

## **THESIS SUMMARY**

**Bogáromi Eszter**

Examining consumer acculturation as a function of social and  
cultural capital among Chinese living in Hungary

of doctoral (PhD) dissertation

Supervisor:

**Dr. Malota Erzsébet**

Associate Professor

Budapest, 2021

Department of Marketing Research and Consumer Behaviour

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## Contents

|       |  |    |
|-------|--|----|
| 1     | Background and justification to the research topic .....               | 4  |
| 1.1   | Purpose of the dissertation .....                                      | 5  |
| 1.2   | Description of the concepts and scales used for the dissertation ..... | 5  |
| 2     | Research methodologies used .....                                      | 8  |
| 2.1   | Research process .....   | 8  |
| 2.2   | Research methodology .....   | 9  |
| 2.2.1 | Methodology of the qualitative research .....                          | 9  |
| 2.2.2 | Methodology of the quantitative research .....                         | 11 |
| 2.3   | Research questions and hypotheses .....                                | 12 |
| 3     | Key findings and conclusions .....                                     | 20 |
| 3.1   | Results of the qualitative research .....                              | 20 |
| 3.2   | Results of the quantitative research .....                             | 22 |
| 3.2.1 | Main features of the model .....                                       | 22 |
| 3.2.2 | Results related to Chinese cultural capital .....                      | 23 |
| 3.2.3 | Results related to Hungarian social capital .....                      | 24 |
| 3.2.4 | Results related to cultural capital .....                              | 25 |
| 3.2.5 | Results related to language acculturation .....                        | 26 |
| 3.2.6 | Results related to knowledge and pride acculturation .....             | 27 |
| 3.2.7 | Indirect effects .....   | 28 |
| 3.2.8 | Theoretical and practical contribution .....                           | 28 |
| 3.2.9 | Limitations of the research and possible research directions .....     | 31 |
| 4     | Key citations .....  | 32 |
| 5     | Publications .....   | 34 |

# **1 Background and justification to the research topic**

According to the Department of Personal Data and Address Registration and Administration of the Ministry of Interior, in 2020 the total number of persons with valid residence permits issued by Hungary was 357,788, including all refugee statuses such as settlement permits, registration certificates, and temporary residence permits. In addition, there is a wide range of persons who have already acquired some form of citizenship or who are living in the country temporarily due to their work, studies or other life situation. It is clear that the group of people from other cultures is large and heterogeneous, and it is therefore impossible to avoid understanding their consumer behaviour. Despite this internal heterogeneity, distinct patterns can be detected in the impressions, reactions, acculturation strategies and behaviour of visitors to our country, which were also examined in our preliminary research.

The aim of this study is to understand the consumer acculturation process and to identify the factors that influence this process. We focus our primary research on the different types of capital based on the underlying research.

## **1.1 Purpose of the dissertation**

The aim of this dissertation is to **understand the consumer acculturation of Chinese people living in Hungary**. In examining the process of consumer acculturation, we focus on the social and cultural capital of individuals, and we are interested in the impact of Chinese social capital and Hungarian social capital on the acculturation and consumer acculturation processes. In this paper, we formulate several theses, the evaluation of which is part of the quantitative analysis.

Our research question: does social capital influence the acculturation and consumer acculturation processes of individuals? Does the social capital of the birth culture enhance the retention of the food and culture of the birth country? Alternatively, does the social capital associated with the host culture reinforce the adoption and absorption of the host culture?

## **1.2 Description of the concepts and scales used for the dissertation**

In the primary research phase of the dissertation, the concept of culture shock was based on the definition of Samovar et al., which states that "culture shock is a mental state of transition, when we move from a familiar cultural environment to an unfamiliar one and realise that our normative, established patterns of behaviour are ineffective"

(Samovar et al., 2000, p 10). In examining acculturation, we followed the theory of Phinney et al. (2001), who formulated a two-dimensional concept; therefore we developed separate questions and scales for both the native and the host culture in our analyses. For the topic of consumer acculturation, we used the model compiled at the end of the technical literature chapter on consumer acculturation, which includes the results of all the literature reviewed (Penaloza 1994, Askegaard et al. 2005, Cleveland and Laroche 2007, Cleveland et al. 2015, Gupta 2016). There is a movement between the types that emerge as a result of the consumer acculturation process, so the consumer acculturation outputs that emerge during our data collection are not considered definitive for the respondents, a shift is possible in the later stages, and our interpretation is along these lines.

The theoretical model used for the quantitative phase of the research is based on validated scales and questions adopted from the literature, which are presented below.

