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The Impact of Immigrants' EU Identity on Their Purchase Intention of Products with Different Origins: The Role of Reactive Ethnicity in Shaping Immigrants' EU Identity

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Abstract

The globalization and migration in the last few decades have caused the population movements in the world that changed the shape of many societies and social groups. In order to understand the state of the social groups, the sociologists, anthropologists and political scientists have been studying the formation of social identities. In the last 20 years, the marketing researchers have investigated the social identities as an important component of consumer behavior. Most of the research until today observed the relationship between the national and global identity. However, the formation of the regional identities such as the EU identity for the immigrants has not been studied yet to a level to have a clear understanding of the topic. Therefore, the consumption behavior of these growing group of people present many unknowns.

Together with the guidance of the previous research models from social identity theory and reactive ethnicity, this master thesis aims to mainly determine the formation of the EU identity and the influence of EU identity on the immigrant consumers purchase intentions for the variety of products that come from four different origins. The empirical research was conducted with the data obtained from 311 Turkish immigrant respondents in Germany and Austria.

The results revealed that the European identity is positively correlated with the national and global identities. However, a negative correlation was detected for its relationship with the ethnic identity. The interplay between the European identity and the ethnic identity and the reasons for the negative relationship has been explained with the guidance of the term “reactive ethnicity”.

The second part of the results revealed the influence of the European identity on the purchase intentions of the products from different origins. The European identity of the immigrants is observed to be rather weak in comparison and it only predicts the purchase intentions of European and global products. Therefore, for the brands that define immigrants as their target group, we suggest that their marketing communication strategies should be implemented with care by utilizing on the European cues only when it is impossible for the brand to identify itself with the national or ethnic values and symbols. That being said, it is also observed that utilizing on European cues in marketing communication strategies would

be very useful for the brands from the other European countries and rest of the world that target the consumers from ethnic minorities in Europe.

Keywords: Social identity theory, European identity, regional identity, dual identity, multiple identities, reactive ethnicity, perceived discrimination, religion, ethnic identity, national identity, global identity, consumer behavior, purchase intentions, product preference, non-Eu immigrants.

Table of Contents

Acknowledgements.....	III
Abstract.....	V
List of Tables	IX
List of Figures	IX
List of Abbreviations	XI
1 Introduction	1
1.1 Problem Statement	3
1.2 Research Gap	5
1.3 Research Question.....	7
2 Theoretical Background	8
2.1 Social Identity Theory.....	8
2.2 The influence of Social Identities on Product Preference	9
2.3 Social Identities.....	10
2.3.1 National Identity	10
2.3.2 Global Identity	10
2.3.3 European Identity	11
2.3.4 Ethnic Identity	12
2.4 Multiple Identities	13
2.5 Social Identity of Immigrants in Europe	14
2.6 Reactive Ethnicity	16
2.7 Product Preference of Immigrants in Europe	18
3 Research Model	19
3.1 Development of Hypotheses	20
3.2 Control Variables	24
4 Methodology.....	27
4.1 Country of Research.....	27

4.2	Ethnic Background of Participants.....	28
4.3	Data Collection	29
4.4	Questionnaire Design.....	29
4.5	Variables and Measures	30
4.5.1	Attitudes Towards Products Scale.....	30
4.5.2	Purchase Intention Scale	31
4.5.3	Social Identities	32
4.5.4	Reactive Ethnicity	32
4.5.5	Attitude Towards Europe.....	33
4.5.6	Demographics	34
5	Analysis and Results.....	35
5.1	Sample Description	35
5.2	Validity and Reliability	38
5.3	The European Identity of its Immigrants	39
5.3.1	Relationship between Reactive Ethnicity and the European Identity	42
5.3.2	The Influence of The European Identity on Product Preferences	43
5.4	Hypotheses Results	49
6	Discussion and Conclusion.....	51
7	Theoretical Contributions	56
8	Managerial Implications.....	59
9	Limitations and Future Research.....	62
	Literature Review	X
	Appendix.....	XVI
	Appendix A) English Questionnaire	XVII
	Appendix B) SPSS Outputs	XXXIII
	Appendix C) German Abstract.....	XLIX

List of Tables

Table 1: The distribution of the social demographic variables.....	37
Table 2: Validity and Reliability Tests	38
Table 3: Comparison of Means of Social Identities	41
Table 4: Comparison of Means of Perceived Discrimination.....	41
Table 5: EU ID-Reactive Ethnicity Linear Regression Results.....	43
Table 6: Purchase intentions comparison (DE vs AT)	44
Table 7: EU ID – Purchase Intention of Domestic Products Linear Regression Analysis ..	45
Table 8: EU ID – Purchase Intention of European Products Linear Regression Analysis ..	46
Table 9: EU ID – Purchase Intention of Global Products Linear Regression Analysis	47
Table 10: EU ID – Purchase Intention of Ethnic Products Linear Regression Analysis.....	48
Table 11: Hypothesis Results	50

List of Figures

<i>Figure 1: Conceptual Model.....</i>	19
<i>Figure 2: Correlations between the social identities.....</i>	40

List of Abbreviations

AT Austria

DE Germany

e.g. for example (Latin: *exempli gratia*)

et al. and others (Latin: *et alii*)

EU European Union

ID identity

i.e. that is (Latin: *id est*)

M mean

MIPEX Migrant Integration Policy Index

1 Introduction

A successful integration of the immigrants is crucial in terms of economic development and social cohesion in a nation (Pflegerl et al, 2005). Understanding the ethnic minority groups through research has the potential to allow guidance to support social cohesion by creating positive inter-ethnic group relations between the ethnic minority and majority groups (Peñaloza, Lisa, 2018). Evaluating the topic of exclusion of minority groups is particularly important in that sense to remove the barriers which allows a successful integration. Together with the growing ethnic and cultural diversity, a higher risk of social exclusion has been reported for ethnic minorities and immigrants. Beginning from the 2000s, the topic of managing migration became an important topic especially on a political level (Pflegerl et al, 2005).

