years (40.4%), and finally the older group, between 40-65 years (16.1%). In the following charts, the proportional distribution of female and male participants as well as the age distribution is shown.

![Figure 14: Proportional distribution of ages](image)
Regarding their education level, only 9.4% had a secondary modern school qualification, while 38.8% had the higher school diploma of “Abitur” and 38.4% had a university degree. It can be concluded that the education level was very high.

Most of the candidates were students (47.1%) and employees (33.1%). 3.1% were pupils and 12.2% self-employed. Only one person was retired and 10 people selected the option “others” which can include people being early retired, for example. For a better overview, the proportional distribution is again illustrated.

Most of the participants have German citizenship (142), while 89 only have Turkish citizenship, and 24 have both. Even though that 97.2% of all respondents had been living in Germany more than 10 years and mostly belong to the 2nd and 3rd generation of Turkish immigrants, the number of participants who still have the Turkish citizenship seems to be high, providing stronger support for the impact of subcultures in Germany.
Among the participants, 71.4% were born in Germany, and 28.6% were not. Exactly 248 of 255 respondents had been living in Germany for more
than 10 years, and most second- (40.8%) and third-generation immigrants (51.4%).

Figure 18: Proportional distribution of residence in Germany

Figure 19: Gender distribution among duration of stay in Germany
One comparison between the different nationalities was made regarding the education level of both groups. While 40.1% of the participants holding German citizenship had a university degree, only 30.3% of the participants holding Turkish citizenship had a university degree. Participants who hold both nationalities had the highest percentage (58.3%). A similar picture was evident regarding the lowest level of education. While only 5.6% of the “German participants” had successfully passed the secondary modern school leaving certificate, the percentage was the highest (16.8%) in the “Turkish group” and the lowest (4.2%) in the “both nationalities group”. It seems that the participants who hold both citizenships, and at least German citizenship, have a higher level of education.
Another comparison was made regarding the differences in buying behavior (see Table 6). 77.4% of the participants who hold the German citizenship indicated that they buy products that are different from locals. Almost the same percentage, namely 76.4% of the “Turkish citizens”, shared the same opinion. Finally, 70.8% of the “both nationalities group” professes to buy different products than locals. As there is no great difference among the three groups it can be concluded that no matter which nationality the participants hold, differences in buying behavior were widely accepted among all participants.

<table>
<thead>
<tr>
<th>Differences in Buying behavior</th>
<th>Nationality</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>German</td>
<td>Turkish</td>
</tr>
<tr>
<td>Yes, definitely</td>
<td>50</td>
<td>33</td>
</tr>
<tr>
<td>Yes, quite so</td>
<td>60</td>
<td>35</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>No, not so much</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>No, definitely not</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>142</td>
<td>89</td>
</tr>
</tbody>
</table>

Table 6: Differences in buying behavior according to nationalities
The following questions asked the participants about their religiosity. One out of four described themselves as very religious (25.9%), 35.3% as more religious than average and the rest defined themselves as less than average.
(22.7%) or not religious (11.4%), or chose not to comment (4.7%) on this question.

Regarding language ability, almost all participants spoke German (99.2%) and Turkish (97.3%). It can be assumed that the two who indicated that they do not speak the German language made their selection in error. Of all participants, 81.2% speak English, 30.6% speak French and 14.1% speak Spanish.

4.3.4 Responses regarding “identity and country of origin”

Ethnic minority identity

Before testing the hypotheses through statistical analysis, the first part of the questionnaire will be analyzed, and the important findings will be briefly explained. The first part of the questionnaire seeks to define and highlight the research problem of this study as well as the need for further research in this area. By using a crosstabulation regarding Turkish roots as part of a person’s identity in relation to buying behavior (question 1. and 3.), the role of Turkish ethnicity as drivers for differences in the buying behavior of the Turkish population in Germany as a host country will be described. However, before starting to interpret the crosstabulations, it is important to test the significance of the relationships in the crosstabulations and to understand the meaning of statistical significance. The chi-square tests the significance of the relationship. When a research result is significant, it means that it is likely true. However, it does not necessarily mean that the findings are important.

The most common significance level in academic publications is 0.95, which means that the results have a 95% chance of being true. When using chi-square tests, the findings are described by significance levels indicating the percentage of not being true. For example, a significance level of 0.02 indicates that there is a 98% (1-.02=.98) chance of being true (Hair & Anderson, 2010).
Table 7: Cross classification (buying behavior * identity)

<table>
<thead>
<tr>
<th>Buying behavior</th>
<th>Identity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes, very much.</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>Yes, but not very much.</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>No, it really isn’t important.</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>103</td>
</tr>
<tr>
<td>Yes, quite so.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>89</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>112</td>
</tr>
<tr>
<td>Don’t know.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>31</td>
</tr>
<tr>
<td>No, not so much.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>11</td>
</tr>
<tr>
<td>No, definitely not.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>222</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>278</td>
</tr>
</tbody>
</table>

Table 8: Chi-Square square tests (buying behavior * identity)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>9.755</td>
<td>8</td>
<td>.283</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>8.846</td>
<td>8</td>
<td>.355</td>
</tr>
<tr>
<td>Linear-by-linear assoc.</td>
<td>3.660</td>
<td>1</td>
<td>.056</td>
</tr>
<tr>
<td>Number of valid cases</td>
<td>278</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The chi-square test shows a probability of 0.283, which means that there is a 71.7% (1-.283=.717) chance that the relationship between buying behavior and identity is true. Therefore, the relationship cannot be considered proven as the chance of being true is less than 95%. However, regarding the crosstabulation, there seems to be a correlation between Turkish roots as part of a person’s identity and their buying behavior. Two hundred and six of all 278 respondents answered “Yes, quite so” and “Yes, very much,” underlying this tendency.
Acculturation

The issue of acculturation is addressed by analyzing the following question or relationship: How do different Turkish generations (question 19) assess their buying behavior differences in relation to Germans (question 3)?

By using a crosstabulation and chi-square test of buying behavior differences and generations, this relationship will be analyzed. The results (see Table 7 and 8 in the appendix below) indicate that the relationship between buying behavior differences in relation to Germans and the different generations is not significant. The chi-square test shows a p-value $p = 0.16$, which means there is only an 84% chance that the relationship is true. Therefore, the relationship cannot be considered proven, as the chance of being true is less than 95%. However, according to the crosstabulation, most of the participants were shown to be 2nd or 3rd generation Germans (235 of 255 respondents). As regards these two major generations in Table 7, it can be seen that 179 of them answered “Yes, definitely” and “Yes, quite so”, highlighting the existence of buying behavior differences, as well as removing the issue of acculturation and providing stronger support for the impact of subcultures.
<table>
<thead>
<tr>
<th>Buying Behavior</th>
<th>1st Generation</th>
<th>2nd Generation</th>
<th>3rd Generation</th>
<th>4th Generation</th>
<th>More than 4th Generation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, definitely.</td>
<td>3</td>
<td>35</td>
<td>43</td>
<td>6</td>
<td>3</td>
<td>90</td>
</tr>
<tr>
<td>Yes, quite so.</td>
<td>1</td>
<td>42</td>
<td>59</td>
<td>3</td>
<td>0</td>
<td>105</td>
</tr>
<tr>
<td>Don’t know.</td>
<td>1</td>
<td>14</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>31</td>
</tr>
<tr>
<td>No, not so much.</td>
<td>0</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>No, definitely not</td>
<td>1</td>
<td>5</td>
<td>11</td>
<td>1</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>104</td>
<td>131</td>
<td>10</td>
<td>4</td>
<td>255</td>
</tr>
</tbody>
</table>

Table 9: Cross classification (buying behavior * generations)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>21.491</td>
<td>16</td>
<td>.160</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>23.290</td>
<td>16</td>
<td>.106</td>
</tr>
<tr>
<td>Linear-by-linear association</td>
<td>.734</td>
<td>1</td>
<td>.392</td>
</tr>
<tr>
<td>Number of valid cases</td>
<td>255</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 10: Chi-square tests (buying behavior * generations)
National identities

In the present study, it is also argued that minorities in a host country display different buying behavior than do locals and citizens of the same ethnic minority living in their country of origin. To gain insight into how Turkish respondents assess their buying behavior, a crosstabulation of buying behavior differences in relation to Germans and Turkish citizens will be analyzed (question 3. and 4.).

Table 11: Cross classification (buying behavior * buying behavior of Turkish citizens in Turkey)

<table>
<thead>
<tr>
<th>Buying behavior of Turkish citizens in Turkey</th>
<th>Yes, definitely.</th>
<th>Yes, quite so.</th>
<th>Don’t know</th>
<th>No, not so much.</th>
<th>No, definitely not</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, definitely.</td>
<td>60</td>
<td>34</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>103</td>
</tr>
<tr>
<td>Yes, quite so.</td>
<td>31</td>
<td>61</td>
<td>4</td>
<td>13</td>
<td>3</td>
<td>112</td>
</tr>
<tr>
<td>Don’t know.</td>
<td>7</td>
<td>14</td>
<td>2</td>
<td>8</td>
<td>0</td>
<td>31</td>
</tr>
<tr>
<td>No, not so much.</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>No, definitely not</td>
<td>5</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>121</td>
<td>14</td>
<td>28</td>
<td>11</td>
<td>278</td>
</tr>
</tbody>
</table>

Table 12: Chi-square tests (buying behavior * buying behavior of Turkish citizens in Turkey)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>158.901</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>85.189</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-linear association</td>
<td>33.489</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>Number of valid cases</td>
<td>278</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The relationship analyzed above is significant. The chi-square test shows a significance of $p=.000$, which is on the 1% level significant, meaning that the relation is likely to be true. The answer options in the crosstabulations support this result. 66.9% of all participants believe that there is a difference regarding the buying behavior of Turkish minorities and Germans as well as their buying behavior in relation to buying behavior in Turkey.

**Differences between locals and minorities**

*Question 2: Where do you feel differences exist between Germans and Turkish people living in Germany? (Multiple answers are permitted)*

![Figure 22: Differences between Germans and Turkish people](image-url)

Regarding the differences between Germans and Turkish people living in Germany, 74.8% of all respondents pointed out that differences in values exist, followed by differences concerning rituals/norms, with 66.1%. Differences in religion (58.7%) and language (44.6%) were mentioned the next most frequently. At 27.5%, culture-specific factors such symbols/artifacts were mentioned least.
4.3.5 Hypotheses testing

In order to test the five hypotheses deduced from the literature review chapter, the relationship between the two factors of buying behavior and culture-specific variables will be analyzed. By analyzing the crosstabulations and chi-square tests, the particular hypotheses will be interpreted.

The sixth and last hypothesis derived from the focus group interviews describes the relationship between education and the impact of artifacts and symbols. This hypothesis will be tested with ANOVA.

**Hypothesis 1**

*H1: Marketing communication strategies using the native language of a minority positively affect the minority’s purchasing behavior in a host country.*

<table>
<thead>
<tr>
<th>Buying behavior</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Important</th>
<th>Very important</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, definitely.</td>
<td>2</td>
<td>5</td>
<td>24</td>
<td>62</td>
<td>93</td>
</tr>
<tr>
<td>Yes, quite so.</td>
<td>2</td>
<td>12</td>
<td>35</td>
<td>56</td>
<td>105</td>
</tr>
<tr>
<td>Don’t know.</td>
<td>2</td>
<td>3</td>
<td>11</td>
<td>15</td>
<td>31</td>
</tr>
<tr>
<td>No, not so much.</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>No, definitely not.</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>10</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>23</td>
<td>79</td>
<td>149</td>
<td>259</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>value</th>
<th>df</th>
<th>Asymptotic significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>11.176</td>
<td>12</td>
<td>.514</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>11.431</td>
<td>12</td>
<td>.492</td>
</tr>
<tr>
<td>Linear-by-linear Association</td>
<td>4.145</td>
<td>1</td>
<td>.042</td>
</tr>
<tr>
<td>Number of valid cases</td>
<td>259</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 13: Cross classification (buying behavior * culture-specific factors: Turkish language)
The relationship between buying behavior and language is not significant. The probability is 0.514 so that there is only a chance of 48.6% that the relationship between these two factors is true. In order for findings to support H1, there should be a chance of 95%. Consequently, H1 must be rejected.

Hypothesis 2

H2: Applying the values of an ethnic minority is likely to have a positive impact on buying behavior.