The **measurement of cultural capital** is based on Bourdieu's theory (Bourdieu, 2010), which further disaggregates cultural capital. The author defines threefold manifestation, and in our research we wished to represent cultural capital in all three states, so we linked questions to its incorporated, objectified and institutionalized states. To measure tangible cultural capital, we used the number of books owned, which was presented as a single question related to the

respondent's household. For the measurement of incorporated capital, we used cultural consumption, a type of leisure activity, which appears in the literature as a measure of incorporated cultural capital (Albert et al. 2016, Kovách et al. 2016). For this question, we looked at the frequency of visits to seven cultural sites. The cultural venues surveyed were the following: Museum, exhibition (1), Theatre, standup (2), Ballet, folk dance and other dance performances (3), Opera (4), Cinema (5), Concert of classical music (6), Concert of pop music (7). Last but not least, to measure the institutionalised status of cultural capital, we used the traditional variable of education. To get a more accurate picture, we not only looked at the respondent's education, but also at the education of his/her parents and the education of his/her spouse or partner. In the model, we present cultural capital as a latent variable, with three forms of representation.

For the measurement of **social capital**, we used familiarity with representatives of each profession based on professional literature; for 18 professions the respondent had to state how many people in the profession they knew who could be of help or advice to a greater or lesser extent if needed. An innovative feature of the survey is the inclusion of nationalities in the measurement of social capital, with the number of Chinese and Hungarian acquaintances in each profession being measured separately.

Within the topic of **consumer acculturation**, food consumption was examined, so the dietary acculturation measure used in the questionnaire was the Asian Indian Dietary Acculturation Measure (AIDAM) scale (Venkates, 2018). In the wording of the scale, the Indian nationality was replaced with Chinese, thus adapting the scale to the research question. In the AIDAM scale, 10 statements refer to food preparation, 3 statements refer to food purchase, 3 statements refer to religion and culture, and 13 statements refer to taste.

Several validated scales were used to measure **acculturation**. Our background research showed that language proficiency and language use in shopping situations are key determinants of acculturation, so we distinguished two levels for acculturation measurement. The first level was language acculturation, for which we used Chan and So's (2019) Short Acculturation Scale-Urdu version (SAS-U). For the second level of acculturation, we used Zhang and Moradi's (2013) scale, which duplicates the assessment of knowledge and pride by nationality.

## **2 Research methodologies used**

### **2.1 Research process**

The primary research of the dissertation consisted of two main parts, the qualitative basic research and the quantitative main research. The baseline research also consisted of two parts, the first phase of data



collection took place from February to April 2016 and the second phase of data collection took place one year later, from February to April 2017.

In the first phase of the baseline research, we identified the characteristics of culture shock in Hungary, the product scope of consumer acculturation and the differences between countries of origin. In the second phase, the results of the first research were used to develop both the intended sample and the scope of the topics covered. Based on the second set of qualitative findings and the literature review, the questionnaire and theoretical model for the quantitative research were designed. The quantitative research took place in 2021.

## **2.2 Research methodology**

### **2.2.1 Methodology of the qualitative research**

For our first baseline research, we looked at culture shock and consumer acculturation. Our research "raw material" consisted of 107 semi-structured interviews with foreigners of European, American and Asian origin living in Budapest for at least one year, conducted by students of the intercultural communication course at the Corvinus University of Budapest. We defined a stay of at least one year in Hungary because we wanted to exclude from our research people who had planned to stay for a short period of time - e.g. Erasmus students - because in their case, the short duration of stay does not allow us to

talk about acculturation strategies that presuppose a longer period (Berry, 1997). For the sampling procedure, we used quota sampling, with each quota group being a continent, and the number of items in the sample was divided into thirds according to the three continents - America, Asia, Europe. We defined arbitrary sampling within quotas (Horváth et Mitev, 2015). Prior to the interviews, the students received detailed training in interviewing skills, and the topics that would appear during the interviews were the same for all of them and were given to them beforehand. The topics included the perception of culture shock, acculturation and consumer acculturation. Maxqda software was used to analyse the essays.

The second phase of the research was conducted in 2017 and included 113 semi-structured interviews conducted by students of the intercultural communication course at Corvinus University of Budapest. Based on the results of the first phase, the target group of the research was narrowed down to people from Asia, with a quota sample of 50-50% for China and other Asian countries as the countries of origin. The preliminary results also justified the introduction of another quota criterion, namely the length of time spent in the host country, with a 50:50 ratio of persons having lived here for 1-3 years to persons having lived here for more than 3 years. The topics of consumer acculturation, food consumption and the description of the

network of contacts and relationships were more emphasised now in the interviews. We used content analysis to analyse the essays.

