

The Influence of the Acculturation Process and Consumer Behaviour on Ethnic Consumers' Food Consumption

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Presented by Youssef Nasef

Dr. Bidit Lal Dey, Brunel University London

Dr. Allam M.M. Hamdan, Ahlia University

www.ahlia.edu.bh

Acculturation

- Peñaloza and Gilly (1999) explained that **acculturation** is defined as:

the process of learning a new culture by members of a different culture

- **acculturation** involves integrating into new cultures, preservation of originating cultures, and combining new and originating cultures.

Consumer Acculturation

- **Consumer acculturation** is a term used to describe the acquisition of skills and knowledge relevant to engaging in *consumer behaviour* in one culture by members of another culture.
- *Consumer behaviour* refers to how one learns to buy and consume goods and services as well as how one learns the meanings that we attribute to ourselves and others as consumers of goods

Consumer Acculturation

- The distinguishing characteristic of consumer acculturation is that processes of consumer learning are studied within their multicultural context. A consumer culture is defined as a system composed of individuals who share specific values, skills, and knowledge relevant to engaging in consumer behavior
- Consumer acculturation is a two-level phenomenon that simultaneously occurs at the individual and the group level. Therefore, both psychological and social-psychological theories are relevant to the study of consumer acculturation.

Social Identity Theory

- Tajfel and Turner (1979) introduced the **Social Identity Theory**, which claims that group memberships define an individual's sense of self in society.
- Groups (e.g. family, profession, sports teams, nationality, etc.) provide individuals with a sense of belonging to a society and in terms of self-esteem;

Social Identity Theory

- Group memberships help individuals define and understand themselves and allow individuals to evaluate their relationships with other individuals (Tajfel and Turner 1979; Tajfel 1959; 1974; 1978).
- An individual will behave differently in varying social contexts or situations depending on the group membership the individual identifies with.

Berry's Model of Acculturation

- John W. Berry (1980) is a well-known psychologist and developed influential research where he explained a model of acculturation that was based on **two dimensions**: *maintenance of one's original cultural identity* and *maintenance of relationships with other cultural groups or the larger society*.
- As a result, Berry (1980) intersected these two dimensions in the model of acculturation to produce **four strategies**: *assimilation, separation, integration, and marginalization* (shown in Figure 1).