The politicians in Europe today are facing challenges to make decisions on immigration based on market morals which demand skilled integration and humanistic morals that demand solidarity (Luedicke, 2015). The movement of people with the rise of globalization in the recent years, together with the negative representations of immigrants has resulted in awakening of right-wing parties and anti-immigrant attitudes in Europe (Espinosa et. al, 2018). In many occasions, the rise of nationalism and right-wing parties in Europe changed the image of immigrants as the people on welfare who heavily burden the economy (Luedicke, 2015). These changes in the societies inevitably gave birth to notions such as prejudice and discriminatory attitudes towards the groups that are perceived as the “out-group”. Together with the increase of the numbers of immigrants in Europe, there are many examples of exclusion of its certain ethnic minority groups (Bello, 2016).

The globalization in the world gave the people the possibility to select and adapt any social identity they would like (Arnett, 2002). However, the perceived discrimination and the challenges of integration has been reported to put the immigrants in a state of identity conflict which results in effectuating their social identity (Fleischmann et. al, 2016). A sense of belonging and a shared identity is essential to obtain a social cohesion in a society (Verkuyten et. al, 2012). Therefore, how immigrants form their social identity is an important aspect to understand the state of immigration (Sperling, 2013).

The conceptual roots of the social identity theory have been outlined by Tajfel (1978). According to the social identity theory (SIT), the self-categorization occurs through

reflecting self as an object and classifying itself with relation to other social categorizations. The identity is formed through the self-categorization process (Stets et. al 2000). These self-categorizations such as religion, gender and ethnicity determine the notions of “us” and “them” (Tajfel, 1978).

Due to the mentioned challenges of assimilation, many of the immigrants in many parts of the world including Europe, Asia and the US have been reported to turn to their roots by having the tendency to have stronger connections with their heritage culture over the host culture that they live in. This occurrence has resulted in many immigrants from these ethnic groups to have relatively strong ethnic identities and weak national identities. The literature entitles this tendency of the immigrants with the term “reactive ethnicity” (Diehl et. al, 2006; Rubén, 2008; George et. al, 2016).

With the increasing importance of the European Union and an increase in its immigrants, the concept of European identity became a topic of research in the 90s. (Sperling, 2013). According to Fligstein (2008), %3,9 of people living in Europe considered themselves as Europeans exclusively and %43,3 of the population in Europe claim that they identify themselves sometimes with their European identity and sometimes with their national identity depending on the situation. This shows that in total 47,2% of the European population identifies themselves with their European identity under certain circumstances.

Many researchers claim that the European identity due to its civic nature is an alternate identity for the immigrants which they have an easier access compared to national identity (Agirdag et. al, 2016; Oshri et. al, 2016; Erisen 2017). However, the literature also encourages future research upon the topic of the European identity development of the immigrants due to the ethnic and cultural boundaries that the European identity presents (Fligstein, 2008; Fleischmann et. al, 2016).

From a marketing perspective, with the rise of globalization, the migrations and interracial marriages are resulting in the consumers having new and multiple social identities. Therefore, it is becoming more common that the European consumers are identifying themselves more with regional identities like the European Identity instead of a specific national identity (Zhang et. al, 2009). The identification with multiple identities results in the diversification of the market and its consumers making some identities are more salient than the others (Usunier, 2006; Harmon et. al, 2009).

Given the dynamic characteristic of the social identity development of individuals, the studies on immigrant's social identity development and consumption behavior will help the marketers develop the right marketing communication strategies and reach out to these subgroups of consumers. Therefore, ethnic marketing research provides the opportunity to connect the marketers to the consumers from the minority groups by enhancing an understanding of their identities and their relationships with the host cultures (Arnett, 2002; Peñaloza, Lisa, 2018).

1.1 Problem Statement

Following the labor migration in the 1960s and 1970s, immigration began to accelerate at a high rate in Europe in the late 1980s with the changes in political, social and economic landscape of the world due to the collapse of the communist system (Pflegerl et al, 2005). The demographic predictions of Europe indicate that changes to a large extent should be expected in terms of the ratios of ethnic backgrounds and religions. To be precise, it is expected that in the near future due to the fertility rates and migration, immigrants overall and especially the population of ethnic minorities from religions such as Islam and Orthodox Christianity will continue to increase in numbers in Europe (Potančoková, 2015).

The statistics from the United Nations (2019) indicate that in Europe since the year 2000, the number of international immigrants has risen from 57 million to 82 million which makes %7,8 to %11.0 of the population respectively. The countries Germany and Austria accommodate together almost 15 million of these immigrants which corresponds close to 20% of their population each. The demographic outlook of the both countries are changing and the change is expected to continue until the foreseeable future (Potančoková, 2015).

The main psychological outcome of globalization and movement of the people is the changes in identity of the individuals which determines how the individuals place themselves in their environment. The changes in the identity of the individual include having multiple identities, being confused about identity or choosing an identity form in order to belong to a group with like-minded people (Sperling, 2013).

Positive contact and experiences with members of an out-group can help an individual build a common in-group identity. If a positive contact is not achieved, the individuals tend build an identity that is based on their own group (Ikram et. al, 2016). If a positive interaction is

not achieved between the immigrants and the dominant population, identity clashes through political views, religion, values and attitudes may lead to the perception of exclusion of the individual (Josiassen, 2011).