<table>
<thead>
<tr>
<th>Buying Behavior</th>
<th>Culture-specific factors: Turkish values (e.g., family values)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not important</td>
<td>somewhat important</td>
</tr>
<tr>
<td>Yes, definitely</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Yes, quite so</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>No, not so much</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>No, definitely not</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>

Table 15: Cross classification (buying behavior * culture-specific factors: Turkish values)
According to the chi-square test, the probability of this relationship is 0.479, so it has 52.1% probability of being true. Consequently, this relationship cannot be considered proven, and therefore H2 must be rejected.

**Hypothesis 3**

**H3: Ethnic religion practices have a positive impact on the purchasing behavior of ethnic minorities in a host country.**

<table>
<thead>
<tr>
<th>Buying Behavior</th>
<th>Not important</th>
<th>somewhat important</th>
<th>important</th>
<th>very important</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, definitely.</td>
<td>10</td>
<td>20</td>
<td>25</td>
<td>38</td>
<td>93</td>
</tr>
<tr>
<td>Yes, quite so.</td>
<td>14</td>
<td>17</td>
<td>29</td>
<td>45</td>
<td>105</td>
</tr>
<tr>
<td>Don’t know.</td>
<td>3</td>
<td>5</td>
<td>13</td>
<td>10</td>
<td>31</td>
</tr>
<tr>
<td>No, not so much.</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>No, definitely not.</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
<td>45</td>
<td>76</td>
<td>105</td>
<td>258</td>
</tr>
</tbody>
</table>

**Table 17: Cross classification (buying behavior * culture-specific factors: religion)**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>11.705</td>
<td>12</td>
<td>.470</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>10.139</td>
<td>12</td>
<td>.604</td>
</tr>
<tr>
<td>Linear-by-linear</td>
<td>.050</td>
<td>1</td>
<td>.823</td>
</tr>
<tr>
<td></td>
<td>Number of valid cases</td>
<td>258</td>
<td></td>
</tr>
</tbody>
</table>

**Table 18: Chi-square tests (buying behavior * culture-specific factors: religion)**
As the probability is 0.470, which is distinctly outside of the 5% significance level, the relationship between buying behavior and religion is not proven. Consequently, H3 must be rejected

**Hypothesis 4**

*H4: Artifacts as cultural variables positively affect the buying behavior of ethnic minorities in a host country.*

<table>
<thead>
<tr>
<th>Buying behavior</th>
<th>Culture-specific factors: Turkish images/symbols (e.g., Turkish flag, Nazar).</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not important</td>
<td>somewhat important</td>
</tr>
<tr>
<td>Yes, definitely.</td>
<td>9</td>
<td>28</td>
</tr>
<tr>
<td>Yes, quite so.</td>
<td>17</td>
<td>40</td>
</tr>
<tr>
<td>Don’t know.</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>No, not so much.</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>No, definitely not.</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>36</td>
<td>84</td>
</tr>
</tbody>
</table>

Table 19: Cross classification (buying behavior * culture-specific factors: Turkish artifacts/symbols)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>25.039</td>
<td>12</td>
<td>.015</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>27.478</td>
<td>12</td>
<td>.007</td>
</tr>
<tr>
<td>Linear-by-linear assoc.</td>
<td>.585</td>
<td>1</td>
<td>.445</td>
</tr>
<tr>
<td>Number of valid cases</td>
<td>258</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 20: Chi-square tests (buying behavior * culture-specific factors: Turkish artifacts/symbols)

The chi-square test shows a probability of \( p = .015 \), denoting a 98.5% likelihood that the relationship between buying behavior and symbols/artifacts is true. Consequently, there is evidence to support H4, and it can be argued
that culture-specific artifacts embedded in marketing messages do influence the buying behavior of minorities in a host country.

**Hypothesis 5**

*H5: Rituals and norms embedded in marketing communication strategies positively influence the buying behavior of ethnic minorities.*

<table>
<thead>
<tr>
<th>Buying Behavior</th>
<th>Culture-specific factors: Turkish rituals/customs (e.g., wedding, circumcision)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not important</td>
<td>somewhat important</td>
</tr>
<tr>
<td>Yes, definitely</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Yes, quite so</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>Don’t know.</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>No, not so much</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>No, definitely not</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>45</td>
</tr>
</tbody>
</table>

Table 21: Cross classification (buying behavior * culture-specific factors: Turkish rituals/customs)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi-square</td>
<td>21.072</td>
<td>12</td>
<td>.049</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>16.031</td>
<td>12</td>
<td>.190</td>
</tr>
<tr>
<td>Linear-by-linear assoc.</td>
<td>.871</td>
<td>1</td>
<td>.351</td>
</tr>
<tr>
<td>Number of valid cases</td>
<td>258</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 22: Chi-square tests (buying behavior * culture-specific factors: Turkish rituals/customs)
The chi-square test shows a probability of $p=.049$, indicating that the relationship is significant. Therefore H5, is confirmed.

**Hypothesis 6**

*H6: The more educated ethnic minorities are, the less they are affected by symbols and artifacts.*

Two groups inside one sample will be tested and analyzed referring to the same attribute, so an ANOVA is well-suited to test H6. This is a standard analyzing method in the context of a distinguishing hypothesis.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Standard error</th>
<th>95% confidence interval for the mean</th>
<th>Min.</th>
<th>Max.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary modern school¹</td>
<td>24</td>
<td>3.08</td>
<td>.881</td>
<td>.180</td>
<td>2.71</td>
<td>3.46</td>
<td>1</td>
</tr>
<tr>
<td>Middle school²</td>
<td>25</td>
<td>2.36</td>
<td>.995</td>
<td>.199</td>
<td>1.95</td>
<td>2.77</td>
<td>1</td>
</tr>
<tr>
<td>A-levels³</td>
<td>99</td>
<td>2.75</td>
<td>.896</td>
<td>.090</td>
<td>2.57</td>
<td>2.93</td>
<td>1</td>
</tr>
<tr>
<td>University degree</td>
<td>98</td>
<td>2.39</td>
<td>.991</td>
<td>.100</td>
<td>2.19</td>
<td>2.59</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>2.33</td>
<td>.707</td>
<td>.236</td>
<td>1.79</td>
<td>2.88</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>255</td>
<td>2.59</td>
<td>.959</td>
<td>.060</td>
<td>2.47</td>
<td>2.71</td>
<td>1</td>
</tr>
</tbody>
</table>

¹ Hauptschule  
² Realschule  
³ Abitur

**Table 23**: One-way descriptive statistics table (culture-specific factors: Turkish artifacts/symbols)

In the table above, the means and standard deviations of the different groups are calculated. Based on these findings, the possible deviations among the groups must be analyzed.
This test shows if the variances in the groups are homogeneous. As the probability is \( p = .265 \) the homogeneity is supported. However, the result of this test is not a necessity for ANOVA.

<table>
<thead>
<tr>
<th>Levene statistics</th>
<th>df1</th>
<th>df2</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.315</td>
<td>4</td>
<td>250</td>
<td>.265</td>
</tr>
</tbody>
</table>

Table 24: Test for homogeneity of the variances (culture-specific factors: Turkish artifacts/symbols)

There are differences between the different graduations of the participants rather than within a certain graduation group. The probability is \( .003 \), so the differences are at 5% significance, meaning that there is evidence that differences among the groups exist.

<table>
<thead>
<tr>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between groups</td>
<td>14.219</td>
<td>4</td>
<td>3.555</td>
<td>4.048</td>
</tr>
<tr>
<td>Within groups</td>
<td>219.546</td>
<td>250</td>
<td>.878</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>233.765</td>
<td>254</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 25: One-way ANOVA table of culture-specific factors: Turkish artifacts/symbols
Table 26: Tukey-HSD post-hoc test for multiple comparisons (culture-specific factors: Turkish artifacts/symbols)

The table above highlights the differences between university graduation and secondary modern school graduation. The difference between these both graduations groups is the only one at the level of 5% significance (p=.011).
Table 27: Tukey-HSD post-hoc test for homogeneous subgroups (culture-specific factors: Turkish artifacts/symbols)

<table>
<thead>
<tr>
<th>Education</th>
<th>N</th>
<th>Subgroup for alpha = 0.05.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>9</td>
<td>2.33</td>
</tr>
<tr>
<td>Middle school</td>
<td>25</td>
<td>2.36</td>
</tr>
<tr>
<td>University degree</td>
<td>98</td>
<td>2.39</td>
</tr>
<tr>
<td>A-levels</td>
<td>99</td>
<td>2.75</td>
</tr>
<tr>
<td>Secondary modern school¹</td>
<td>24</td>
<td>3.08</td>
</tr>
<tr>
<td>Significance</td>
<td></td>
<td>0.051</td>
</tr>
</tbody>
</table>

¹ Hauptschule
² Realschule
³ Abitur

This table calculates a particular mean matching that is not significant. As the probability is $p=0.051$, it is not supported.

Figure 23: Mean diagram of culture-specific factors: Turkish artifacts/symbols

The last hypothesis includes the assumption that the affinity to symbols and artifacts varies across education levels. Based on a general linear model, this assumption can be confirmed ($F(4)=4.05; p=0.003$).
According to Turkey-HSD, there is a difference between university and secondary modern school graduates. The difference is on the 5% level significance, and therefore can be considered to be true (p=.011). Secondary modern school graduates are more affected by symbols and artifacts (MD=3.08) than are graduates from university (MD=2.39), so that H6 is supported.

<table>
<thead>
<tr>
<th>List of hypotheses</th>
<th>Significance</th>
<th>Acceptance or rejection</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1:</td>
<td>p=.514</td>
<td>Rejected</td>
</tr>
<tr>
<td>H2:</td>
<td>p=.479</td>
<td>Rejected</td>
</tr>
<tr>
<td>H3:</td>
<td>p=.470</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4:</td>
<td>p=.015</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5:</td>
<td>p=.049</td>
<td>Accepted</td>
</tr>
<tr>
<td>H6:</td>
<td>p=.011</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Table 28: Summary table of results on hypotheses

Reliability of Answers

In order to test the reliability, the relationship between question 9 and question 11 will be analyzed. Due to the importance of question 9, question 11 sought to provide the same answers in another question. The relation between both questions is clear, as the following summary explains.

While 58.0% of the participants expressed that “language” is important or very important in question 9, 76.5% did so in question 11. It can be assumed that this finding is valid.

Regarding the importance of “values,” 61.1% said they were important or very important in question 9. A similar picture resulted in question 11, as 81.5% voted in the same way.

The importance of religion was asked in the next question. The reliability is also given in this question; 53.0% in question 9 and 60.7% in question 11 voted for the importance of religion.
The next question concerned Turkish rituals and norms. Comparing both questions, it can be derived that the reliability is again given; 58.1% in question 9 and 64.8% indicated that rituals and norms are important culture-specific factors for them.

Finally, opinions on Turkish symbols and artifacts were solicited; 43.3% in question 9 and 46.3% believed that symbols and artifacts were important or very important factors. These very similar results show that the reliability is also given in this question. In summary, it can be said that the reliability of question 9 is very high.

The reliability of the answers (in question 9) was verified by the analysis of the results, although the percentage distribution in both questions deviates slightly.

4.3.6 Responses regarding “German Media”

In this section, some general responses to the questionnaire will be summarized briefly.

*Question 5: Have you ever come across an advertisement in the German media addressed to people of Turkish origin?*

![Figure 24: Proportional distribution of Turkish people recognizing specific target marketing](image)
Upon asking the survey participants if they had ever seen any advertisements targeting the Turkish minority in Germany, 41.2% answered “yes” and 44.4% answered “no.” The rest were unable to recall.