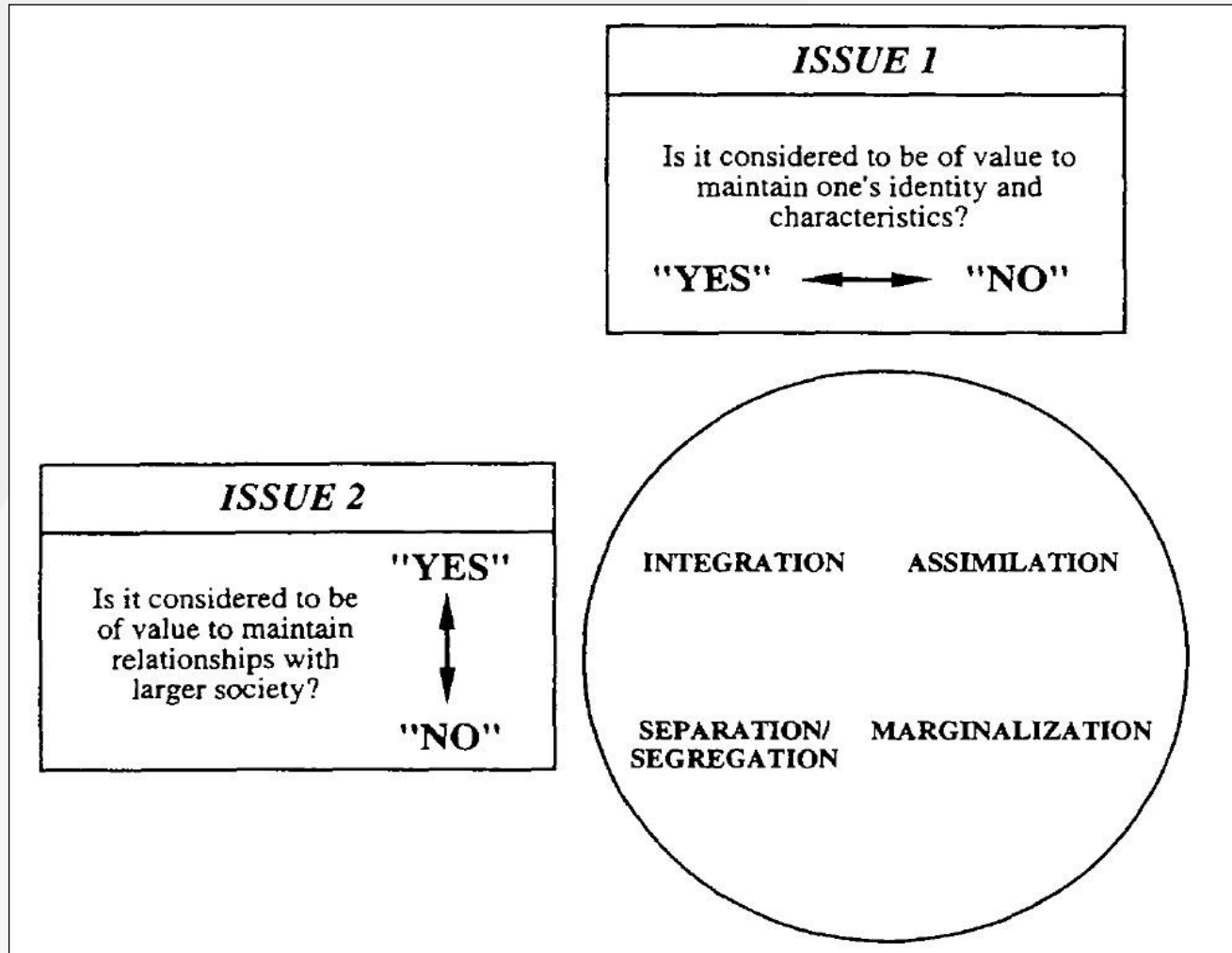


Figure 1: Berry's Model of Acculturation (Source: Berry 1997)

Uni-directional vs Bi-directional

- Berry (1997) stated that, “as a result of immigration, many societies become *culturally plural*” (p. 8). Therefore, individuals from various cultural and ethnic backgrounds live together in cities, countries, or societies that are multi-cultural or culturally diverse
- A common disadvantage in previous research, including Berry’s Model of Acculturation, is that their approach is either:

Uni-directional or Bi-directional

Dey, Alwi, Yamoah, Agyepong, Kizgin and Sarma's Multi-dimensional Model of Acculturation

- Dey et al. (2019) required revisiting previous acculturation strategies (Oswald 1999; Peñaloza 1994; Berry 1980) due to consumers' interaction and behaviour in multicultural environments.
- “As these strategies interact with and are likely to be influenced by not only the host and home country cultures, but also by other ethnic minority cultures, global consumer culture and more multinational cultures” (Dey et al. 2019, p. 2).