The immigrants often fail to get access to the host society in the case when the host society is reluctant on identifying itself as an intercultural society. The discrimination towards immigrants can come in many forms such as migration policies, employment regulations or simply by social exclusion (George et. al, 2016). In many European countries the instances such as the 9/11 has also marginalized the Muslims in the western world to belong to the “other”. The perception was supported by the mass media by displaying the Islam as being a contradiction to the Western cultural values (Verdugo et. al, 2008). The research claim that 30% of the ethnic minorities in Europe are dealing with discrimination due to their ethnic backgrounds with stereotypes such as language deficit and low education (Ikram et. al, 2016). The exclusion of the immigrants define how they define “we” and “they” are and this as a result may trigger a need to elevate their self-esteem (Rubén, 2008).

As a result, the perception of being excluded from the host culture by the immigrants in Europe may put the immigrants into a state of identity conflict (Ersanilli et. al, 2011). The previous research in Europe has mostly focused on the exclusion of the Turkish and North African immigrants in Europe and the outcomes in terms of their social identity development (Holtz et. al, 2013; Kunst 2013). The findings display the challenges of these groups building a strong belonging to the host population and developing a strong national identity due to their ethnic and religious lines (Teney et. al, 2016). Nevertheless, the issue does not apply only for Europe as the exclusion of the Arab, South Korean and Mexican ethnic minority groups in the US has also been observed by the literature together with similar outcomes (Rubén, 2008).

From a consumer behavior perspective, many of the research has findings that the ethnic identity of the individual is also a predictor for their purchase intention of the ethnic products if these products are available in the market (Josiassen, 2011). With religious commitment of the individual being a key determinant, the research claims that the ethnic identity of the immigrants has positive impact to their purchase intentions of the ethnic products (Verkuyten et. al, 2012). Moreover, in some cases the immigrants have been observed to prefer ethnic products over the national products even if they recognized the superiority of the local products in terms of quality (Sevim et. al, 2016; Kizgin, 2016).

That being said, the companies in Europe may continue to lose their market share against the global competition if the excluded groups continue to lean towards the ethnic products due to their social identity development (Josiassen, 2011; Verkuyten et. al, 2012). The multiple identity characteristic of the European identity might allow the European brands to reach out to the immigrant consumers in Europe by building the right marketing communication strategies (Micevski et. al, 2019). Nevertheless, the position of the European identity of the immigrants and its influence on purchase intentions of products with different origins is yet to be determined.

1.2 Research Gap

The literature about the feeling of exclusion and the perceived discrimination of the immigrants is scarce. How immigrants respond to perceived disadvantages or discrimination should be implemented for further investigation (Marion Fischer-Neumann 2014; Platt et. al 2014). There is already evidence that the social exclusion has a big role in the growth of reactive ethnicity of the immigrants in Europe which resulted in disidentification from their national identity. (Ehrkamp et. al, 2005; Diehl et. al, 2006).

Moreover, the status of the ethnic groups in terms of their European identity is not yet clear. The literature until this day have mostly neglected the possibility that immigrants might also identify with a supranational identity such as the European identity. There exists a research gap especially for the rapidly growing population of the immigrants who moved to the European region from outside of the continent. The generations of immigrants are shaping the European society and the researchers must clarify the European identity development especially for these immigrants (Sperling, 2013).

Some literature claim that the immigrants generally tend to prefer national products in order to support their assimilation to the host culture. Consumption of national products allow them to signal a degree of belonging to the majority population (Verlegh, 2007; Luedicke, 2015). However, it is known that the product preference of an individual might be determined on a deeper level of psychology to communicate a specific identity. As useful as it is, a perspective of social identity in consumer behavior is underutilized and there is need for fruitful further research (Reed et.al, 2002). Researchers such as Verkuyten et. al, (2007) and Josiassen, (2011) have bridged the gap between the marketers and the consumers from

the minority ethnic groups with the guidance of social identity theory. However, the lack of research on the European identity of immigrants extends also to their consumption behavior (Teney et. al, 2016).

Micevski et. al, (2019) recently investigated for the first time the European identity specifically as a predictor of the product preferences of the local consumers in Europe. The findings of the research indicated that the European identity is a dual identity for the local consumers with national and global elements that predict the purchase intentions of local and global products in the market. However, the European identity of the immigrants and their purchase intentions of products with different origins in particular has never been investigated by the literature until this day. Added to this, how the immigrants build and develop their social identities in the case of exclusion also need rectifying (George et. al, 2016). Studies on the notion of reactive ethnicity will help the researchers understand how the immigrants forge their social identities depending on their assimilation and exclusion levels (Diehl et. al, 2006).

Thus, additional investigation on how the emerging sub-group of immigrants in Europe build their social identities with the responses to surroundings and how their social identities impact their product preferences of products with different origins will allow a thorough understanding of the immigrant consumers of Europe (Verkuyten et. al, 2007, Reed et. al, 2012). Therefore, additional research on the European identity of the immigrant consumers and its relationship with their product preference from minority groups would substantially contribute to the existing literature.

1.3 Research Question

With regards to the research gap and the latest developments in the topic of identities of immigrants in Europe and their consumption behavior, the research questions are presented as follows;

RQ1: To what extent does the reactive ethnicity impact on the development of EU identity amongst immigrants?

RQ2: To what degree does the European identity of the immigrants in Europe effect their purchase intentions for domestic, EU, ethnic and other foreign products?

These research questions separate the study of this research into two main parts. The first research question aims to investigate and find answers to the social identity development of the immigrants in Europe with an emphasis on their perception of exclusion from the dominant population and its effect on their European identity. The second research question is determined to investigate the influence of the European identity of the immigrants to their purchase intentions of products from different origins. The combination of both research questions has been arranged to contribute to the social sciences and international marketing research by determining the state of the European identity of the immigrants and its influence on the purchase intentions.

2 Theoretical Background

2.1 Social Identity Theory

The people generally show tendency to belong to a group to receive the benefits that come from the membership (Lau, 1989). The memberships to these social groups are usually reasoned in order to accomplish personal and social goals (Stets et. al 2000). The formed identities lead to classifications and help the individual to create his/her own self-concept (Reed et.al, 2002).