### 2.2.2 Methodology of the quantitative research

The target group of the quantitative research was the Chinese people living in Hungary, among whom the research was conducted. The data collection method for the quantitative research was a hybrid method, on the one hand we used online data collection (CAWI) with online questionnaire link distribution, on the other hand we used a drop off pick up survey recruited by interviewers.

Due to the small population size, the difficulty of knowing the exact number of items and the difficulty of free migration within the European Union, it was not possible to construct a sampling frame for the Chinese population in Hungary that would have allowed the use of random sampling. Therefore, a representative sample was not feasible. A non-random sampling procedure was used, including snowball sampling. We did not want to be satisfied with omitting any heterogeneity in the sampling, so we sought to ensure heterogeneity in the sample at the points of initiation of data collection of the snowball sampling.

The questionnaire was available in two languages (at the first question the respondent could choose between the language of the culture of birth and the language of the host culture), so the questionnaire could

be completed in Chinese (modern Chinese) and Hungarian. The planned time for completing the questionnaire was 25 minutes.

The hybrid data collection included a total of 340 questionnaire completions, from which all cases of missing data were deleted for analysis, resulting in a final database element count of 162.

Two common types of structural equation modeling (SEM) are covariance-based (CB-SEM) and variance-based (PLS-SEM). In our research, we used the PLS-SEM method, a choice supported by several characteristics. On the one hand, the use of PLS-SEM does not require a normal distribution at any of the measurement levels (Henseler et al., 2009). On the other hand, while CB-SEM can only be used for larger samples - hundreds of elements - PLS-SEM can also be used for samples with a smaller number of elements (Henseler et al., 2009). Due to the target population of our study, the prerequisite of CB-SEM, i.e. a number of hundreds of elements, was not possible.

### **2.3 Research questions and hypotheses**

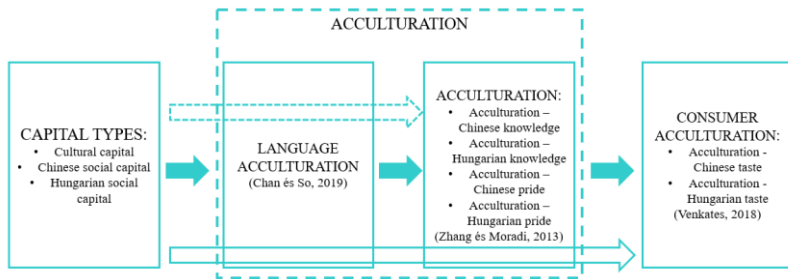
The aim of our analysis is to understand the consumer acculturation of Chinese people living in Hungary.

In examining the process of consumer acculturation, we focus on the social and cultural capital of individuals, and we are interested in the impact of Chinese social capital and Hungarian social capital on the acculturation and consumer acculturation processes.

In this paper, we formulate several theses, the evaluation of which is part of the quantitative analysis.

On the basis of the literature review and the underlying research, we have constructed a schematic representation of our theoretical model, which is shown in Figure 1.

### 1. Figure Planned model – schematic figure *(Source: own editing)*



**Research question 1:** Does the extent of the immigrants' social capital linked to their birth culture influence their acculturation and consumer acculturation processes?

H1\_1: Chinese social capital has a negative effect on language acculturation levels, i.e. those with stronger Chinese social capital are more likely to use Chinese.

H1\_2: Chinese social capital has a negative effect on the acculturation - knowledge of Hungarian culture factor, i.e. those with stronger

Chinese social capital typically have lower levels of knowledge of Hungarian culture.

H1\_3: Chinese social capital has a positive effect on the acculturation - knowledge of Chinese culture factor, i.e. those with stronger Chinese social capital have higher levels of knowledge and skills related to Chinese culture.

H1\_4: Chinese social capital has a positive effect on the acculturation - Chinese pride factor, i.e., those with stronger Chinese social capital have higher Chinese cultural pride.

H1\_5: Chinese social capital has a positive effect on the consumer acculturation - Chinese taste factor, i.e., those with stronger Chinese social capital are more likely to prefer Chinese food as their meals.

H1\_6: Chinese social capital has a negative effect on the consumer acculturation - non-Chinese taste factor, i.e., those with stronger Chinese social capital are more likely to dislike non-Chinese food as their meals.

**Research question 2:** Does the extent of immigrants' social capital linked to their host culture influence their acculturation and consumer acculturation processes?

H2\_1: Hungarian social capital has a positive effect on the level of language acculturation, i.e. those with stronger Hungarian social capital are more likely to use Hungarian.