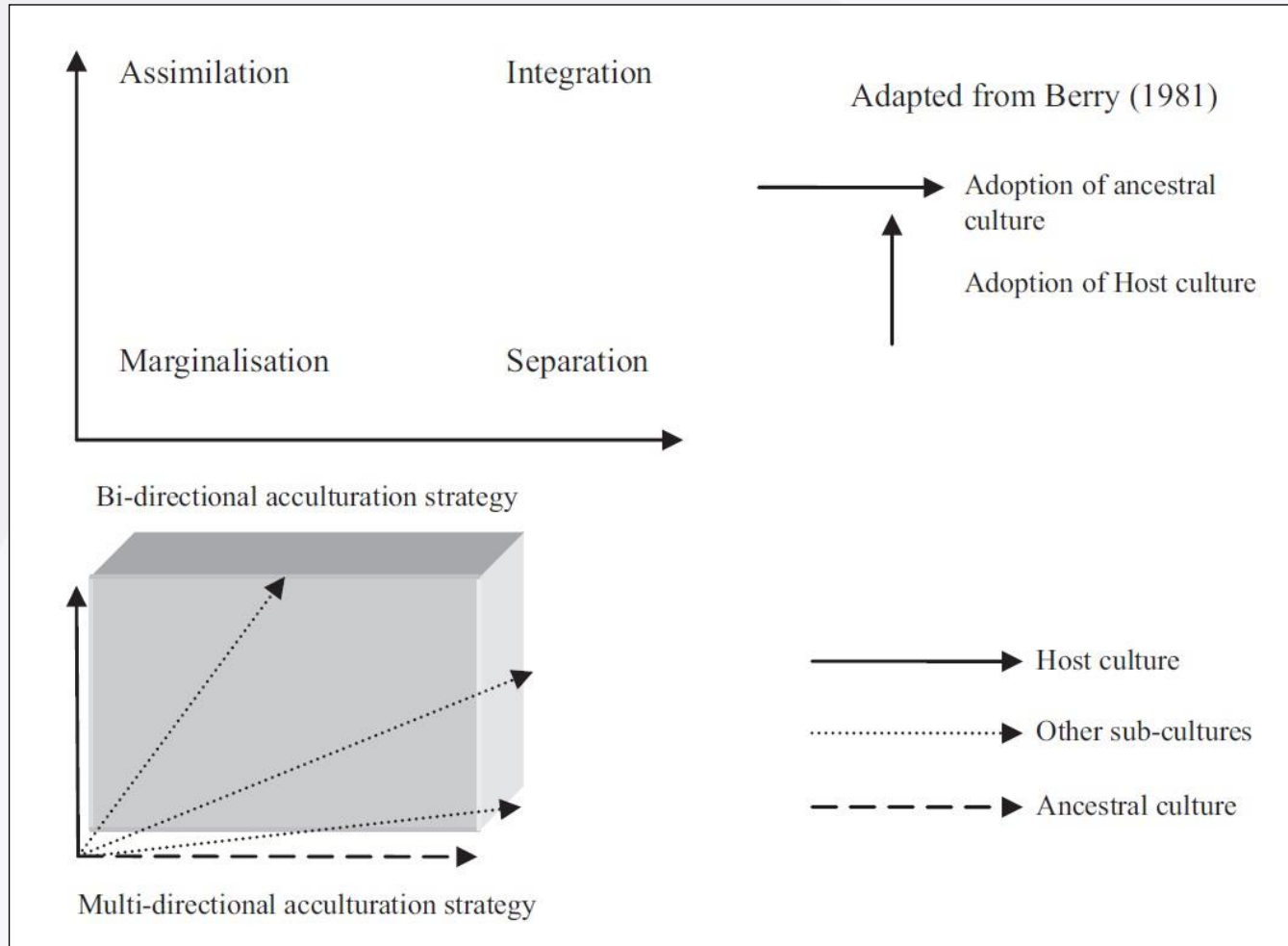


Figure 2: Bi-directional and multi-directional acculturation (Source: Dey et al. 2019)

- **Research Objectives**

- To explore the acculturation process of the South Asian diaspora within Bahrain in a multi-cultural context
- To develop a theoretical acculturation model from the unique multicultural environment within Bahrain