The social identity of the individual is formed from the memberships to specific groups that are defined through comparisons which result in categorizations such as gender, ethnicity and religion which allows the distinctions between “us” and “them” with the goal of elevating self-concept (Tajfel, 1978). The people who do not belong to the category of self are categorized as the out-group. As a consequence of the individual’s self-esteem, the in-group is generally judged positively and where on the other hand, the out-group is judged negatively (Stets et. al 2000).

The comparisons of the perceptions of in-group and out-group are followed by the individual’s motivation to enhance his/her self-esteem by the superiority of the in-group over the out-group. If the superiority of the in-group does not exist, the individual tends to follow alternative strategies to enhance his/her self-esteem by changing the criteria of the comparison or by trying to become a member of the superior out-group. However, becoming a member of the out-group is more realistic and easier if the out-group is similar to the in-group in terms of status (Tajfel and Turner, 1986).

The members of the low-status groups are psychologically and politically in a different level compared to the dominant groups. If the individual is a member of such a group, the strategy of “changing the criteria of comparison” may be implemented by the individual together with behavior such as emphasizing own group values and turning to the past for solace (Brown, 2000). This strategy is closely related to the disidentification from the host culture identity (Verkuyten et. al, 2007).

A membership to a group that has low status has a negative impact on the group members’ self-concept. To overcome this issue, the individuals are known to have the tendency to leave the own group and attempt to be a member of the superior group with high status. This is another strategy that the individuals may apply which is called “individual mobility

strategy". In any case, both strategies ("changing the criteria of comparison" and "individual mobility strategy") shape the individuals' social identity and are implemented simply in order for the individual to gain the highest subjective utility from the situation (Ellemers et. al, 1993).

A basic important notion of the social identity is that the members of a particular identity are motivated to act towards the norms of the group in order to maintain the benefits that come along (Lau, 1989). In that regard, the members of the same social identity are known to share a uniform perception and behavior patterns (Stets et. al 2000). Therefore, the influence of social identity on purchase intentions has been studied by many international marketing researchers in order to improve the understanding of consumer behavior (eg., Verlegh, 2007; Zhang et. al, 2009; Josiassen, 2011; Micevski et. al, 2019). In general terms these studies have found out that there is a pattern and a correlation between the social identity development of the individual and his/her purchase intentions of the products from the corresponding social identities.

2.2 The influence of Social Identities on Product Preference

As the consumer behavior is not functionally optimal, the purchase decisions are usually under the influence of the symbols that the identification of the products in the marketplace. The identification of the individual and his/her self-concept is a main factor determining the purchase intentions of the consumers (Reed et. al, 2012).

Once the in-group and out-group are determined, the individuals show tendency to have a positive bias towards the performance of the in-group and a negative bias towards the performance of out-group in order to elevate their self-evaluation (Verlegh, 2007). In other words, the people perceive their surroundings according to their identities and are motivated to behave consistently with respect to their identities. The same principle holds for the consumption behavior of the individuals such as preferring certain products over others with the influence of their identities (Reed et. al, 2012).

The purchase of certain goods in many occasions is a strategy to of an individual to associate self with a desired social identity or disassociate from an undesired social identity (Verlegh, 2007). This occurrence is closely related to the individual mobility strategy that the individuals implement to elevate their self-concept (Ellemers et al, 1993). This strategy has

been observed to be applied by the immigrants in many occasions with the aim to signal a degree of belonging to the host population (Luedicke, 2015).

The research in Europe until this day has claimed that national, global, European and ethnic identities are the main identity groups that exist in consumers' minds which have been proven to be relevant regarding their product preference of national, global, European and ethnic products (e.g, Verlegh, 2007; Zhang et. al, 2009; Josiassen, 2011; Micevski et. al, 2019).

2.3 Social Identities

The literature until this day has focused on four main social identities in Europe to provide evidence regarding the influence of social identities on consumption behavior. These four identities are named as national Identity, European identity, ethnic identity and global identity (e.g. Zhang et. al, 2009; Josiassen, 2011; Teney et. al, 2016; Micevski et. al, 2019).

2.3.1 National Identity

The term national identity describes the positive attitudes of the individual towards a nation (Tajfel and Turner, 1986). A local identity like national identity consists the interest in local traditions, customs and events with a recognition of the uniqueness of the local community (Arnett, 2002). Being a citizen of a certain nation is not a necessity for the individual to develop a national identity towards any nation. This means that an individual can develop a national identity towards a nation regardless of his/her citizenship or ethnic background (Tajfel and Turner, 1986).

A shared national identity is essential for a society to function properly as it supports the national solidarity (Verkuyten et. al, 2012). However, the members of the minority subgroups may struggle combining their subgroup and national identities as a result of identity clashes (Josiassen, 2007). The challenges are usually presented due to differences in ethnic and religious lines between the host society and minority groups (Fligstein et. al, 2012).

2.3.2 Global Identity

By contrast to the national identity, global identity describes the positive attitude of the individual towards globalization and the global community. Being global is the change on

identity of an individual as the individual identify him/herself beyond being a member of a nation but as a global citizen (Zhang et. al 2009). The global identity is a psychological outcome of globalization that consists interest values of others rather than dissimilarities among other people around the world and the individuals who hold this identity are generally interested in the global events. Because globalization is very much likely to be an important force in the psychological development of the people in the foreseeable future, global identity is seen as an important category of social identity which also can present high level of complexity (Arnett, 2002).

From a consumer behavior perspective, globalization led to transformation of consumer behavior and the creation of a global consumer culture which made a large number of consumers adopt a global identity. These consumers categorize themselves as cosmopolitans (Reed et. al, 2012).