**Question 5.1: Which company/brand comes to mind for having directly addressed the Turkish community in Germany?**

This open question with a text box sought to identify which brands or companies apply marketing activities targeting Turkish minorities in Germany. One hundred twenty-nine respondents completed in the text box. Companies of different sectors were mentioned.
Some were mentioned several times, such as companies in the telecommunication sector, which were remembered the most. The following answers were given:

<table>
<thead>
<tr>
<th>Company name (telecommunication)</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ay Yildiz</td>
<td>25x</td>
</tr>
<tr>
<td>E-Plus (Base)</td>
<td>12x</td>
</tr>
<tr>
<td>Turk Telekom</td>
<td>9x</td>
</tr>
<tr>
<td>Turk Cell</td>
<td>5x</td>
</tr>
<tr>
<td>Lycamobil</td>
<td>1x</td>
</tr>
<tr>
<td>Ortelmobil</td>
<td>1x</td>
</tr>
<tr>
<td>Othelo</td>
<td>1x</td>
</tr>
<tr>
<td>Kabel Deutschland</td>
<td>1x</td>
</tr>
<tr>
<td>Alice</td>
<td>1x</td>
</tr>
<tr>
<td>Vodaphone</td>
<td>1x</td>
</tr>
<tr>
<td><strong>Answer “phone/mobile phone company”</strong></td>
<td><strong>3x</strong></td>
</tr>
</tbody>
</table>

Table 29: Frequency table of telecommunication sector
The automobile and passenger sector was the second most mentioned branch followed by the food industry:

<table>
<thead>
<tr>
<th>Company name (automobile/passenger sector)</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercedes</td>
<td>7x</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>5x</td>
</tr>
<tr>
<td>Turkish Airlines</td>
<td>3x</td>
</tr>
<tr>
<td>BMW/Mini</td>
<td>2x</td>
</tr>
<tr>
<td>Eurocar</td>
<td>2x</td>
</tr>
<tr>
<td>Ford</td>
<td>1x</td>
</tr>
<tr>
<td>Deutsche Bahn</td>
<td>1x</td>
</tr>
</tbody>
</table>

Table 30: Frequency table of automobile and passenger sector

<table>
<thead>
<tr>
<th>Company name (food industry)</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gazi Cheese</td>
<td>7x</td>
</tr>
<tr>
<td>Ülker</td>
<td>2x</td>
</tr>
<tr>
<td>Ferrero</td>
<td>2x</td>
</tr>
<tr>
<td>Efes Beer</td>
<td>1x</td>
</tr>
<tr>
<td>Haribo</td>
<td>1x</td>
</tr>
<tr>
<td>Kaufland</td>
<td>1x</td>
</tr>
<tr>
<td>Lidl</td>
<td>1x</td>
</tr>
<tr>
<td>Edeka</td>
<td>1x</td>
</tr>
<tr>
<td>McDonalds</td>
<td>1x</td>
</tr>
<tr>
<td>Döner</td>
<td>1x</td>
</tr>
<tr>
<td>Turkish supermarket</td>
<td>1x</td>
</tr>
</tbody>
</table>

Table 31: Frequency table of food sector
The last most mentioned sector was the banking sector.

<table>
<thead>
<tr>
<th>Company name (banking sector)</th>
<th>Number of answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deutsche Bank</td>
<td>4x</td>
</tr>
<tr>
<td>Targobank</td>
<td>2x</td>
</tr>
<tr>
<td>Haspa</td>
<td>1x</td>
</tr>
<tr>
<td>Ge Money Bank</td>
<td>1x</td>
</tr>
<tr>
<td>Answer &quot;bank&quot;</td>
<td>1x</td>
</tr>
</tbody>
</table>

Table 32: Frequency table of banking sector

Occasionally, brands from the clothing, electronic, tour operator, healthcare, energy sector, print media as well as furniture sector were also mentioned.

*Question 5.2: In which advertising medium did you see this advertisement?*

![Figure 25: Proportional distribution of media channels with Turkish targeting advertisements](image)

In this question, the participants were asked to state the marketing medium in which they had previously seen advertisements targeting the Turkish minority in Germany. One hundred fourteen participants answered this
question. TV was the most often mentioned medium at 71.9%, followed by the internet at 39.5%. Only 32 people or 28.1% said that they had seen such an advertisement in the newspaper. Finally, 6.1% recalled hearing advertisements targeting the Turkish community on the radio.

*Question 5.3: This advertisement caught my attention and I remember it because (Multiple answers are permitted)*

![Proportional distribution of culture-specific factors embedded in advertisements](image)

The participants primarily recognized and recalled the advertisement they had previously seen because it contained Turkish values (75.7%), Turkish artifacts and symbols (60.0%); 49.6% said that they remembered it because it was in the Turkish language. Rituals (16.5%) and religious aspects (7.8%) were mentioned the least.
Question 6: Do you wish more companies would make culturally adapted advertisements targeting people of Turkish origin?

Upon asking the participants if they preferred to see more Turkish culture-specific marketing activities from companies, 50 of the 250 participants said “yes, always,” which corresponds to 19.3% of all participants. The most frequent answer with 32.4% was “yes, depending on the product” followed by 27.8% with “no, not at all.” Fifty-three participants, or 20.5%, responded that it depended on the advertisement.

Figure 27: Proportional distribution of Turkish people desiring more targeted marketing activities
Question 7: How would targeting Turkish people in advertisements influence the sales of a German or Turkish company in Germany in your opinion?

![Figure 28: Impact of Turkish specific marketing activities on sales in Germany](image)

One hundred fifty-six of 259 participants, or 60.2%, thought that targeting marketing activities to Turkish minorities would not have any impact on the turnover of a company. Furthermore, 15.1% thought that such marketing activities might have a negative impact on turnover. Only 13.1% thought that it might have a positive impact, while 11.6% did not have any opinion on this question.
Question 10: Which sector do you think should target the Turkish community in advertising activities?

![Proportional distribution of industry sectors](image)

A majority of 72.5% (169 of 233 participants) support the view that there should be culture-specific marketing activities in the foods sector. A small majority of 52.2% would prefer to see culture-specific marketing activities in the electronics and telecommunications sectors. With regard to the automobile and furniture markets, 53.5% do not see a need for targeted marketing activities. Upon asking the participants about their views on the holiday sector, 59% of all participants thought that culture-specific activities might be useful. Asking the participants about their opinion regarding the clothing sector, a small majority of 51.1% thought that culture-specific activities would not be worthwhile in this sector. Regarding the property and banking sector, there is a clear opinion in favor of culture-specific advertisements; 57.7% of all respondents support this perspective. In the luxury consumer market, there seems to be less desire for culture-specific marketing, as 65.5% saw no need for it in this sector.
4.3.7 General findings

Question 9: Are there any other important culturally specific factors?

This question sought to find out if any other culture-specific factors had been overlooked. The question was open-ended, and the respondents were able to record their opinions. Many of the participants did not use the text box, but 34 participants gave answers. In summary, two additions to culture-specific factors were made in relation to the question: “Hospitality,” which was mentioned once, and “national patriotism” which was mentioned six times.

Question 22: Your opinions are important to us. Are there any other ideas you would like to share with us?

Nearly 100 answers were provided in question 22, which allowed the respondents to write down their opinions in a blank text box. Even though it was the final question of the questionnaire, the number of comments was quite high, which means we can assume that the topic was of interest to the participants. Some long answers were also given. Summarizing the given comments, it can be said that there are two kinds of opinion. On the one hand, the respondents supported culture-specific marketing activities and would prefer to have more. For this group, such marketing activities would increase company turnover. On the other hand, some candidates did not support such efforts, as they have socio-critical concerns. They argued that such marketing activities would have a negative impact on the integration process and make social division worse. For future research, a community-based survey with a much larger number of survey participants is needed in order to confirm the research findings.
Chapter 5 Conclusion and Managerial Implications

Introduction

In this chapter the research will be summarized, the research findings will be discussed and critically evaluated, and final conclusions are drawn regarding the hypotheses and the research problem. This chapter identifies limitations of the research and discusses implications for methodology, theory and further research. Finally, practical implications and recommendations for practice will be provided.

As mentioned in Chapter 1, this study was designed to analyze the buying behavior of minorities in a host country. Today, marketing managers face many challenges due to multicultural marketplaces and international competition. The globalization process and migration patterns have led to subcultures in host countries with different buying behaviors calling for practicable conceptual frameworks (Douglas & Craig, 1997).

On the one hand, the globalization process has led to integrated market places and, in part, to global cultures (Bird & Fang, 2009); on the other hand, globalization due to the increasing migration has also led to cultural diversity and heterogeneous markets. Research on culture with regards to purchasing behavior has gained enormous popularity in recent years. This process along with driving factors are responsible for consumer behavior changing over time and needs to be observed (Douglas & Craig, 1997). In this vein, the belief that interest in cultural variations and cultural impacts on consumer behavior is decreasing due to globalization is wrong. The value and importance of ethnic marketing is rather well recognized. Awareness of importance of marketing for ethnic groups dates back to the 1970s. Since then, culture and ethnicity have been seen as relevant causal constructs for consumer behavior. Ethnic marketing or multicultural marketing are the terms used most often by marketers. Minority ethnic groups are viewed as members of ethnic minority consumers whose behavior differs from that of the mainstream population. Growing up between two differ-
ent cultures, the importance of both cultures for private as well as commercial purposes must be emphasized. Their status mostly results from emigration and settlement in other countries. Targeting an ethnic group requires the knowledge of the profile of the ethnic group, its communication networks, location and demographic make-up (Pires & Stanton, 2002). Migration and immigrants themselves can also play an important economic role in their host country (Geis & Yalcın, 2011).

This study has important implications for understanding the buying behavior process of minorities, as residing within a host country does not necessarily mean that they have the same buying behavior as they would in their country of origin due to the different social environments. These findings may help marketers to better target and address a particular customer group in competitive markets. Companies may further have the advantages of gaining confidence of ethnic minority consumers in the first period of settlement in a new country. By identifying and understanding the specific variables of a minority, managers will be able to modify their marketing strategies according to the target group. However, consumers that are part of different minority groups may have different culture-specific factors.

The principal aim of the present study was to identify the most important culture-specific factors that influence the buying behavior of minorities in a host country. The basic idea therefore was to identify and target a particular minority group in heterogenous market places in order to raise company sales. Because of Germany’s history and its economic boom in the 1960s and 1970s, the country now has a multinational population and therefore serves as a useful example of a host country. With about 2.5 million people, those of Turkish origin represent the largest foreign minority, followed by Italians. In Germany, the Turkish community has enormous market potential, with a buying capacity totaling over 17 billion Euros each year. Status symbols such as cars or electronic equipment are especially attractive for this group, e.g., driving a Mercedes or a BMW stands for success in life. Furthermore, the Turkish community generally prefers small shops to large
shopping centers. They further tend to spend more money to shop on a smaller scale (Lindner, 2004).

A study made by the Frankfurt’s department of multicultural affairs found that less than one-fifth of second-generation immigrants consider themselves to be Germans even though most of them were born in Germany, speak the language fluently and hold a German passport. The picture of perfect integration appears to be flawed (Pires & Stanton, 2002). This research was designed to focus on the Turkish minority in Germany and to develop a conceptual framework and empirically test the consumer decision model particularly for the Turkish minority. By analyzing the Turkish minority in Germany, the present research sought to yield insights into European multicultural research that may be helpful for marketers seeking new strategies to raise their sales.

A multicultural environment with different values and cultural practices among the population has affected the cultural diversity in Germany, calling for a deeper intercultural research in this area. Instead of a blanket approach to reaching the entire audience, marketers would be better equipped to segment and target minorities in subgroups in order to efficiently use their marketing resources. In doing so, marketers can customize their strategy in which they will reach each group in terms of finding the messages that are more relevant to them.

In this vein, the following research question was derived: How do culture-specific factors influence the buying behavior of minorities in a host country?

Bearing the research problem and research question in mind, the research was made up of an extensive literature review, five focus group interviews and an online questionnaire. With regards to the research methodology, the mixed-research methods including a qualitative and a quantitative stage within the research process was selected. In regard to the findings of the literature review and the empirical data analysis, this study provides empirical evidence for the relationship between culture-specific factors
and buying behavior of minorities. The results demonstrated that artifacts and rituals have an impact on buying behavior. Furthermore, the more educated the minority group is, the less they are affected by artifacts and symbols in advertisements.

This chapter is structured as following. After summarizing the findings of the research, the implications of the theory and the contribution for practice are outlined. This is followed by the limitations of this study, implications for methodology, further research directions and a summary.

5.1 Summary of findings

The goal of the secondary research phase was to review consumer behavior and intercultural marketing theories. It aimed to shed light on and explain culture within the context of buying behavior. One of the most important results of this review was that culture is not a single-dimension variable but rather consists of several core dimensions such as cultural differences in “power distance,” which influences the behavior of individuals. Thus, referring to the research problem of different buying behaviors of minorities within a host country, there seems cultural distance between the Turkish immigrants and the German host country in terms of high vs. low power distance. Finally, there was support that language, religion, values, artifacts and rituals represent the most important culture-specific variables impacting on buying behaviors of minorities in a host country.