H2\_2: Hungarian social capital has a positive effect on the acculturation - knowledge of Hungarian culture factor, i.e. those with stronger Hungarian social capital tend to have higher levels of knowledge of Hungarian culture.

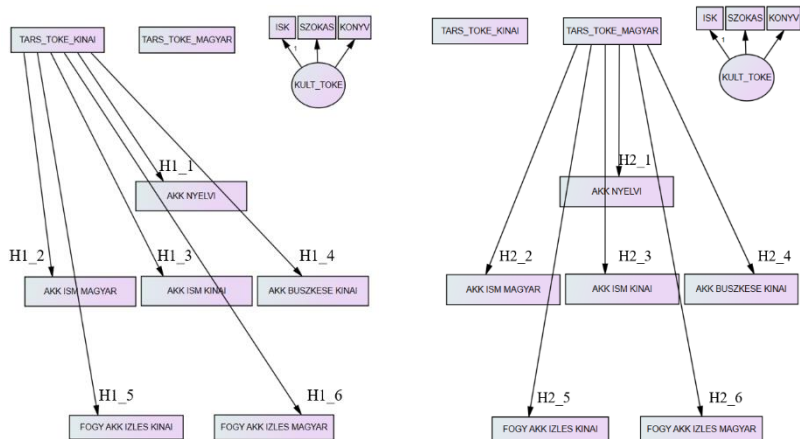
H2\_3: Hungarian social capital has a negative effect on the factor acculturation - knowledge of Chinese culture, i.e. those with stronger Hungarian social capital have lower levels of knowledge of Chinese culture.

H2\_4: Hungarian social capital has a negative effect on the acculturation - Chinese pride factor, i.e. those with stronger Hungarian social capital have lower pride in Chinese culture.

H2\_5: Hungarian social capital has a negative effect on the consumer acculturation - Chinese taste factor, i.e. those with stronger Hungarian social capital tend to dislike Chinese food for their meals.

H2\_6: Hungarian social capital has a positive effect on the consumer acculturation - non-Chinese taste factor, i.e. those with stronger Hungarian social capital are more likely to prefer non-Chinese food for their meals.

**2. Figure: Presentation of hypotheses related to social capital** (Source: own editing)



**Research question 3:** Does the extent of immigrants' cultural capital influence their acculturation and consumer acculturation processes?

H3\_1: Cultural capital has a positive effect on the level of language acculturation, i.e. those with stronger cultural capital are more likely to use Hungarian.

H3\_2: Cultural capital has a positive effect on the acculturation - knowledge of Hungarian culture factor, i.e. those with stronger cultural capital typically have higher levels of knowledge of Hungarian culture.



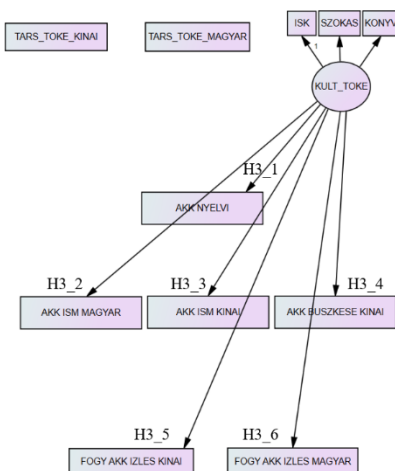
H3\_3: Cultural capital has a negative effect on the acculturation - knowledge of Chinese culture factor, i.e. those with stronger cultural capital have lower levels of knowledge of Chinese culture.

H3\_4: Cultural capital has a negative effect on the acculturation - Chinese pride factor, i.e. those with stronger cultural capital have lower pride in Chinese culture.

H3\_5: Cultural capital has a negative effect on the consumer acculturation - Chinese taste factor, i.e. those with stronger cultural capital are more likely to dislike Chinese food for their meals.

H3\_6: Cultural capital has a positive effect on the consumer acculturation - non-Chinese taste factor, i.e., those with stronger cultural capital are more likely to prefer non-Chinese food for their meals.

**3. Figure:**  
**Presentation of hypotheses**  
**related to cultural**  
**capital** *(Source: own editing)*



**Research question 4:** Does the language acculturation of immigrants influence their acculturation and consumer acculturation processes?

H4\_1: Language acculturation has a positive effect on the acculturation - knowledge of Hungarian culture factor, i.e. those who prefer to use the Hungarian language have a higher level of knowledge of Hungarian culture.