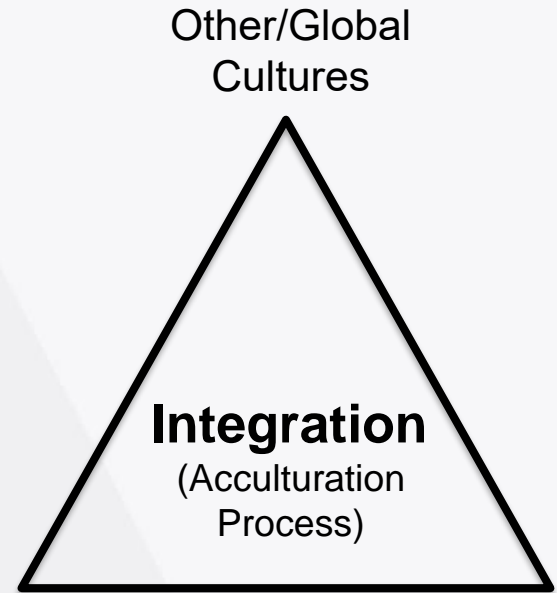
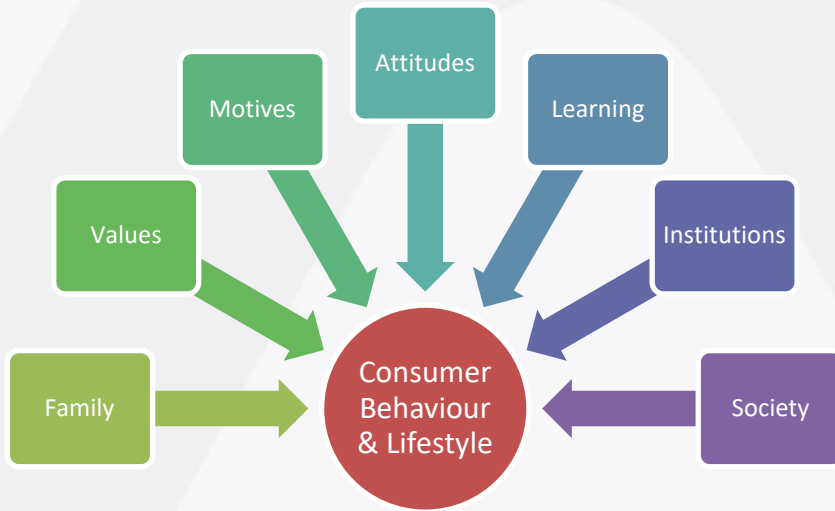
- **Research Questions**

- What and how are the acculturation strategies and outcomes?
- How acculturation strategies result to certain behaviours?
- How various institutional, social, familial, and other factors influence the acculturation strategies and subsequent behaviours of the South Asian diaspora in Bahrain.

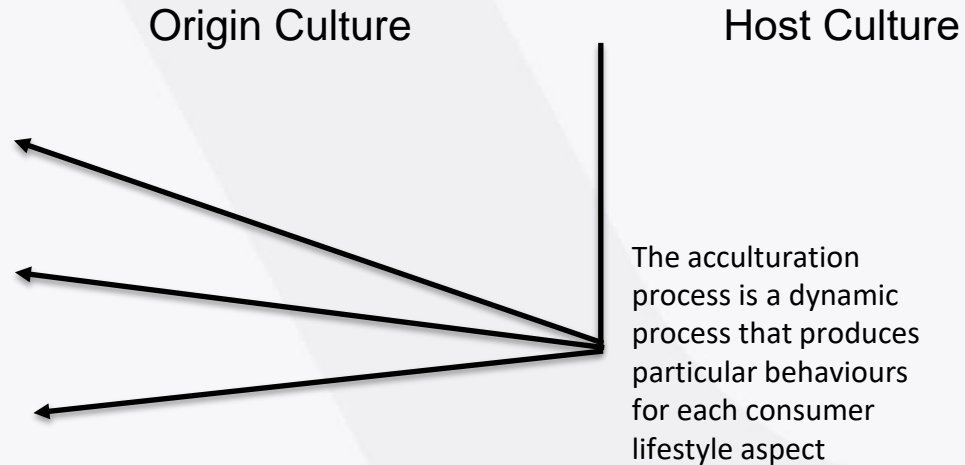
Methodology

- The research strategy designed and utilised for this research implemented detailed interviews with individuals from the South Asian diaspora, focus groups from the South Asian diaspora, and local individuals from the Kingdom of Bahrain in order to closely analyse and interpret various ethnic consumer's food consumption behaviors in the Kingdom of Bahrain.
- An interpretivist and inductive approach would provide insights regarding their interaction with the host and other cultures and how that is reflected in their food consumption behaviours.

Preliminary Acculturation Framework



- Traditional Desi
- Curious Desi
- Immersive Desi



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