Many studies, especially in the US and in Asia, explore the importance and effects of cultural influences on behavior patterns (Peñaloza, 1994; Wang & Lin, 2009; Wang & Lo, 2007). Few studies have been conducted in European countries focusing on the cultural influence on subcultures in particular host countries. This research aimed to highlight the relationship by testing the particular culture-specific factors in regard to their influence on buying behavior of minorities. This approach proposed a conceptual model reflect-
ing the different factors and their impact on buying behavior in a host country. Based on the five most important culture-specific variables, the following hypotheses were developed.

**H1:** Marketing communication strategies using the native language of a minority positively affect the minority’s purchasing behavior in a host country.

**H2:** Applying the values of an ethnic minority is likely to have a positive impact on buying behavior.

**H3:** Ethnic religion practices have a positive impact on the purchasing behavior of ethnic minorities in a host country.

**H4:** Artifacts as cultural variables positively affect the buying behavior of ethnic minorities in a host country.

**H5:** Rituals and norms embedded in marketing communication strategies positively influence the buying behavior of ethnic minorities.

After completing the review of the relevant literature, the methodology was developed. When looking at research studies and their findings, methodologies tend to be more common than paradigms, as they are closer to research practice. Researchers tend to use quantitative or qualitative methodologies, or a combination of both, for their studies, as is the case in this study (Sarantakos, 2005).

First, a series of five focus group interviews, each including five Turkish participants were conducted in order to gain insight into the buying behavior intentions of Turkish minorities in Germany. The participants were selected carefully and chosen by their profession, gender and age range. Self-employed people, workers, students, retirees and housewives from all age ranges were chosen and invited. The aim of the focus group discussions
was to gain in-depth information regarding invisible core elements of culture, review prior theory and prepare the online survey. Additionally, it aimed to inform the quantitative phase and to integrate into the findings in the survey process. A more detailed summary from the qualitative data collected in the focus groups enhances the underpinning of the quantitative survey in this study. The focus group discussions were intended to yield answers to most of the questions in this research topic. Referring to the five most important culture-specific variables (language, value, religion, artifacts and rituals), a series of five inputs were shown to the respondents and then discussed within the group.

In regard to the research methodology, focus group discussions are seen as the most appropriate method for this study. The decision to use qualitative methodologies in this study is justified by the findings of literature review. Even though qualitative research, by its nature, can be emotionally demanding and extraordinarily time-consuming, it can yield rich information that is not obtainable through statistical sampling techniques. Since statistical tests for significance in qualitative studies are often missing, it is important to discover and interpret the core elements of what is observed. Group dynamics, the interaction among interviewees, information input as well as prior minority research studies were important reasons for using focus group discussion in this study (Kitzinger, 1994; Kenyon, 2004).

The most important findings that emerged during the focus group discussions are briefly summarized in the following:

- Overall, there was consensus among all groups that differences exist in the buying behaviors of minorities in host countries and the locals. All participants were able to speak the Turkish language, and the older participants spoke it better than the younger ones. Participants visit their relatives in Turkey at least once a year. Generally, the participants tried to retain elements of their Turkish traditions and lifestyles. Thus, the ethnic identity of the Turkish participants is still present which lead to different consumption patterns. The par-
participants emphasized that their families and their ethnic friends play an important role in their daily lives. The results demonstrated that participants have in common that they appreciate the core of their native culture.

- Based on the discussions and feedback of the participants, there seems to be evidence that the five culture-specific factors have an impact on the buying behavior of minorities in a host country. For the majority of the participants, language, values, religion, rituals and artifacts embedded in a marketing message seems to be a stimulus for their buying behavior, so that after completing the first part of the methodology the hypotheses of this research seems to be supported. However, marketing messages including ridiculous family values and dated traditional rituals seem to be risky. In order not to produce a negative effect on minorities, it is important that marketer analyze any concerns with marketing campaigns. This result shows that careful consideration is needed when developing new advertising activities. In this study, the group of housewives and workers were influenced negatively on the particular inputs.

- Asking the participants about industry sectors that should employ culture-specific marketing activities, there seems to be a consensus that the food sector should incorporate such marketing strategies.

- Furthermore, the participants mentioned that advertisements including culture-specific factors seem to be remarkable, but the price of the products is still an important factor that also must be taken into account.

- Another important trend emerged through the various discussions. Regarding the younger generation, it was stated that ethnic children feel disadvantaged in comparison with German children, and they subsequently compensate this disadvantage with more consump-
tion. However, this view needs theoretical and empirical foundation requiring further investigation.

- Finally, on the basis of the profession and education levels of the different focus groups and the results, a new hypothesis (H6) emerged. According to the findings of the focus group discussion, education level has an impact on the perception of artifacts and symbols which itself influences buying behavior. Thus, by using focus group discussions, existing theory is not only examined but also extended by emphasizing the role of education level among minorities. Therefore H6 was formulated as follows:

**H6**: The more educated the ethnic minorities are, the less they are affected by symbols and artifacts.

In the second step, a quantitative online research survey was undertaken in order to prove the results of the focus group discussion and to gather statistical data linking culture-specific factors with buying behavior. The most important findings of the online survey that comprised the second part of primary research will be summarized. In total, 255 Turkish participants completed the questionnaire, which was developed with the help of the online platform www.socisurvey.de. The following section discusses whether the findings of the online survey are in line with the findings of the literature review and the focus group interviews or if there is a gap between theory and reality. Overall, there was partial evidence that specific cultural factors influence purchasing behavior. A look at the hypotheses tests reveals the following findings:

- Hypothesis H1 was rejected: There is no evidence that the use of native language influences the buying behavior of minorities.

- Hypothesis H2 was rejected: There is also no evidence that value as a culture-specific factor influences buying behavior.
• Hypothesis H3 was rejected: Religion was not found to play a significant role in minorities’ purchasing decisions.

• Hypothesis H4 was accepted: There is empirical support that symbols and artifacts influence buying behavior.

• Hypothesis H5 was accepted: Greater attention and support was given to rituals and norms. It was discovered that rituals and norms as culture-specific factors that positively affect buying behavior.

• Hypothesis H6 was accepted: There is evidence that the more educated ethnic minorities are, the less they are affected by symbols and artifacts.

The findings are not completely in line with the theory in chapter two, which assumed that language, values and religious aspects may affect the buying behavior. Even though prior research provides evidence that the relationship between the factor language and buying behavior seems to exist, in this study language along with religion and values were not found to affect the buying behavior significantly. However, these results have to be treated with caution. Regarding the cross-tabulations of language and values in particular, there seems to be correlation between these two culture-specific variables and buying behavior. 177 of all 259 respondents, corresponding 68.3% of all participants, underlined the positive correlation between language and buying behavior. 72.6% of all the participants underlined the positive correlation between values and buying behavior.

As there seems to be a correlation and the findings seem to be contrary to the empirically proven findings of prior intercultural studies, the insignificance for these relationships may be due either to the measure used or the sample size. The sample size is important for testing the hypotheses, and small or unrepresentative sample sizes, for example, may lead to insignificant findings (Lam et al., 2004; Bortz & Schuster, 2010).
After reviewing the literature a conceptual model was developed which was used to test research hypotheses. The developed conceptual framework assumed that the relationship between the five culture-specific factors and buying behavior is positive, meaning that using one of these factors in advertising messages would have an effect on behavior of minorities. These findings have implications for marketers as well as for academic researchers.

A look at further important questions and corresponding results of the online survey are summarized below:

- Over half of the participants have never come across an advertisement in the German media addressed particularly to people of Turkish origin.

- According to the survey participants, telecommunication companies and brands such as “Ay Yildiz; E-Plus; Türk Telekom” were remembered and mentioned the most for having directly addressed the Turkish community in Germany, followed by the automobile (Mercedes Benz; Volkswagen), food (Gazi) and banking sectors (Deutsche Bank).

- The main communication channels showing minority-based advertisements seem to be TV and Internet.

- Culturally adapted advertisement is mostly desired by the respondents who also indicated that it depends on the particular product and the type of advertisement. However, the majority does not think that it will have an impact on the turnover of companies.

- It was also found that the relationship between culture-specific variables and buying behavior depends on the industry sector. The most frequently mentioned sectors in which companies in Germany
should target Turkish minorities by culture-specific marketing are as follows: food, holiday, banking and electronics and communication sector.

- The respondents stated that “hospitality” and “national patriotism” are also important culture-specific factors that should be taken into account.

On the basis of prior theory and existing consumer behavior models, a conceptual framework of culture-specific factors influencing buying behavior was developed in order to better conduct this research and to analyze the empirical results.

After summarizing the primary and secondary research, the developed conceptual framework was modified, as three out of six hypotheses were supported by empirical data analysis. In this modified framework, rituals and norms along with artifacts influence the buying behavior of minorities. The three other variables of language, values and religion were not significant and therefore do not influence buying behavior. The finalized model below can be seen as a starting point of intercultural marketing in European countries.
Based on the empirical inquest, only the positive relationship between rituals and artifacts and buying behavior of Turkish minorities seems to exist (see significance level (p)). Furthermore, the education level of minorities in regard to artifacts seems to be significant and therefore should not be neglected.

Even though Hypothesis 2 was rejected, cultural differences between German and Turkish people still seem to exist. The findings of the focus group discussions underlined this conclusion. However, as regards the results of the quantitative data analysis, the cultural differences may indeed be below a certain threshold. The influence of traditional ethnic roots seems, at present, to call for new theoretical and practical awareness. New intercultural marketing campaigns can be developed to enhance the effectiveness of targeting and increasing company sales. Current examples in Germany already use cultural marketing campaigns. They primarily use the factor of language to target Turkish consumers.
The research findings indicate that the buying behavior of Turkish minorities living in Germany is different from that of Turkish people living in Turkey. The validity of intercultural research results cannot be taken in account when targeting minorities in a host country. Even third- or fourth-generation Turkish minorities believe that their buying behavior is different from that of Germans. This study and its findings contribute to theory in the field of intercultural marketing and cross-cultural consumer behavior, which will be summarized in the next part.

5.2 Implications for theory

There are many discussions on the issue of globalization of markets and its challenges. In these, the impact of cultures, subcultures and cultural identities of countries may be neglected. The increasing international competition as well as multicultural domestic marketplaces requires a comprehensive understanding of how culture influences minorities’ buying behavior.

Although there are a number of cross-cultural consumer behavior studies (de Mooij & Hofstede, 2011; Peterson et al., 2014; He et al., 2012), these studies have been criticized for focusing on differences or similarities across nations and countries. They mainly neglected to consider that minorities living in a host country do not necessarily have the same buying behavior than in their country of origin as their social environment. Other studies conducted by Hirschman (1985) and Valencia (1989) have been criticized for not breaking down ethnic background but rather for taking them as a whole. In addition, these models are too complicated for marketers which need a comprehensive and simple framework to adopt (Manrai & Manrai, 1996). Few studies have argued that every ethnic group within a host country can be distinguished by their particular culture and that culture should be seen as being a complex bundle of independent variables that can influence behavior (Segall 1979; Koslow et al., 1994; Marin et al., 1987). Therefore, this research suggested concentrating on cultural differ-
ences among populations within a country by providing a conceptual framework integrating existing models and research traditions.

In light of such criticisms, this study tries to provide new insights into these less explored areas through a theory-based as well as empirical research design. Thus, this study attempts to analyze current cross-cultural consumer behavior and integrate the findings in a framework helping to understand the multicultural environment. The findings were based on an ethnic breakdown of solely Turkish minorities in Germany.

This study complements and extends the existing theory by shedding light on the culture of minorities in host countries and integrating the theoretical and empirical research findings into the consumer decision process. The derived framework not only provides a guideline for marketers as to how to conduct intercultural marketing in multicultural environments, it also supports the trend of increasing importance of intercultural marketing research. It contributes to the body of knowledge in cross-cultural marketing research in several ways.