H4\_2: Language acculturation has a negative effect on the acculturation - Chinese culture knowledge factor, i.e. those who prefer to use Hungarian have lower levels of Chinese culture-related knowledge.

H4\_3: Language acculturation has a negative effect on the acculturation - Chinese pride factor, i.e. those who prefer to use Hungarian have lower pride in Chinese culture.

H4\_4: Language acculturation has a negative effect on the consumer acculturation - Chinese taste factor, i.e. those who prefer to use Hungarian tend to dislike Chinese food for their meals.

H4\_5: Language acculturation has a positive effect on the consumer acculturation - non-Chinese taste factor, i.e. those who prefer to use Hungarian prefer non-Chinese food for their meals.

**Research question 5:** Do immigrants' acculturation of knowledge and pride influence their consumer acculturation processes?

H5\_1: The acculturation factor of knowledge of Hungarian culture has a negative effect on the consumer acculturation - Chinese taste factor, i.e., those who are more familiar with Hungarian culture are less likely to prefer Chinese food for their meals.

H5\_2: The acculturation factor of knowledge of Hungarian culture has a positive effect on the consumer acculturation - non-Chinese taste factor, i.e., those who are familiar with Hungarian culture are more likely to prefer non-Chinese food for their meals.

H5\_3: The acculturation factor of knowledge of Chinese culture has a positive effect on the consumer acculturation - Chinese taste factor, i.e., those who know Chinese culture well are more likely to prefer Chinese food for their meals.

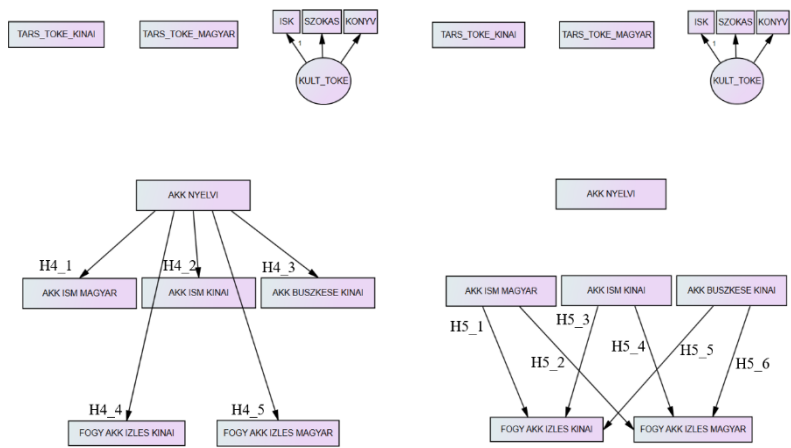
H5\_4: The acculturation factor showing knowledge of Chinese culture has a negative effect on the consumer acculturation - non-Chinese taste factor, i.e., those who are well-versed in Chinese culture tend to dislike non-Chinese food for their meals.

H5\_5: The acculturation factor showing pride in Chinese culture has a positive effect on the consumer acculturation - Chinese taste factor, i.e., those who are proud of Chinese culture are more likely to prefer Chinese food for their meals.

H5\_6: The acculturation factor showing pride in Chinese culture has a negative effect on the consumer acculturation - non-Chinese taste

factor, i.e., those who are proud of Chinese culture tend to dislike non-Chinese food for their meals.

**4. Figure: Presentation of hypotheses related to acculturation***(Source: own editing)*



### 3 Key findings and conclusions

#### 3.1 Results of the qualitative research

The results of the two qualitative studies are presented as summaries. In the qualitative research, we asked questions about identity, acculturation strategies, changes in consumption habits, as well as contact and media consumption. For the identity question, the interviewees gave the importance and place of each culture in the answers – the attachment seen in the acculturation literature.

In addition to cultural distance, personal characteristics and habits also strengthened the identity of the culture of birth. A strong preservation of the birth culture identity was pronounced among persons who maintained *close contact with relatives and friends who stayed at home*, or who spent their daily life with non-Hungarians. The closeness of persons belonging to their birth culture and persons belonging to other non-Hungarian cultures was equally strong in determining the retention of birth culture.

The distance between cultures and personality traits were mutually reinforcing, so that people who had not even begun to learn Hungarian or had stopped learning it became even more isolated from people of their host culture, and the preservation of their native culture became even more pronounced.

All the respondents reported that **food consumption** was the area where they kept their identity the most, and where they could connect the most to their culture and core identity. They most strongly associate tastes and cultural traditions from home with holidays, so those who have been living in Hungary for several decades also preserve their Chinese, Mongolian, Afghan identity through traditional Chinese, Mongolian, Afghan holidays.