2.3.3 European Identity

The comparison of the national identity and global identity is oversimplified and not sufficient in today's Europe. Europe has become a superordinate regional entity that is recognized by its citizens and the people outside of Europe (Diamantopoulos et. al. 2017). Similar to the definitions of national and global identities, a geo-social identity represents the positive feelings towards that region. (Lau, 1989; Tajfel, 1978). Thus, the European identity represent the positive feelings towards Europe which is an entity that incorporates the nations belonging to Europe as a whole (Micevski et. al, 2019).

The European identity is highly related to the national identity and for the large part of European citizens, the European identity exists along with the national identity. The growth of the European identity has shown stagnation especially since 2007 mainly due to the slow economic growth and the rise of the right-wing political parties in Europe. However, as the younger population of Europe is more open towards a common identity in Europe, it might be that the process of European identity development among the European society is just beginning (Fligstein et. al, 2012).

The membership to a European Identity is guided by accepted group norms and behaviors and do not have to be dependent on factors such as race and ethnicity. European identity is defined by "Europeanness" and is not only influenced only on the geographic location, but it is created by the values, behavior and motivation of the individuals (Kennedy, 2013). The

civic nature of the European identity allows people that are not born and raised in a European nation to also develop a European identity (Fleischmann et. al, 2016). Therefore, Agirdag et. al, (2016) claims that for that reason the European identity is an alternative option especially for the members of the minority sub-groups in Europe that could not develop a national identity due to the challenges that arise from their ethnic origins.

2.3.4 Ethnic Identity

Ethnic identity is the subjective membership to the individuals own ethnic group that involves positive feelings towards that particular group and its values (Ikram et. al, 2016). Ethnic identity represents the values of ethnicity of the individual's self-concept and reflects the categories like race and religion of the individual (Cleveland et. al, 2011).

Similar to all of the other three mentioned social identity categories, ethnic identity does not eliminate the being of other identities such that ethnic identity can co-exist with other identities such as global identity (Cleveland et. al, 2011). There is already evidence that many of the immigrants have a tendency to have a dual identity of both national as well as ethnic identity (Kizgin, 2016).

The assimilation theory expects an increase in the national identification and a decrease in ethnic identity for the second and third generation of immigrants. However, the previous research indicates that in some cases the ethnic identity of these generations is at times stronger compared to the first generation of immigrants (Platt et. al, 2014). The tendency of the individuals to have a maintain a strong ethnic identity over the national identity exists mostly for the oppressed groups who face challenges and disadvantages compared to the dominant groups in some aspects due to their exclusion from the host society. When the individuals experience discrimination, in order to protect their self-esteem and psychological well-being, they tend to turn to their ethnic identity to be able to make ingroup comparisons instead of outgroup comparisons (Tajfel & Turner, 1986; Crocker et.al, 1989).

The religion is such a big part of ethnic identity that the studies had difficulties separating the two (Duderija, 2007). Verkuyten et. al, (2012) argue that religion forms a big part of the ethnic identity as it is developed at an early age and it represents the base of the individual's cognitive world. The term "reactive ethnicity" captures the relationship between exclusion of the immigrants and their ethnic identity development with an emphasis on religion (Diehl et. al, 2006, Diehl et. al, 2016).

2.4 Multiple Identities

Due to globalism and political factors, the traditional singular “ethno/national” identity is fading. With that we are witnessing the emergence of multiple identities (Verdugo et. al, 2008). Most adults have multiple roles and group memberships which allows them not just one but multiple identities (Settles et. al, 2004). For example, according to Arnett (2002), most people today develop both local and global identities.

That being said, when two culturally different identities meet, due to differences in normative expectations, the movement from one identity to the other may be challenging for some individuals as the process usually requires a higher use of cognitive, emotional and psychological effort. The identity interference is also dependent on the influence of the individual’s other identities. The more important identities are harder to disidentify, the more difficulties the individuals might have to develop an identity or center themselves between the two different identities as a result (Settles et. al, 2004). However, when two identities conflict with one another, the individuals may also reject one identity and pursue the other in order to keep their identities in balance (Reed et. al, 2012).

Due to the evidence on the disidentification of the ethnic minorities from their national identity, the literature about the social identity development of the minority subgroups has focused mainly on their ethnic identity development (Josiassen, 2011). For example, the research of (Verkuyten et. al, 2012) claims that ethnic identity and national identity of the ethnic minorities in Europe in general terms showed a negative correlation. Nevertheless, there is also literature that as (Neumann et. al, 2014) considers the national identity and ethnic identity to be independent from each other meaning that each identity can be either strong or weak for an individual. Apparently on an individual level, both identities can clearly co-exist as one third of the participants in the research of (Verdugo et. al, 2008) have identified themselves with both their ethnic and national identity.

Although, the literature on the existence of the European identity together with other identities is relatively scarce, the European identity is known to be closely related to the national identity in Europe due to the ethno-nationalist values that the European identity presents (Fligstein et. al, 2012). However, the regional identities such as the European identity are considered to be supranational and may present the people the chance to hold multiple identities according to their feeling of belonging (Martinelli, 2017).

In the context of marketing, the existence of supranational entities and multiple identities is known to diversify the market and its consumers (Usunier, 2006). For example, the European identity is defined as a dual identity that consists both national and global elements within itself. In that regard, the European identity is observed to predict purchase intentions of consumers both for national and global products (Micevski et. al, 2019).

Nevertheless, it is important to state that the multiple identities may not always be consistent for each circumstance with the interplay that occurs amongst each other. The individuals are known to determine their cognitive activities and behaviors in a way that their social identities are not conflicting (Reed et. al, 2012). As some social identities might be more salient compared to others for the individuals who hold multiple identities, it is beneficial for the marketers to know which identity of their target group is more significant than the others (Harmon et. al, 2009). For that reason, it holds great importance to study the interplay between the social identities of the immigrants once all of the mentioned social identities are introduced to investigate their impact on purchase intentions of products with different origins.