First, this study contributes to cross-cultural consumer behavior theory as culture has been divided into core dimensions. The challenge was to break down the major components of culture in order to explain and predict buying behavior among subcultures. It aimed to identify which variables affect the behavior of ethnic minorities, both as individuals and as groups, as a part of the macro-culture. Reviewing the literature reveals that language, values, religion, artifacts and rituals have been identified being the five most important factors influencing minority behavior. Even though these factors have been suggested in literature, the relationships have not been explicitly defined and tested empirically before. Analyzing and testing the relationship would help marketers to glean important input for their marketing research development and for their marketing strategy in order to better target minorities. Thus, this study aimed to examine these relationships by formulating corresponding research hypotheses as well as to contribute new findings. The analysis of the literature generated five hypothe-
ses to be tested and verified. It was suggested that the use of language (H1), values (H2), religion (H3), artifacts (H4) and rituals (H5) in marketing messages positively influence the buying behavior of minorities in host countries. Thus, the culture-specific factors of an ethnic minority need to be transformed into commercial advertisements in order to influence the members of this particular minority group. For academic researchers, the identified variables and relationships will be useful, as it complements the current body of literature. Based on previous studies on cross-consumer behavior, this study provides a more detailed view of factors that underlie consumer behavior of minorities. Thus, this study not only examines previous theory but also contributes to the theory and contributes to knowledge in the field.

Second, this study enriches intercultural marketing theories. In this study, the importance of culture for buying behavior is explored, and the applicability of various theories and models in different cultural settings is analyzed. Referring to the research findings, there was evidence that culture-specific variables partially influence buying behavior of minorities in a host country. By developing a conceptual framework, the relationship between factors and their impacts on behavior are visualized. The focus lies on the relationship between five independent factors, namely language, religion, value, rituals and symbols, and buying behavior intention as the dependent variable. As the focus of this study was to analyze the buying behavior of minorities within a host country, the proposed research question and its sub-question was as follows:

Research question: How do culture-specific variables influence the buying behavior of minorities in a host country?

Sub-question: What are the most important culture-specific variables for minorities in a host country?

By analyzing the literature and selecting the particular research methodology, answers for these questions were sought. In contrast to previous stud-
ies in which cross-cultural marketing activities were analyzed, this study examines the impact of culture-specific variables on minorities within a host country. This study is intended to complement the existing literature by analyzing other important culture-specific factors such as religion, language, rituals and artifacts.

The results support a better understanding of intercultural marketing and may help marketers to direct their energies towards developing more effective targeted marketing campaigns. The implications for marketers are important, as they may enrich their understanding of the cultural value system of minorities. The results of this study may also help them to better understand multicultural and heterogeneous marketplaces. Consumer behavior has been analyzed for decades by market researchers. The framework of this study provides a better understanding of buying behavior of minorities in a host country. The findings of this study also provide a more comprehensive understanding of culture-specific factors influencing buying behavior. The theoretical review and the empirical test supported the thesis that particular factors indeed influence buying behavior.

Thus, companies must reconsider their marketing strategies. The notion that one advertising strategy could apply to each country is unfounded. The onus of the industry, therefore, will be to analyze whether any large minority groups exist in the target market, and, if so, where are they located and which culture-specific factors are important for them. Based on the answers of these questions, marketers must modify their strategies according to the host country.

5.3 Contribution to practice

Marketing managers face globalized and competitive markets in which they must promote, place and sell their products. Globalization requires a comprehensive understanding of the buying behaviors of minorities in host countries. Buying behavior as part of a more complex consumer behavior is drawing the attention of marketers hoping to enhance their sales. Conse-
quently, their marketing activities need to be creative, effective and also different. It is no longer possible to target every consumer of market with one marketing strategy. Heterogeneous markets with many subcultures therefore pose a challenge to marketers. By considering the German market, this study seeks to provide novel insights in the topic of intercultural marketing as well as guidelines by which marketers are able to differentiate their promotion strategies using particular culture-specific factors. Thus, this study provides empirical evidence for the influence of particular culture-specific factors on the buying behavior of minorities in a host country. The implications are helpful for practice and research. The purpose of this study is to answer the stated research question and to develop a framework for managers to assist them in identifying a sustainable market position. It helps companies to align competences and marketing strategies so as to target the needs of minorities.

By optimizing the effects of marketing strategies, important guidelines emerged from this approach that may be particularly relevant for small- and medium-sized retailers. Perhaps the contribution for small- and medium-sized companies is greater because large companies usually have higher marketing budgets enabling broader marketing actions.

Based on the results, the research demonstrated that there is a difference between the buying behavior of Turkish minorities and Germans. These findings strongly suggest that managers should review their marketing strategies. Minorities within a country have to be addressed differently. Furthermore, this study suggests that marketing managers may successfully use culture-specific factors in their marketing messages in order to take account of the different minorities in a host country. After understanding the cultural dimensions of a minority group, marketers can implement particular messages in their promotions in order to better reach the consumers. According to statistical analysis, Turkish people are one of the largest user groups of Facebook in Europe (Federal Statistical Office, 2013). In sum, the findings demonstrated that there was evidence that minorities are likely to use channel such Facebook and Twitter. Thus, one possible marketing
strategy for contacting and targeting minorities is to promote culture-specific messages through photographic or video spots and spreading them in social media networks. Consequently, a strategy targeted to a particular minority seems to be useful. This would explain why, for instance, Mercedes-Benz, Volkswagen, and Deutsch Bank have used Turkish-based marketing strategies in Germany. However, according to Zich (2014), the enthusiasm for Web 2.0 seems to be dwindling as recent studies acknowledge that social media channels are less rentable and effective.

Understanding cultural dimensions would be helpful in the development of targeted marketing campaigns. Based on the information, not only the content of the campaign but also the marketing communication channel can be defined. A well-planned campaign would increase the effectiveness of marketing, which, in turn, may increase company sales.

However, caution is required when marketers aim to target an ethnic minority. The wrong usage of culture-specific factors may just lead to the opposite. Consequently, such marketing activities would probably lead to a negative impact on minorities’ buying behavior, as the following examples of advertisements in Germany will show.

Wal-Mart Germany intended to target the Turkish population by selling towels imprinted with the Turkish flag. This marketing campaign was a disaster and caused indignation, as no Turkish would step on the Turkish flag for reasons of patriotism (Wildberger, 2006).

Another ill-fated example was the marketing campaign undertaken by Siemens in 2000. In several Turkish newspapers in Germany, Siemens wished its employees a merry Christmas. Siemens was not cognizant of the fact that Turkish people are Muslims and thus do not celebrate Christmas. The telecommunication company TelDaFax launched a very broad marketing campaign in which their core slogan was “no pig gives me call,” which also failed to attract the Turkish minority in Germany. Otelo, another former Telecommunication company, was more successful (Pfister, 2002). The
notion that responses to humorous advertisement are the same across different cultures is wrong, as the example shows. Crawford (Crawford, 2013) argued that individual differences in cultural values and personalities are important and must be recognized by marketers.

In the year 1999, they targeted the Turkish population in Germany with an ethnicity-based campaign. They promoted that for every new customer, one tree will be planted in erosion-prone areas of Turkey. An emotional TV spot with a famous Turkish actor supported this marketing offensive so that ultimately roughly 220,000 trees were planted and the Germany Company was honored with a Turkish environmental prize. Mercedes Benz, for example, has used a broad marketing campaign addressed only to Turkish minorities in Germany for many years. In regions with a large Turkish community, Turkish salespersons are placed to serve Turkish customers. Another strategy was to place its cars and vans in Turkish advertisements to appeal to Turkish families, which are generally larger than German families. Mercedes used puns in this campaign to promote the E- and the V-series, which together, as “EV,” means “house” in Turkish (Pfister, 2002).

Volkswagen has successfully implemented intercultural marketing in order to target Turkish minorities in Germany. In 2005, they started a marketing offensive in Turkish newspapers and Turkish television channels. In addition, they recruited Turkish sales person in order to better reach the Turkish customers (Seidel, 2008).

The question of to what extent the revenue Volkswagen’s revenue was affected cannot be answered, but the campaign has been popular and attracted the attention of many Turkish minorities as it was also seen in the focus group discussions. At this stage, it might be criticized that the mentioned companies are large companies and have the necessary financial resources to attempt and incorporate intercultural marketing campaigns into their marketing mix. However, the investigations and result in this study revealed that there is indeed the opportunity to gain positive attention and response when using cross-cultural advertisements. Consequently,
not only large international companies, but also small- and medium-sized companies should consider ethnic-targeted marketing communication and profit from market opportunities.

Thus, small- and medium-sized companies in the automotive retailing sector have also implemented marketing activities focused on the Turkish minority in Germany. Over the course of five years, a comprehensive ethnicity-based marketing offensive was initiated. Turkish employees were first hired for their language skills. Further, advertisements in Turkish newspapers as well as TV spots on the Turkish Television in Germany were booked, and flyers including car offers were presented in Turkish and distributed to Turkish households.

Figure 31: Example of EuroCar targeting Turkish customers (EuroCar Landshut GmbH, 2006)

In addition, a Turkish sales representative was recruited to visit the places where many Turkish people congregate, such as mosques, teahouses or sports clubs. The website was also translated into Turkish. The company was the main sponsor of large Turkish events, and sales representatives were often present at these events in order to reach potential customers directly. Finally, Turkish short message services (SMSs) were frequently sent to all Turkish customers or registered clients in cases of birthday or holidays. The findings of this marketing campaign were immense. Even
though the particular company was located in Lower Bavaria, it yielded customers throughout Germany. In this period, the number of Turkish customers increased from 500 to 10,000, allowing the company to expand and build a new building (EuroCar Landshut GmbH, 2006).

Figure 32: Example of Volkswagen targeting Turkish customers (Volkswagen, n. d.)

Figure 33: Example of Mercedes Benz targeting Turkish customers (Mercedes-Benz.de, 2014)
Using this kind of advertisement, these companies made an important achievement: they were remembered by a majority of the focus group discussion and survey respondents.

In a globalized environment, companies need to adjust their marketing strategies. Managers need to act and behave differently in heterogenous marketplaces, as minorities tend to behavior differently than local consumers due to their ethical roots. The impact of culture-specific factors on minorities seems to be present even when considering the second and third generation of immigrants. Based on existing models, a conceptual framework that can easily be operationalized by marketers and managers interested in gaining insight into how culture influences consumer behavior is developed. Due to its practical nature, marketers can use the framework as a template to analyze how minorities in domestic markets are affected. Using the developed framework, they will be able to identify culture-specific problems and issues of particular groups of people.

This study and the described framework aim to contribute for this managerial challenge and represent an initial step in the research area of ethnic targeting in a host country such as Germany. This framework is therefore not inflexible but may be enlarged when needed. For example, it is possible
to add other culture-specific or environmental factors. In fact, it would be desirable when future research would enlarge the framework with new inputs in order to provide a much more comprehensive framework. Furthermore, the framework is dynamic as it can be adapted to each company regardless of which industry sector. Armed with an understanding of the most important culture-specific factors and their implications for consumer behavior, marketers may optimize their strategies and take into account the cultural differences in a domestic marketplace.

For example, if a company wants to target a particular minority in Germany and prepares a marketing mix to do that, this framework, when standardized by ratings and scores, could serve as a guideline for evaluating market chances. By analyzing other important minorities, cultural differences or similarities can be identified and rated. The results of interactions between cultural factors and consumer behavior components of each minority group can be listed and similarity scores can be computed.

Based on Kotler (1997), segmentation, targeting and positioning are the most important elements of the marketing process attended by a marketing mix. The framework of this study could help marketers who want to target the Turkish minorities in other European countries such as France, United Kingdom, Netherlands and Switzerland, which also have large Turkish populations. One alternative is to assume that the culture-specific factors in these countries and the impact on the Turkish minorities have the same characteristics so that the understanding of the Turkish minority is translatable.

Another more comprehensive alternative is to proceed as this study has: undertaking a survey in the market of interest and defining the most important cultural factors, developing the interactions between these factors and consumer behavior and then analyzing the gathered data.

The challenge to marketers is to implement the particular culture-specific variables in their marketing strategy. For instance, it seems that there will
be more marketing research needed to appreciate and understand the cultural factors in a particular country. Questions of how to integrate the culture-specific factors in a company’s existing marketing campaign as well as the question of which communication channel to choose may be challenging.

In summary, the results suggest that culture-specific factors such as language, religion and values are less useful variables than artifacts and rituals. Whether or not the marketing message is addressed in the Turkish language did not influence the buying behavior of Turkish minorities in Germany. However, advertisements reflecting their rituals and norms or embedded with Turkish artifacts affected their buying behavior.

Marketing managers aware of rituals and norms as well as artifacts of minorities in a host country will probably have higher sales among minorities. Therefore, using artifacts as well as rituals in the marketing mix seems to be useful. For example, based on the findings the packaging, the way of advertising and even the labeling at the point of sales combined with Turkish sales persons could probably improve the buying behavior of Turkish minorities in Germany. Especially in regions where Turkish minorities are concentrated geographically, such as in Berlin or Cologne (Jacobsen, 2012), adapted marketing strategies can reduce advertising costs. Marketers should recognize what the implementation of culture-based factors in advertising or packaging can achieve.