It is clear from the interviews that for people with a mixed identity or with the identity of the host culture, there are certain product

categories and products that they would definitely choose from the host country. For the majority of the products chosen, the quality due to the short distance is the reason for the country of origin aspect. In the case of vegetables, fruit and meat products, respondents mention that they do not prefer products from outside the host country because of the long distance between countries.

The identities given in the interviews could also have been described by analysing their **media consumption**, so strongly did the interplay between each nation's media consumption and identity emerge. On the one hand, we can talk about content consumption and on the other hand, communication channels, which are difficult to separate in social media products.

Based on qualitative research, we have identified the consumption area, highlighted language acculturation and focused on social capital.

## **3.2 Results of the quantitative research**

### **3.2.1 Main features of the model**

Not all of the knowledge and pride acculturation scales were usable in the PLS-SEM model, due to the correlation of the Hungarian knowledge and pride acculturation factors we had to remove the acculturation - Hungarian pride factor from the model. The other elements showed a good model fit. There are several indicators used in the literature to characterize the fit of SEM models, the criteria for

each indicator and the values that appear in our model are shown in Table 1. The results show that the model fits well.

**Table 1 Indicators of model fit**

| Index   | Acceptance interval                  | Values typical of the model |
|---------|--------------------------------------|-----------------------------|
| CMIN/DF | <3 good fit, <5 acceptable           | 2,189                       |
| CFI     | >0,95 good fit, >0,9 acceptable      | 0,969                       |
| RMSEA   | <0,8 good fit, 0,08 – 0,1 medium fit | 0,086                       |
| AGFI    | >0,8                                 | 0,851                       |

*Source: own editing based on own results with acceptance interval values based on Nikkiah et al. (2018)*

### 3.2.2 Results related to Chinese cultural capital

A significant effect of Chinese social capital is observed on the acculturation of knowledge and pride. The  $\beta$  values associated with the paths are all negative, and their size is nearly the same (Table 2). The negative sign implies that as Chinese social capital increases, the values of the acculturation factors of knowledge and pride decrease. In other words, those with higher Chinese social capital typically have higher levels of knowledge of both Hungarian and Chinese culture and are more proud of Chinese culture than their counterparts with low Chinese social capital.

**Table 2 P values and extent of regression paths for Chinese social capital**

| Variable              | Hypothesis | $\beta$ * | P    |
|-----------------------|------------|-----------|------|
| AKK_NYELVI            | H1_1       | ,181      | ,169 |
| AKK_TUDAS_M           | H1_2       | -,374     | ,001 |
| AKK_TUDAS_K           | H1_3       | -,267     | ,035 |
| AKK_BUSZK_K           | H1_4       | -,296     | ,018 |
| FOGY_AKK_KINAI_IZLES  | H1_5       | ,122      | ,209 |
| FOGY_AKK_MAGYAR_IZLES | H1_6       | -,041     | ,731 |

*Source: own editing, based on own research (\* size of unstandardised regression paths)*

It is also noteworthy that Chinese social capital has a positive effect on knowledge related to Hungarian culture, i.e. Chinese social contacts also play an important role in the learning of Hungarian culture.

### 3.2.3 Results related to Hungarian social capital

The significance and  $\beta$  values for the hypotheses related to Hungarian social capital are shown in the following table. Hungarian social capital also shows a significant impact for three paths, but the pairs of variables do not match the pairs of variables of Chinese social capital, so not only in terms of direction and strength can we say that Chinese and Hungarian social capital have different effects, but also in terms of the variables. Hungarian social capital has a significant effect on language acculturation, acculturation - Chinese culture knowledge, and acculturation - Chinese culture pride factors.



**Table 3 P values and extent of regression paths for Hungarian social capital**

| Variable              | Hypothesis | $\beta$ * | P    |
|-----------------------|------------|-----------|------|
| AKK_NYELVI            | H2_1       | -,599     | ,002 |
| AKK_TUDAS_M           | H2_2       | ,234      | ,183 |
| AKK_TUDAS_K           | H2_3       | ,724      | ,000 |
| AKK_BUSZK_K           | H2_4       | ,748      | ,000 |
| FOGY_AKK_KINAI_IZLES  | H2_5       | -,074     | ,620 |
| FOGY_AKK_MAGYAR_IZLES | H2_6       | ,058      | ,752 |

*Source: own editing, based on own research (\* size of unstandardised regression paths)*

The  $\beta$  value of the language acculturation path is -0.599, indicating that those with stronger Hungarian social capital are more likely to use Hungarian. The Chinese culture pride ( $\beta = 0.748$ ) and Chinese culture knowledge ( $\beta = 0.724$ ) acculturation variables are directly affected by Hungarian social capital, with positive  $\beta$  values for both variables, indicating that Hungarian social capital reduces the pride associated with Chinese culture and reduces the level of Chinese culture knowledge almost to the same extent.