2.5 Social Identity of Immigrants in Europe

The literature suggests that for the majority of the immigrants in Europe, the host identity is the preferred identity in order to have a sense of belonging to the host culture (Elif Erisen 2017). However, many of the immigrant groups in Europe have shown relatively low levels of national identification (Verkuyten et. al, 2012; Fleischmann et. al, 2016). At the same time, many of the immigrant groups in Europe have reported to have a higher level of European identity compared to their national identity (C. Teney et. al, 2016). The reason for that might be that the immigrants identify differently with regional identities that present different meanings and levels of accessibility than the national identities (Sperling, 2013).

The national identity is relatively harder to develop by the immigrants in Europe as the Europeans mostly see that their societies are derived from a main majority population (Alba et. al 2014) On the other hand, the European identity is socio-politically defined as a civic identity. For that reason, it is determined less from ethnic characteristics such as religion, race and language. Therefore, the European identity has the potential to provide the immigrants the positive aspects of national identity which is a sense of belonging to the

dominant culture without the risk of losing ethnic identity. In other words, the European identity is an alternate identity that is more accessible by the immigrants in Europe compared to their national identity (Agirdag et. al, 2016). Moreover, having a European identity can put the immigrants in a higher social status or simply provide them acceptance by the European society. This provides another motivation for the immigrants to identify themselves with the European identity (Erisen, 2017).

However, developing the European identity can also present challenges for immigrants as on the opposite side of civic European identity stands the “ethno-nationalist” side of Europe. This version of Europe views certain immigrants that form the ethnic subgroups which come from outside of the European region as the non-Europeans. Especially the Turkish and North African immigrants in Europe have been reported to face obstacles to form their European identity (Fligstein et. al, 2012).

The EU identity is promoted with the values of diversity, human rights and the protection of minorities (Oshri et al, 2016). However, on the contrary, the study of (Licata et. al, 2002) has displayed the association between the European identity and the xenophobia towards the non-Eu immigrants. A paradoxical situation has been observed that although Europe was generally associated with humanistic values by the individuals, the European identifiers are also connected to relatively high xenophobic attitudes towards the non-Eu immigrants. A great number of immigrants who came to Europe had low levels of education, which translated into low-status and low-paid jobs. In that regard, some of the immigrant groups are stigmatized in the host society due to their ethnic backgrounds.

It is known that if there is a lack of positive feedback from the in-group, the individual may seek for more beneficial identities elsewhere (Alam et. al, 2006). In that regard, the issue of discrimination has been a main factor of the identity conflict of the immigrants in Europe. The perceived discrimination of immigrants has a negative impact on the host culture identity of the immigrants even for the 2nd generation of immigrants who have relatively higher integration levels towards the host culture. The majority of these immigrants in Europe who perceived discrimination had the tendency to identify with their ethnic groups (Fleischmann et. al, 2016).

2.6 Reactive Ethnicity

The majority of the literature about assimilation and identity development of immigrants investigated the immigrant's unwillingness to integrate. However, the notion "reactive ethnicity" provides a different perspective on the topic by studying the identity development of the immigrants as an outcome of their reaction to social exclusion. In the case of perceived discrimination and the challenges of assimilation, the immigrants in Europe have been observed to have the tendency to reject the host culture by adjusting their behavior (Çelik, 2015). Similar patterns have been observed by other studies from Rubén, (2008) and George et. al, (2016) for a number of immigrant sub-groups from different ethnic backgrounds residing in Asia and America.

As one of the cornerstones of the research field, Diehl et. al (2006) claim that the reactive ethnicity is the adherence of the immigrants to their ethnic culture in the case of exclusion from the host society. This phenomenon had an effect on how immigrants defined "we" and "they" which resulted in many of the immigrants having a weaker national identity and a stronger ethnic identity.

It must be remembered that acceptance by others in a particular group is the strongest form of acceptance into a social group (Stets et. al 2000). In that regard, the evidence suggests that the key element determining how the immigrant consumers adapt identities is determined by their acceptance from the dominant group. Ethnic minorities who feel more as a part of the majority culture also feel more accepted by the host culture compared to the others. The positive interactions with the dominant groups members together with how they construct their identity leads to how they are viewed by the members of the host culture (Schaafsma et. al, 2009). In the absence of acceptance, the oppressed groups may perceive discrimination from the dominant group. This results in being in a disadvantaged state and a lowered self-esteem. The lowered self-esteem increases the tendency of the stigmatized group to make in-group comparisons (Crocker et. al 1989).

The perceived discrimination is known to be positively related with depressive symptoms that corresponds to negative physical and mental health amongst the immigrants in the Western world (Ikram et. al, 2016). As an outcome of exclusion, the individuals tend to reject the host national society and connect to their ethnic group or be simply confused about their involvement (Berry et al. 2006).

The reactive ethnicity is boosted also when the individuals believe that themselves and the other members of their ethnic group are also excluded from the host society and are being victims of inequality. Therefore, there is a positive relationship between reactive ethnicity of the immigrants and the perception of legal inequality. On the other hand, the national identity of the immigrants was observed to be higher in the case of legal equality (Ersanilli et. al, 2011). Therefore, the literature on the reactive ethnicity determined the perceived discrimination of an individual or a group as a key determinant to the notion of reactive ethnicity (e.g. Diehl et. al. 2006; Rubén, 2008; Güveli, 2015; Çelik, 2015).

As an outcome of exclusion, the individuals are known to create their social network consisting mostly the members of the own heritage group in order to balance and support their self-esteem (Tajfel and Turner, 1986; George et. al, 2016). In that regard, the literature of the reactive ethnicity indicates that the number of friends of the individual that are from the dominant host group also determines the tendency of the individual to show reactive ethnicity (e.g. Diehl et. al, 2006; Rubén, 2008; Çelik, 2015).