The results show that not all culture-related variables affect the buying behavior of minorities, and that improper usage of values can lead to losses in the acceptance among the minority as observed in the focus group discussion. It is important for marketers to note that language, religion and values seemed not to affect the buying behavior of minorities, even though language was seen as a driver for buying behavior in the past. Furthermore, the use of distorting values may even have a negative impact on the buying behavior of minorities.
Comprehensive information about their targets, including their education level, also seems to be essential for marketing managers in terms of their awareness of Turkish artifacts and symbols. The results of the focus group discussion indicated that the more educated the minorities in a host country are, the less they are affected by symbols and artifacts. Being more sensitive about cultural differences among the population in a host country may lead to more sales.

Another implication of this study is that subcultural differences within a host country do not necessarily indicate that the behavioral attitude of the particular minority is identical to the attitude in the country of origin. Consequently, marketing strategies targeting a minority in a host country may be different from marketing strategies across countries, e.g., in minorities’ countries of origin.

This study may set guidelines for marketers within companies that want to increase their sales by identifying the culture-specific factors of a minority in a host country. Knowing these factors and their effects could save companies money in the development of expensive advertisements.

The results of this research may have major implications for retailers, particularly in the food sector. By identification of the key culture-specific factors influencing the buying behavior, they can adjust and enhance future marketing and promotion efforts. Bearing in mind the key variables, marketers must implement and effectively communicate these into their external, point of sale and packaging promotion messages. Using the framework of this study, marketers are able to increase the awareness of minorities by target promotion, for example, by advertising messages, product placement in stores and labeling. Nevertheless, the results also demonstrated that the price still plays an important role in the purchase decision process.
5.4 Limitations

This study aims to help marketers to better target and promote ethnic minorities in host markets. It is closer to a general marketing strategy than a detailed marketing plan. Even though this research provides important insights, there are some limitations, such as representativeness as well as the short-term characteristic of the study. The results of this study are based on buying intentions of participants rather than on actualized purchases. Future research measuring the actual purchases in real environments would be helpful and necessary. The following discussion outlines some limitations that may better guide future investigations.

The first limitation refers to research methodology. In the part of the research methodology using focus group interviews, the internal validity increased as no external variables affected the control of the focus group interviews. On the other hand, this advantage may have limited the scope of the research to those particular participants. However, using an online survey ensured the external validity of the study results, and using survey methods others than online methods would increase the robustness of these findings.

The sample size is important for testing the hypotheses, and small or unrepresentative sample sizes, for example, may lead to insignificant findings (Lam et al., 2004; Bortz & Schuster, 2010). Regarding this study, older Turkish minorities are represented less in the sample, so that the findings of this research may limit the generalizability of this study and should therefore be interpreted with care. Older people may differ from younger minorities in their buying behavior and be influenced by the five culture-specific factors. It is probably the case that research using longitudinal data would also provide more detailed information about cause and effect regarding buying behavior. Finally, almost half of the survey participants were students, implying that they speak fluent German and grew up in Germany, so that language, Turkish values and religion may not necessarily influence their buying behavior.
In summary, due to the sample size and its participant, the results of this study have to be considered with skepticism and cannot therefore claim to be generalized to the entire Turkish community in Germany.

Second, this study examines the buying behavior intention of the Turkish minority in Germany. It does not consider how culture-specific variables actually impact the purchase behavior of minorities. The decision process is only one part of consumer behavior theory. Even though previous research provides evidence that the relationship between the factor language and buying behavior seems to exist, language along with religion and values were not found to affect the buying behavior significantly. The insignificance for these relationships may be due to either the measure used or the sample size or the validity of the assumption. The sample size is important for testing the hypotheses. Small sample sizes may lead to insignificant findings (Lam et al., 2004). However, using a sample of Turkish minorities in Germany, this study gives a partial answer to this research topic. It can be seen as a first step of the examination development of minorities in Germany.

Third, the five variables analyzed in this study may not be sufficiently comprehensive to predict the buying behavior of minorities in a host country. According to the survey findings, other variables such as hospitality and national patriotism might also be worth considering. Further, the culture-specific factors were tested one at a time and not in combination. Price was also not considered.

Fourth, when regarding the changes in consumer behavior, acculturations should be taken into account. Very often minorities adapt or acculturate host culture so that their culture changes. It is argued that acculturation reduces the influences of subculture on behavior in terms of consumption patterns and brand loyalty. Thus, it is important to measure continuously the effect of immigrants’ acculturation. However, the question of how to measure acculturation is still problematic (Gentry et al., 1995).
5.5 Further research

Referring to the limitations of this study discussed above, there is a need for further research that may strengthen the findings and conclusions of this study. Further research is therefore needed to deepen the understanding of intercultural marketing. The most important recommendations for further research will be summarized in the following.

This study analyzed the buying behavior of an ethnic consumer by using a particular culture-specific factor in a marketing message. However, in practice, marketers may need to use more than one factor in a marketing message. It is unclear what sort of influence this combination of factors might have on the buying behavior. Would it be more effective than using a single culture-specific factor? These and other questions need further research efforts.

In this study, buying behavior intention was measured. Further research should go beyond the buying decision process and examine the actual consumption behavior in supermarkets or other stores using culture-specific advertising elements. One method might entail observations of daily, real-life situations, which may lead to varying findings and implications for marketers. Extending the issue and analyzing both the purchasing as well as consumption process would complete the picture and may improve the understanding of the whole consumer behavior process by managers and marketing strategists.

Further research should analyze other minority groups such as the Russians, Italians or Greeks and determine whether the findings are identical with the results of this research. What applies to one minority will not necessarily apply to another ethnic minority (Pires & Stanton, 2002). Generalizing the findings to other ethnic minorities is not quite self-evident. In addition, it seems to be necessary to analyze Turkish minorities in other countries in the European Union, for example in France or the UK. What impact
do national influences have on minorities and how will this influence buying behavior? Comparing the findings in these countries with the results in this study might be important and should be investigated more thoroughly. Perhaps it will be possible to develop a universal application across countries, which would allow for measuring the impact of cultural factors on buying behavior. Further research should also include candidates from other parts of Germany in order have a broader population base. The Turkish minorities in Bavaria might be culturally different than minorities in Berlin or other regions. Thus, it is important not only to compare minorities in different countries but also between minorities living within the same country. Such studies may improve the richness of the results.

This study did not investigate the impact of consumer behavior on culture. It is argued that the relationship with the host country and immigrants is bidirectional. Even though the bidirectional relationship between culture-specific factors and consumer behavior is supported in consumer behavior theory, a possible future study has to analyze the relationship in more detail in order to find out whether it affects culture or not (Andreasen, 1990; Peter & Olson, 2007).

Finally, future research should replicate this study considering the acculturation process of minorities who are part of the fourth and later generation. Acculturation can be defined as a cultural and psychological changing process of an individual as a result of contact between different cultural groups within a country (Berry, 2005). The question of how the acculturation process influences the buying behavior of minorities must be addressed. What about subsequent generations? Are the later generations of minorities more likely to acculturate? Will they still be influenced by their ethnic roots and how will their consumer behavior change over time? The question of how to measure acculturation also remains problematic and need further investigation (Gentry et al., 1995).

Further studies must examine and develop a practicable and efficient method to measure the acculturation process and to explore the impact of
this process on the buying behavior of minorities. One possible method of measuring this would be to use the national identity (NATID) scale (Keillor & Hult, 1999). In order to measure this, a longitudinal study that measures changes and recognizes developments in heterogeneous markets would be prudent.

5.6 Summary

This study was undertaken to shed light on how culture-specific factors influence the buying behavior of minorities in a host country. The aim was to equip marketers to better target a particular minority group in heterogeneous host markets. In competitive markets, it seems to be important to target subcultures, as their buying behavior is presumed to be different than that of locals. Due to their ethnic backgrounds, it is assumed that ethnic minorities will be affected by particular culture-specific factors in advertisements.

This research identified and highlighted the importance of culture-specific factors and their impact on buying behavior in heterogeneous markets as an emerging research area within a more globalized environment. The existing literature confirmed that there is potential to increase company sales by embedding culture-specific factors in marketing activities. Based on the literature review, five culture-specific factors were identified. It was believed that language had a significant effect on minorities as language barriers often exist. It was further stated that values have an important role among minorities. Further factors derived from the literature review include rituals and norms, religion as well as symbols and artifacts. Referring to the findings, five corresponding hypotheses were derived.

The results of this study offer new evidence that Turkish minorities in Germany tend to have different buying behaviors than locals. It reinforces the fact that multicultural nations such as Germany cannot be seen as homog-
enous markets and that ethnic minorities still have culture-specific characteristics that lead to different purchasing behaviors. There was evidence that artifacts and rituals embedded in advertising messages have an especially positive impact on their buying behavior. Further evidence was found that the education level of minorities also plays an important role in buying behavior. The findings stated the more educated minorities are, the less they are influenced by artifacts. It has to be emphasized that the findings only indicate the purchasing intention, not real consumption behavior. Thus, further investigations are needed in order to test whether these results actually lead to consumption.

This study thus contributes to strategy in two ways. First, it critically analyzes existing theories underlying intercultural marketing in a host country to address the gap in the literature and to develop a conceptual framework in which culture-specific variables influence the buying behavior of minorities in a host country. Second, regarding the managerial level, understanding the factors and their influence on the buying behavior of minorities in a host country will help marketers to rework their strategies in order to better target them.

The study used existing consumer purchasing process theories and developed a preliminary framework that illustrated the most important variables that influence consumer purchasing behavior.

Regarding the research methodology, a mixed method consisting of focus group discussions and a quantitative online survey was employed. It has been argued that mixed-research methodology is not accepted in the social and behavioral sciences. When considering practicing researchers and methodologists, there still seems a gap to be addressed in future research. Quantitative, qualitative and mixed methods should be treated equally in theory, and the researcher should decide which method is the most appropriate for his study (Johnson & Onwuegbuzie, 2004).

In this study, this research method seems to be the most appropriate as it revealed in-depth information as well as ascertained buying behavior. This
study particularly benefited from the advantages of the mixed-method research design by gaining in-depth information about the Turkish minority’s perception of culture-specific variables in the qualitative research and by gathering highly reliable data including statistical results in the quantitative research. Discussing the important elements of the mixed method, including the advantages and disadvantages of this methodology, as well as providing the research process steps, this method shows greater potential than a singular method. An attempt has been made to provide a detailed overview about the research philosophy, strategy, design and methodology, which is necessary for exploring the relationship between culturally specific variables and the buying behavior of ethnic minorities in a host country. In general, throughout the research process and the questionnaire design, including the testing of a pilot survey, attention should be paid in order to protect against potential research errors (Veal, 2005).

Based on the findings of the focus group discussions, a further hypothesis emerged: the more educated minorities are, the less they are affected by symbols and artifacts.

The results of the empirical part regarding the Turkish minority in Germany indicate that artifacts and rituals may have an impact on the buying behavior. There was no obvious evidence that language, values and religious aspects influence purchasing behavior. Consequently, companies need to redesign their marketing activities towards Turkish people in Germany to incorporate elements of Turkish artifacts and rituals while bearing in mind the role of education level. Regarding the comments in the online survey, a two-fold opinion of the participants can be seen. Some respondents supported culture-specific marketing activities and would like more of them. For this group, such marketing activities would increase the turnover of companies. However, several participants did not support such efforts, as they have social concerns. They think that such marketing campaigns would probably have a negative impact on the integration process and make social divisions worse. Targeting subcultures within a host country
may enhance the clustering process among minorities when the social interest of the greater population of a particular country is not considered.

One of the most challenging issues in this context is examining attitudes and subconscious decisions made by minorities. Based on the findings of this study, marketing experts acquire new insights into intercultural marketing and consumer behavior. However, this study is useful not only for marketers but also for other academic researchers, as it critically evaluates and summarizes the existing literature on culture-specific consumer behavior and emphasized the need for further research in fields where there is a lack of rigorous study. This study provides a more detailed picture of the interaction of culture and consumer behavior of minorities in a host country.