### 3.2.4 Results related to cultural capital

Cultural capital shows a significant relationship only for one hypothesis, language acculturation.

**Table 4 P values and size of regression paths for cultural capital**

| Variable    | Hypothesis | $\beta$ * | P    |
|-------------|------------|-----------|------|
| AKK_NYELVI  | H3_1       | ,384      | ,004 |
| AKK_BUSZK_K | H3_4       | -,050     | ,637 |
| AKK_TUDAS_K | H3_3       | -,133     | ,234 |

| Variable              | Hypothesis | $\beta$ * | P    |
|-----------------------|------------|-----------|------|
| AKK_TUDAS_M           | H3_2       | ,176      | ,102 |
| FOGY_AKK_MAGYAR_IZLES | H3_6       | ,238      | ,052 |
| FOGY_AKK_KINAI_IZLES  | H3_5       | ,060      | ,473 |

Source: own editing, based on own research (\* size of unstandardised regression paths)

The  $\beta$  value for the relationship is 0.383, indicating that individuals with high cultural capital are more likely to use the Chinese language.

### 3.2.5 Results related to language acculturation

For language acculturation, we found three significant relationships, these three are acculturation variables; the consumer acculturation variables are not directly affected by language acculturation.

**Table 30 P values and size of regression paths for language acculturation**

| Variable              | Hypothesis | $\beta$ * | P    |
|-----------------------|------------|-----------|------|
| AKK_TUDAS_M           | H4_1       | ,481      | ***  |
| AKK_TUDAS_K           | H4_2       | -,174     | ,043 |
| AKK_BUSZK_K           | H4_3       | -,237     | ,005 |
| FOGY_AKK_KINAI_IZLES  | H4_4       | ,128      | ,088 |
| FOGY_AKK_MAGYAR_IZLES | H4_5       | ,117      | ,202 |

Source: own editing, based on own research (\* size of unstandardised regression paths)

The  $\beta$  values of language acculturation are negative for the acculturation variables related to Chinese culture, i.e. both knowledge of Chinese culture and pride in Chinese culture are more pronounced for those who prefer to use Chinese. The direction of the impact on

knowledge of Hungarian culture is opposite, with higher levels of knowledge of Hungarian culture among those who prefer to use Hungarian actively or passively.

### 3.2.6 Results related to knowledge and pride acculturation

Last but not least, we examine the impact of knowledge and pride acculturation on consumer acculturation variables, the last set of hypotheses.

**Table 31 P-values and size of regression paths for the knowledge and pride acculturation variables**

| Variables                               | Hypothesis | $\beta$ * | P    |
|---|------------|-----------|------|
| AKK_TUDAS_M -><br>FOGY_AKK_KINAL_IZLES  | H5_1       | -,030     | ,688 |
| AKK_TUDAS_K -><br>FOGY_AKK_KINAL_IZLES  | H5_3       | ,532      | ***  |
| AKK_BUSZK_K -><br>FOGY_AKK_KINAL_IZLES  | H5_5       | ,308      | ***  |
| AKK_TUDAS_M -><br>FOGY_AKK_MAGYAR_IZLES | H5_2       | ,250      | ,006 |
| AKK_TUDAS_K -><br>FOGY_AKK_MAGYAR_IZLES | H5_4       | ,330      | ,003 |
| AKK_BUSZK_K -><br>FOGY_AKK_MAGYAR_IZLES | H5_6       | ,159      | ,157 |

*Source: own editing, based on own research (\* size of unstandardised regression paths)*

Four of the six relationships are considered significant, i.e. four relationships exist. In sum, the Chinese taste variable of consumer acculturation is determined by Chinese acculturation, such as pride and knowledge, while the non-Chinese taste variable of consumer acculturation is influenced by knowledge of the two cultures. Based

on these findings, it can be concluded that increasing familiarity can increase the consumption of non-Chinese products.

### 3.2.7 Indirect effects

Standardised indirect effects are a good way of comparing the impact of different types of capital in terms of their size. Hungarian social capital has the largest indirect effect on the consumer acculturation Chinese taste variable (0.335), with Hungarian social capital having a weakening effect on Chinese taste. The consumer acculturation Chinese taste variable is strengthened by cultural capital (-0.109) and Chinese social capital (-0.181), the latter having a stronger effect on Chinese taste than cultural capital.

The consumer acculturation non-Chinese taste variable is also affected by Hungarian social capital, weakening it (0.173). Chinese social capital also strengthens the variable consumer acculturation non-Chinese taste (-0.158), which overall shows that Chinese social capital strengthens consumer acculturation towards both cultures, creating a stronger emotional attachment, while Hungarian social capital creates a kind of cultural distance and weakens both consumer acculturation variables.

### 3.2.8 Theoretical and practical contribution

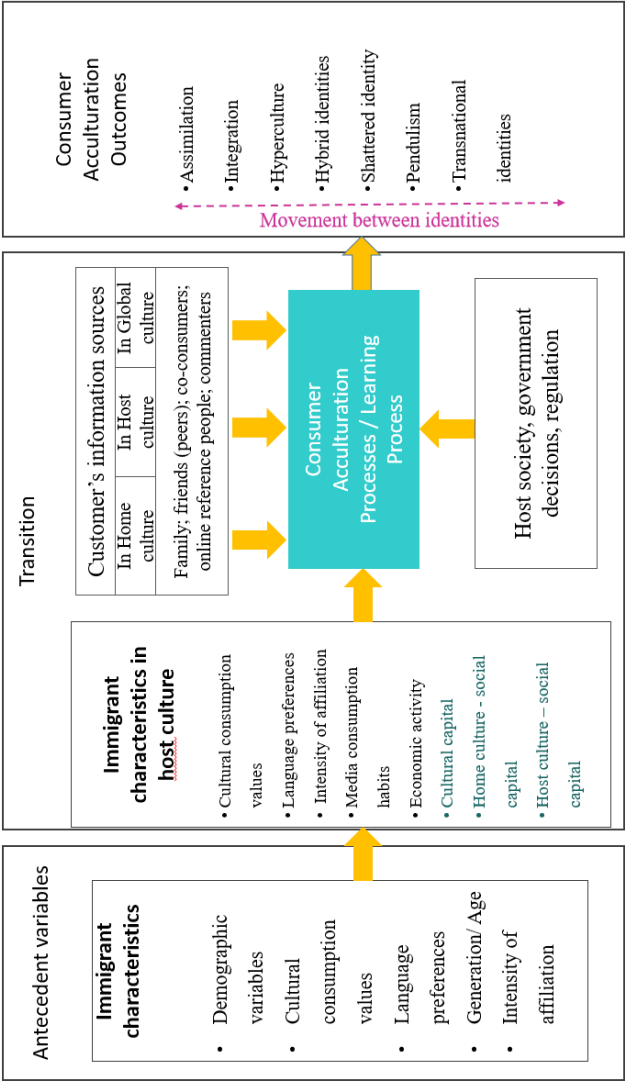
In this dissertation, at the end of the review of the literature on consumer acculturation, we have presented an extended version of the

basic model associated with Penaloza (1989), which we have drawn up on the basis of the review. As a result of our primary research, we can say that both Chinese and Hungarian social capital have an impact on the consumer acculturation process through their direct effect on acculturation. Cultural capital also had an impact on the process. Therefore, the added value of our research in the literature is in understanding the process of consumer acculturation. In Figure 5, we have displayed our research findings in the summary figure of the literature - types of capital.

The research methodology was also new, which was introduced in the measurement of social capital. Social capital was not surveyed as a whole, as it appears in the literature, but was measured along the two cultural groups in order to examine immigrant groups.

The results can be put to practical use in several areas, with the linguistic results being valuable for retailers and the consumer acculturation results for brand owners.

**5. Figure. Complementary figure of the consumer acculturation literature** (Source: own editing)



### 3.2.9 Limitations of the research and possible research directions

One of the limitations of our research is the lack of representativeness in quantitative research. Since we do not have reliable data on the Chinese population living in Hungary that would allow us to know the exact number and internal proportions of the population, it is not possible to collect representative data. If an accurate description of the Chinese minority becomes available in the future, the research will have to be repeated. Furthermore, in the case of social capital, occupational weights have not been established and a later survey is needed to establish the weights.

The topic is rich and there are many research opportunities and directions, but we will highlight the most important ones. In order to refine the measurement of social capital, we also propose to measure global social capital and to examine the relationship between the three types of social capital in a future research project. Based on our results related to language acculturation - barriers to product knowledge and its effect - we suggest identifying important product-related information in a future research, which could reduce the cost of resolving language differences.

To further validate our findings, we propose to repeat the research in other countries, also among the Chinese population. Alternatively,

repeating the research among other cultural groups may also yield valuable results.

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