Marketing research is often abused. Managers try to demonstrate through “objective” research that their opinions make economic sense (Perner, 2010). It is argued that this study is worthwhile, as it attempts to find out more about the buying behavior of minorities. This research does not aim to provide final conclusions about the most important dimensions of culture influencing on the buying behavior of minorities. It also does not to provide final conclusions about the particular relationships between culture-specific factors and buying behavior. However, it might be helpful for international marketers in Europe to target heterogenous markets differently. Globalization has increased the need for understanding the influence of culture on consumer behavior, and there is still much to analyze in future studies. It is necessary to pay more attention to intercultural marketing now, especially in Europe, than ever before. Existing limitations in intercultural consumer theory and a globalized European environment required this theoretical and empirical research study. The insufficient focus of cultural influences on behavior in Europe must be supported by more intercultural marketing studies in order to account for this trend. Weaknesses and gaps in theory often provide the basis for further theoretical as well as empirical progress. It has been demonstrated that there is a gap in intercultural consumer behavior in Europe, especially when considering
minorities in host countries. The findings and results in this study may be helpful in this regard. This research does not intend to describe the entirety of ethnic minorities’ buying behavior. Although the five important culture-specific variables were identified and their influence on purchasing behavior of Turkish minorities were tested, there is still much to know about the actual buying behaviors of minorities in Germany.

It seems that revenues and profits may be enhanced if marketers modify their strategies in order to better target minorities on the basis of the framework developed herein. Marketing managers need to adapt these marketing strategies, as this trend has become increasingly evident to marketers in globalized marketplaces. Industry sectors such as food, banking, automobile and telecommunication need to understand which culture-based messages are necessary to attract ethnic consumers in the particular host country. The success of such a campaign cannot be predicted with certainty. The awareness and knowledge of culture-specific factors their implementation in advertising messages are important. This study indicates that intercultural marketing is not only the domain of multinational organizations, but that it can also help small- and medium-sized companies aiming to target subcultures such as Turkish consumers within a country.

Understanding and respecting cultural artifacts and rituals is fundamental. This study suggests that marketers should pay attention to the product or industry sector, the target minority and the host country. However, intercultural marketing activities only serve as complements of existing strategies. The new challenges of multicultural markets must be resolved by further analysis in order to better understand minorities’ buying behavior in host countries.

Consequently, this study can be seen as an initial step in analyzing the impact of culture-specific variables on buying behavior of minorities in host countries. It is necessary to verify and further validate these findings in order to gain a better understanding of consumer behavior in globalized
settings. This study seeks to enhance the research progress by contributing new theoretical and practical insights.

The research model of this study depicts the influence process, beginning with the usage of certain variables affecting ethnic minorities proceeding through a communication channel of a company and ending with the buying behavior. Marketing acts as a value transmitter that shapes culture while simultaneously being shaped by it, so that marketers take advantage of this in their strategy (McCracken, 1987). The goal is to develop a marketing campaign that maximizes the effectiveness of the marketing mix based on ethnic variables for segmentation consistent with ethnic minority attributes. To achieve an effective product positioning, a robust understanding of the ethnic characteristics of the target market and the desired attributes for the products are required.

Even though the process of globalization seems to be relentless, assimilation and acculturation will also continue during this process so that the question of culture’s impact on consumer behavior will always be of interest. Likewise, heterogeneous societies with different cultural varieties will always call for answers to how culture impacts consumer behavior. Therefore, the importance of culture-specific factors and their influence will persist and demand further theoretical and empirical contribution.

With the help of in-depth research, this study tried to reveal deeper information about minority’s culture. Marketers have to be aware that minorities living in a host country are affected by two cultures (their own and that of the host country) and that values systems of both cultures will always be present in their lives.

Multicultural heterogeneity seems to be challenging, but it also offers important opportunities. This study tries to meet the challenges and recognize the opportunities offered by targeting minorities. Immigrants constitute a substantial portion of the European population. In Germany and beyond, the number of ethnic minorities is increasing.
The demographic change in Germany is verifiable. According to Eurostat, the European federal agency of statistics, the birthrate in Germany in the year 2012 is low at 8.4 births per 1,000 inhabitants. Even though the birthrate in Europe is generally decreasing, in some European countries, this rate is higher than in Germany, as in, for instance, Ireland (15.7), UK (12.8) and France (12.6). The birthrates will further decrease so that the German population as a whole ages. While the forecast in 2011 predicted that in the year 2060, Germany would have 80 million people, the current forecast revised the number to 65-70 million people (Eurostat, 2012; Federal Statistical Office, 2009).

Europe’s aging population is leading to serious problems in healthcare and pension matters. Consequently, Europe does not need to stop migration. In contrast, it probably has to support migration in order to guarantee its social system. Instead of indiscriminately accepting refugees, it must develop a well-integrated migration policy. Such a change in policy is also necessary for consumer researchers as well as marketers, as it will present more business opportunities. In some European countries and cities, this change has already occurred. The most multicultural and cosmopolitan city in Europe is London. In cities like London, more than half of the city’s inhabitants belong to ethnic minorities (Gye, 2012).

This study highlights the relationship between culture and consumer behavior of minorities. It also emphasizes the importance of cultural awareness in host countries and contributes a conceptual framework while encouraging further research. The framework of this study is based on the existing literature. In contrast to existing models, it interprets and integrates current research traditions, methodologies and models. It is simply designed so that practitioners can easily understand and implement the framework in their marketing activities. However, more sophisticated designs and research methodologies as well as more comprehensive relationships are still necessary. The theoretical progress in this field would also enhance marketing activities in globalized surroundings. Understanding local markets is difficult and expensive as well as time-consuming. It will
pose a challenge for companies in the future to interpret cultural differences among the population and to adjust the marketing mix to multicultural marketplaces.

Thus, the focus is shifting from similar consumers towards different consumers influenced by culture-specific variables.

This study provides evidence that there is no global culture, as is so often declared (Bird & Stevens, 2003). It does not purport final conclusions about cultural influences on buying behavior. However, this study emphasizes and confirms the relevance of culture for minorities’ buying behavior in Germany. It enhances the knowledge of cultural impacts on buying behavior in host countries such as Germany. However, there is still much theoretical and empirical research to do. Cultural awareness enhances intercultural marketing, and this, in turn, enhances the success of companies. Globalization has increased, but the importance of culture has not decreased.
Chapter 6 References


http://www.bamf.de/SharedDocs/Anlagen/DE/Publikationen/Migrationsberichte/migrationsbericht-2010.html


doi:Article


Kitzinger, J. (1994). The methodology of Focus Groups: the importance of interaction between research participants. *Sociology of Health & Illness*, 16(1), 103–121. doi:10.1111/1467-9566.ep11347023


Chapter 7 Appendix

7.1 Focus group discussion guideline

1. Consent form

Before starting, all participants had to read and sign a consent form. In the consent form, the title of the thesis was provided as well as important information for the focus group discussion summarized (see appendix: Consent Form). In the next steps, the participants were welcomed, the moderator was introduced, and the purpose of the group discussion along with ground rules were explained. If there were no questions, the discussion would start.

2. Welcome, introduction and warm-up (5 min)

After completing the consent form, the introduction part began. First, the participants were welcomed, thanked for taking part and introduced to each other. Following this, important demographic data such as gender, age and profession were gathered. In this part, the reasons for selecting them were also justified and the utility and applications of the results were described.

3. Purpose of group discussion (5 min)

In this part, the participants were informed that focus group discussions are widely used in social science research and the aim is to gather in-depth information, important input and honest opinion about the Turkish minority in Germany and the role of ethnic targeting. The main goal is to determine which culture-specific factors influence their buying behavior. The inputs later were briefly announced. Reaching consensus in the group was not necessary; all participants were encouraged to talk freely about his or her thoughts.
3.1 **Ground rules (5min)**

In this part, some ground rules were shared with the participants:

- Everything said in this group is to be kept confidential.
- Everyone should actively participate in the discussion. All participants’ opinions are important.
- Please let us know if you agree or disagree with comments of others.
- The moderator will take notices while you speak without identifying your name.
- After listening and watching the inputs, opinions and thoughts are needed.

4. **Beginning of discussion**

After the introduction, the discussion began. The moderator considered that every participant did get enough time to answer the questions and to comment on the inputs. If no additional information was provided, it was time to proceed to the next questions and inputs.

4.1 **Input 1: Language (15min)**

- A TV advertisement from “Ayyildiz” was shown. This advertisement features a group of young Turkish people singing in German and in Turkish in different surroundings, claiming that the people who understand their language in this video belong to them.
• Discussion

### 4.2 Break (5min)

### 4.3 Input2: Values (15min)

- Under the heading “Family Values,” a TV advertisement from Volkswagen Germany was shown as part of a large marketing campaign called “Volkswagen speaks Turkish.”
4.4 Input 3: Religion (15min)

- Picture of “standard” salami pizza vs. a picture of salami pizza with the imprint “Helal.”

![Image of salami pizza with and without Helal imprint]

- Picture of “standard” gummy bears vs. a picture of gummy bears with the imprint “Helal.”

![Image of gummy bears with and without Helal imprint]

- Discussion

4.5 Break (5min)
4.6 Input 4: Rituals/Norms (15min)

- Picture of a traditional Turkish bridal couple associated with a logo from the online chat forum “Turkchat” vs. a picture of a German bridal couple associated with the same company logo.

4.7 Input 5: Artifacts (15min)

- A picture of a standard credit card from Deutsche Bank vs. two pictures of a credit card especially targeting Turkish customers of Deutsche Bank.
4.8 Questions to be answered throughout the discussion:

- How do you feel when you see ethnic targeting advertisements? Have you already seen such advertisements?
- Why do you think that your buying behavior is different from that of Germans?
- Why do you think that your buying behavior is different from the buying behavior of Turkish people in your mother country?
- Why do you feel that these factors can influence buying behavior?
- What are product sectors in which these kinds of advertisements would probably play a more important role?
- Would you like to see more advertisements in Germany including culture-specific factors targeting the Turkish minority? Why?

5. End of discussion and summary (10min)

The moderator concluded each group discussion and thanked the participants for taking part and for sharing their opinions with the moderator.
7.2 Online Survey

7.2.1 Introduction

People of Turkish origin living in Germany were invited to take part in a ten-minute survey with the following solicitation:

Merhaba!
Dear Sir or Madam,

For my doctoral thesis, I am conducting an online survey on consumer behavior of Turkish people in Germany.

In many cultural studies on consumer behavior, differences were found in consumption patterns between people of various ethnic groups. To reach a better understanding of how and why Turkish minorities evaluate the product and brand, the impact of culture-specific variables on the buying behavior of the Turkish minority in Germany as a host country has to be analyzed. In this study, I hope to determine and analyze the culture-specific factors affecting the Turkish minority in Germany and try to explain how Turkish people decide to buy and consume products.

To obtain conclusive results, I urgently need a large number of participants who have the following profile:

- people of Turkish origin living in Germany
- people who are at least 18 years of age
- people who have sufficient command of the German language since the survey is conducted in German
It is very difficult to find a sufficient number of suitable participants. Provided that you meet these three criteria, it would be great if you were able to support my research project by participating in this 10 to 15 minute survey.

Regarding ethical considerations, the School of Management and Marketing Ethics Committee has approved this study and issued a protocol number, which is 218/2012/24.

The information supplied by the participants will be treated as confidential and will be protected as such. Participants have the right to withdraw easily from this project without explanation or penalty. As this is an online survey, it is important to know that once you have submitted your responses they cannot removed from the study.

I would very much appreciate it if you could forward this email to your relevant friends and acquaintances.

Thank you in advance for your support.

Araştırmaya katılsanız sevinirim. Yardımlarınızı için şimdiden teşekkürler.

Kind regards,

Ayhan Kiskanc
7.2.2 Questionnaire

I. Section: Identity and Country of Origin

This first section asks you to think about your own identity and ideas about national identity.

1. Is your foreign origin an important part of your identity?
   ○ Yes, very much
   ○ Yes, but not very much
   ○ No, it really isn’t important

2. Where do you feel differences exist between Germans and Turkish people living in Germany? (Multiple answers are permitted)
   ○ Turkish people have different symbols/images (e.g., Turkish flag; the blue eye) from Germans
   ○ Turkish people have different values (e.g., family values)
   ○ There are religious differences
   ○ There are language differences
   ○ Turkish people have different rituals/customs from German people

3. Do you buy things that are different from your German friends/neighbors?
   ○ Yes, definitely
   ○ Yes, quite so
   ○ Don’t know
   ○ No, not so much
   ○ No, definitely not
4. Have you purchased things that relatives and friends in Turkey have found to be strange?

○ Yes, definitely
○ Yes, quite so
○ Don’t know
○ No, not so much
○ No, definitely not

II. German Media

This section is about your experiences with the German media in relation to messages with a cultural meaning.

5. Have you ever come across an advertisement in the German media addressed to people of Turkish origin?

○ Yes
○ No
○ Don’t know

If you answered “yes” to the previous question:

5.1 Which company/brand comes to mind for having directly addressed the Turkish community in Germany?

_______________________________

5.2 In which advertising medium did you see this advertisement?

○ Newspaper
○ TV
○ Internet
○ Radio
○ Other
○ Don’t know
5.3   This advertisement caught my attention and I remember it because (Multiple answers are permitted)

○ it was a Turkish language advertisement
○ it contained Turkish symbols and images, which caught my attention
○ it respected Turkish values
○ it respected my religious views
○ it respected my Turkish rituals/customs

6.   Do you wish more companies would make culturally adapted advertisements targeting people of Turkish origin?

○ Yes, I always like that
○ Yes, but it depends on the product
○ Yes, but it depends on the advertisement
○ No, not at all

7.   How would targeting Turkish people in advertisements influence the sales of a German or Turkish company in Germany in your opinion?

○ quite negatively
○ quite positively
○ no influence
○ don’t know
8. How important are the following culturally specific factors to the Turkish community in Germany?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very important</th>
<th>Important</th>
<th>Less important</th>
<th>Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkish language</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Turkish values (e.g., family values)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Turkish religion</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Turkish rituals/customs (e.g., wedding, circumcision)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Turkish images/symbols (e.g., Turkish flag, Nazar)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

9. Are there any other important culturally specific factors?

_____________________________________________
10. Which sector do you think should target the Turkish community in advertising activities?

<table>
<thead>
<tr>
<th>Sector</th>
<th>Yes, definitely</th>
<th>Yes, quite so</th>
<th>Don’t know</th>
<th>No, not so much</th>
<th>No, definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Automotive/furniture</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Electronics/telecommunication</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Housing/banks</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Clothing/fashion</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Travel</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Luxury goods</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

11. Which of these culturally specific factors do you think is most important to your compatriots? Please assign a number to each.

1= very important; 5=unimportant

- Turkish language [  ]
- Turkish values [  ]
- Turkish religion [  ]
- Turkish rituals and customs (e.g., wedding, circumcision) [  ]
- Turkish images / symbols (e.g., Turkish flag, Nazar) [  ]
III. Demographics

The purpose of this section is to gather information about the respondents; it is not used to identify individuals, and all data will be analyzed in aggregate form.

12. How old are you?
   - 18 – 24
   - 25 – 39
   - 40 – 65
   - 65+

13. Gender?
   - Male
   - Female

14. You are?
   - Pupil
   - Student
   - Employee
   - Self-employed
   - Retired
   - Other

15. Your highest completed level of education
   - Secondary modern school
   - Middle School
   - A-levels
   - University degree
   - Other
16. You are of the following nationality?
   ○ German
   ○ Turkish
   ○ Both

17. Were you born in Germany?
   ○ Yes
   ○ No

18. For how many years have you lived in Germany?
   ○ 0-5 years
   ○ 6-10 years
   ○ 12-20 years
   ○ More than 20 years

19. Please indicate which generation of immigrants you belong to?
   ○ 1\textsuperscript{st} generation
   ○ 2\textsuperscript{nd} generation
   ○ 3\textsuperscript{rd} generation
   ○ 4\textsuperscript{th} generation
   ○ More than 4\textsuperscript{th} generation

20. Do you consider yourself a religious person?
   ○ Definitely yes
   ○ Yes, quite so
   ○ No, not so much
   ○ No, definitely not
   ○ Prefer not to say
21. Which languages do you speak? (Multiple answers are permitted)

○ German
○ Turkish
○ English
○ Spanish
○ French
○ Other

22. Your opinions are important to us. Are there any other ideas you would like to share with us?

____________________________________________________________________

____________________________________________________________________

Thank you for your participation.
10 dakikanızı ayırıp araştırmaya katılsanız sevinirim.

Türkischstämmige Personen aus Deutschland für ca. 10 minütige Befragung gesucht.

Merhaba und Guten Tag,


Um ein aussagekräftiges Ergebnis zu erhalten, suche ich dringend eine gro-βe Anzahl an

• türkischstämmigen Personen, welche in Deutschland leben,
• mindestens 18 Jahre alt sind und
• der deutschen Sprache mächtig sind, da die Befragung auf Deutsch durchgeführt wird.

Da es sehr schwierig ist eine ausreichend große Anzahl an Teilnehmern zu gewinnen, würden Sie mich, wenn Sie diesem Profil entsprechen, mit einer Teilnahme an der ca. 10-15 minütigen Befragung sehr unterstützen.
Der Fragebogen wurde auf von der Ethikkommission der Management und Marketing School auf ethische Bedenken geprüft und unter der Protokollnummer 218/2012/24 registriert.

Alle Informationen der Teilnehmer werden selbstverständlich vertraulich behandelt und ebenso auch aufgehoben.

Die Teilnehmer können jederzeit ohne Begründung und ohne Konsequenzen die Befragung abbrechen. Nachdem es sich aber um eine Online Befragung handelt, ist es wichtig zu wissen, dass nach Beantwortung aller Fragen, ein Rückzug der Teilnahme nicht mehr möglich ist.

Über eine zusätzliche Weiterleitung dieser E-Mail an entsprechende Freunde und Bekannte von Ihnen würde ich mich sehr freuen.

Vielen Dank im Voraus für Ihre Unterstützung.

Yardımlarınız için şimdiden teşekkürler.

Mit freundlichen Grüßen

Saygılar

Ayhan Kiskanc
7.2.4 Questionnaire in German

I. Identität und Herkunftsland

In diesem Abschnitt geht es um Ihre eigene Identität und Ihren Vorstellungen über nationale Identitäten.

1. Ist die ausländische Abstammung ein wichtiger Teil Ihrer Identität?
   ○ Ja, sehr
   ○ Ja, aber eher weniger
   ○ Nein, ist gar nicht wichtig

2. Worin sehen Sie Unterschiede zwischen Deutschen und den in Deutschland lebenden Türken? (Mehrfachnennung möglich)
   ○ Türken haben andere Symbole/Bilder (z.B. türk. Fahne; das blaue Auge) als Deutsche
   ○ Türken haben andere Wertevorstellungen (z.B. Familienwerte)
   ○ Es bestehen Religionsunterschiede
   ○ Es bestehen Sprachunterschiede
   ○ Türken haben andere Rituale/Bräuche als Deutsche

3. Meinen Sie, dass sich das Kaufverhalten von türkischen Minderheiten von denen der Deutschen unterscheidet?
   ○ Ja, auf jeden Fall
   ○ Ja, eher schon
   ○ Weiß nicht
   ○ Nein, eher nicht
   ○ Nein, sicher nicht
4. Sind Sie der Meinung, dass sich Ihr Kaufverhalten von denen in der Türkei lebenden Türken unterscheidet?

○ Ja, auf jeden Fall
○ Ja, eher schon
○ Weiß nicht
○ Nein, eher nicht
○ Nein, sicher nicht

II. Deutsche Medien

In diesem Abschnitt geht es um Ihre Erfahrungen mit Deutschen Medien in Bezug auf Botschaften mit kultureller Bedeutung.

5. Haben Sie schon einmal Werbung in der deutsche Medienlandschaft wahrgenommen, die sich direkt an Menschen mit türkischem Migrationshintergrund richtet?

○ Ja
○ Nein
○ Weiß nicht

Falls die vorherige Frage mit „ja“ beantwortet wurde:

5.1 Welche Firma/Marke fällt Ihnen spontan ein, die die türkische Gesellschaft in Deutschland direkt angesprochen hat?

_______________________________

5.2 In welchem Werbemedium haben Sie es gesehen?

○ Zeitung
○ TV
○ Internet
○ Radio
○ Andere
○ Weiß nicht
5.3 Die Werbung ist mir deshalb aufgefallen und in Erinnerung geblieben, weil
(Mehrfachnennung möglich)
○ sie in der türkischen Sprache war
○ sie türkische Symbole und Bilder beinhaltet hat, die mir aufgefallen sind
○ sie türkische Werte beachtet hat
○ sie meine religiösen Aspekte beachtet hat
○ sie meine türkischen Rituale/Bräuche beachtet hat

6. Würden Sie sich wünschen, dass Unternehmen mehr gezielte und kulturell angepasste Werbung für Personen mit türkischen Wurzeln machen würden?
○ Ja, finde ich immer gut
○ Ja, kommt auf das Produkt an
○ Ja, kommt auf die Werbung drauf an
○ Nein, überhaupt nicht

7. Was vermuten Sie, wie wird sich der Umsatz eines deutschen oder türkischen Unternehmens in Deutschland entwickeln, wenn dieses auf Türken gerichtete Werbung betreibt?
○ eher negativ
○ eher positiv
○ kein Einfluss
○ weiß nicht
8. Wie wichtig sind folgende kulturspezifischen Faktoren für die türkische Bevölkerung in Deutschland?

<table>
<thead>
<tr>
<th></th>
<th>Sehr wichtig</th>
<th>Wichtig</th>
<th>Weniger wichtig</th>
<th>Unwichtig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Türk. Sprache</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Türk. Werte (z.B. Familienwerte)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Türk. Religion</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Türk. Rituale/Bräuche (z.B. Hochzeit, Beschneidung)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Türk. Bilder/Symbole (z.B. türk. Flagge, Nazar)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

9. Gibt es Ihrer Meinung nach andere wichtige kulturspezifische Faktoren?

__________________________________
10. In welchen Unternehmensbranchen in Deutschland sollte Ihrer Meinung nach, zielgerichtete Werbung für die türkische Gesellschaft gemacht werden?

<table>
<thead>
<tr>
<th>Branchen</th>
<th>Ja unbedingt</th>
<th>Eher ja</th>
<th>Weiß nicht</th>
<th>Eher nicht</th>
<th>Nein, gar nicht</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lebensmittel</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Automobil/Möbel</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Elektronik/Telekommunikation</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Immobilien/Banken</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Kleidung/Mode</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Urlaub</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Luxusartikel</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>


1= sehr wichtig ; 5= unwichtig

Türkische Sprache [ ]
Türkische Werte [ ]
Türkische Religion [ ]
Türkische Rituale und Bräuche (z.B. Hochzeit, Beschneidung) [ ]
Türkische Bilder / Symbole (z.B. türk. Flagge, Nazar) [ ]
III. Demographie

Hier gilt es Informationen über den Teilnehmer zu erfahren. Die Daten dienen nicht zur Identifizierung von einzelnen Personen, sondern werden gesamtheitlich betrachtet.

12. Wie alt sind Sie?
- 18 – 24
- 25 – 39
- 40 – 65
- 65+

13. Geschlecht?
- männlich
- weiblich

14. Sie sind?
- Schüler
- Student
- Arbeitnehmer
- Selbstständig
- Rentner
- Andere

15. Ihr höchster Bildungsabschluss
- Hauptschule
- Realschule
- Abitur
- Hochschulabschluss
- Sonstiges
16. Sie besitzen folgende Staatsangehörigkeiten?
○ Deutsch
○ Türkisch
○ beides

17. Sind Sie in Deutschland geboren?
○ Ja
○ Nein

18. Seit wie vielen Jahren leben Sie in Deutschland?
○ 0-5 Jahre
○ 6-10 Jahre
○ 12-20 Jahre
○ Mehr als 20 Jahre

19. Bitte geben Sie an, zu welcher Einwanderergeneration Sie selbst gehören?
○ 1. Generation
○ 2. Generation
○ 3. Generation
○ 4. Generation
○ höhere

20. Würden Sie sich als religiöser Mensch bezeichnen?
○ Ja, auf jeden Fall
○ Ja, eher schon
○ Nein, eher nicht
○ Nein, sicher nicht
○ keine Angabe
21. Welche Sprachen sprechen Sie? (Mehrfachnennungen möglich)

○ Deutsch
○ Türkisch
○ Englisch
○ Spanisch
○ Französisch
○ Andere

22. Was können Sie zusammenfassend bezüglich zielgerichteter Werbung für türkische Gesellschaft in Deutschland sagen?

_________________________________________
_________________________________________
_________________________________________

Vielen Dank für Ihre Teilnahme.