Besides boosting ethnic identity of the individuals, religion was also observed to weaken the depressive symptoms that are caused by the perceived discrimination (Ikram et. al, 2016) On top of that, religion allows the immigrants to have a belonging to an unfalsifiable group that is seen to promise eternal and transcendent truths (Verdugo et, al 2008). Other psychological factors that explains the pursuit of religion by the immigrants are the desire for control and the search for self-enhancement (Ysseldyk et. al, 2010). Many immigrants in Europe, have been reported to form ethno-religious communities that play crucial part in shaping their social identities (Güveli, 2015).

Another indicator of reactive ethnicity of an individual is the ability or the willingness of the individual to speak the host language which is proven to determine the cognitive frameworks of the individuals (Rubén, 2008; Luna et. al, 2008). It has been overall observed that the immigrants that show resistance against improving their ability to speak the host language in the given country also tend to move away from the host identity in terms of their social identity development (Diehl et. al, 2006).

All in all, the term “reactive ethnicity” determines the alienation of the immigrants from the host culture with dimensions such as identification as a member of ethnic group, perceived

discrimination, lack of host language skills, lack of social connections with the host population and religious commitment (Diehl et. al, 2006; Güveli, 2015; Ikram et. al, 2016).

2.7 Product Preference of Immigrants in Europe

The guidance of the social identity theory has the potential to assist the marketers to understand the consumption behavior of the consumers. Many researchers until this day have investigated the relationship between the social identity of consumers and their product preference (Zhang et. al, 2009; Reed et. al, 2012; Micevski et. al, 2019). However, the social identities of the immigrants in Europe is relatively complex and the literature upon this topic for the immigrants from different ethnic groups in Europe is very scarce. (Teney et. al 2016).

The immigrant's consumption behavior is mainly adjusted with the pursuit of a meaningful coexistence. The purchased items on many occasions have signal symbolic meanings of power, status and belonging (Luedicke, 2015). Within the social identity theory, the immigrants may make purchasing decisions in order to associate themselves with the desired social identity or dissociate themselves from an unwanted social identity (Verlegh, 2007). On the other hand, many researches have observed a tendency of the immigrants in Europe to turn towards their ethnic groups that allowed them to enhance their ethnic identity over their national identity (Verkuyten et. al, 2007).

In terms of consumption behavior, the disidentification of the immigrants from their national identity has been observed to influence their purchase intentions of the national products in a negative way and identification towards the ethnic identity was seen to affect the purchase intentions of ethnic products in a positive way (Josiassen, 2011; Verkuyten et. al, 2012). However, it is yet to be seen how the identity conflict of the immigrants will influence the development of a supranational identity like the European identity and its influence on their purchase intentions of products with different origins.

3 Research Model

The purpose of this chapter is to describe the proposed researched model of the study by emphasizing on the relationships between the variables based on the previous literature and findings upon the topic of social identities and the purchase intentions of the immigrants. The research model is structured with the main goal of capturing the influence of the European identity on the product preference of immigrants. However, the research model design is implemented also to investigate the relationships between all of the four main social identity categories of immigrants in Europe (National ID, Global ID, European ID, Ethnic ID) and the influence of the European identity to the purchase intentions of all four main product categories (Domestic, Global, European, Ethnic) which is suggested by the literature in order to provide a thorough understanding of the phenomenon (e.g. Josiassen et. al, 2011; Verkuyten et. al 2012; Teney et. al, 2016; Micevski et. al, 2019).

Additional findings on the development of the European identity of the immigrants are also evaluated to compliment the recent literature with an emphasis on reactive ethnicity and its dimensions where the apparent research gap stands. A questionnaire has been designed to be able to effectively measure the suggested relationships between the variables of the model. With regards to the purpose of the study, the research model stands as follows on figure 1:

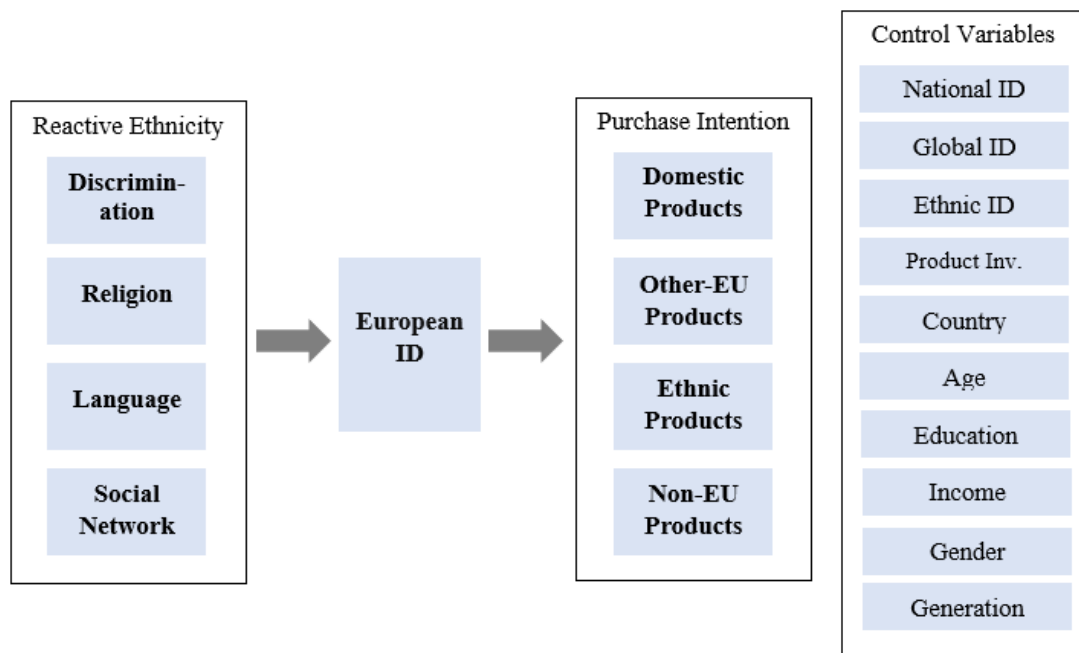


Figure 1: Conceptual Model

3.1 Development of Hypotheses

Due to globalization, political reasons and the need for workforce, the movement of the people in the world have resulted in many of the individuals in Europe holding multiple identities (Verdugo et. al, 2008). As the national identities of the countries in Europe are embedded in the European identity, the studies on the European identity claim that the European identity and the national identities may coexist among the general population in Europe as the national identity is does not to exclude any sense of belonging to a superordinate regional entity. The results from previous studies have shown that the national identity and the European identity are not negatively correlated (Teney et. al, 2016). As a matter of fact, the two identities are very closely related to each other. It is possible that the European identity provides the immigrants the positive values of national identification such as sense of belonging to the dominant culture and system without the risk of losing the connection to the ethnic identity and values (Agirdag et. al, 2016).

Although, the European identity is considered a civic identity which is more accessible for the immigrants in Europe compared to the national identities, the “ethnonationalist” side of European identity still presents a considerable amount of ethnic and cultural boundaries for the immigrants who could not develop an identity that belongs to the dominant culture (Fligstein et. al, 2012). Added to this, there is plenty of evidence that the immigrants have a tendency to polarize towards developing either an ethnic heavy identity or a host heavy identity (e.g, Josiassen, 2011; Verkuyten et. al, 2012).

As they both are less reliant to country borders, the European identity and global identity represents many affiliations to a wider regional entity (Tajfel,1978; Lau, 1989). The civic nature of a regional identity like the European identity and the Global identity places them in a common territory of social identities (Agirdag et. al, 2016). Added to this, the research of Micevski et.al. (2019) already claim that the European identity consists many global elements within itself. Therefore, a positive correlation between the European identity and the global identity of the immigrants is expected.

As the European identity is considered to be a regional host identity for the countries in Europe that present many global characteristics, we expect for the European identity of immigrants to be positively correlated to the national identity and global identity but negatively correlated to the ethnic identity of the immigrants in Europe. Therefore, the Hypothesis 1 is presented as follows;

H1: The European identity of immigrants is positively correlated with their national identity and global identity but negatively correlated with their ethnic identities.

It must also be considered that the dynamic characteristic of the social identity elevates the importance of outside factors such as the social exclusion from the dominant population which is proven to be a major factor when it comes to the identity formation of immigrants (Alam et. al, 2006; Fleischmann et. al, 2016).

The international antiracist movement helped remove the symbolic boundaries based on race in Europe but the boundaries have been replaced by religion, language and culture. (Bail et. al, 2008). The research claims that 30% of the ethnic minorities in Europe are dealing with perceived disadvantages to a certain degree due to their ethnic backgrounds (Ikram et. al, 2016). The perceived discrimination and the challenges of integration has been reported to put the immigrants in a state of identity conflict (Fleischmann et. al, 2016). How immigrants respond to perceived disadvantages or discrimination should be implemented for further investigation (Marion Fischer-Neumann 2014; Platt et. al 2014).

The notion of reactive ethnicity captures the outcomes of the social exclusion with an emphasis on social identity formation of the immigrants (Çelik, 2015). The previous literature has mostly focused on four factors that influence the reactive ethnicity of the immigrants which are the dimensions of host language skills, religious commitment, perceived discrimination and the number of friends from the host population. (e.g. Diehl et. al. 2006; Rubén, 2008; Güveli, 2015; George et. al, 2016).

The perceived discrimination is detrimental to the self-esteem of the individuals that may put them into a state of identity conflict (Berry et al, 2006). The weakened host identification presents circumstances for the individual to change the criteria of comparison with the out-group and emphasize with him/herself with the own ethnic group (Brown, 2000). Therefore, the perceived discrimination is claimed to be one of the biggest factors of exclusion and therefore the reactive ethnicity of the immigrants (Diehl et. al, 2006).

The social identities of the bilingual individuals are known to be triggered from specific cognitive frameworks that are determined by their languages which have influence also to their behaviors (Luna et. al, 2008). The similarity or dissimilarity of the subgroups to the dominant population can be categorized by their language skills. These distinctions between

the social groups are created mainly by the ability or the willingness of the individuals to speak the related languages (Rubén, 2008).

The perception of eternal truth that is presented by religion aid the immigrants overcome the symptoms of depression that result from their identity crisis and also help them handle the pressure of adaptation (Ysseldyk et. al, 2010; Sevim et. al, 2016). Therefore, religious commitment of the individual under the notions of religiousness and the religious affiliation is seen as a critical determinant of reactive ethnicity (Güveli, 2015; Sevim et. al, 2016; Kadić et. al, 2017).

A part of the reactive ethnicity is the tendency to make stronger connections with the heritage ethnic groups rather than the host population (Diehl et. al, 2006). In the case of exclusion, the immigrants tend have a bigger social network with the members from the ethnic group and have less friends from the host group to be able to make more in-group comparisons with the goal of balancing and supporting their self-esteem (Tajfel and Turner, 1986; George et. al, 2016).

The mentioned four determinants are presented with the most evidence by the related previous literature and these determinants have all been observed to have a negative influence on the host identity of the immigrants (e.g. Diehl et. al, 2006; Fleischmann et. al, 2016). Added to this, the previous literature about the European Identity of the immigrants encourages the future research to include the indicators of the reactive ethnicity in order to have a better understanding of the European identity development of immigrants in Europe (Erisen, 2017). Therefore, with the assumption that the European identity is a host identity for its immigrants, the Hypothesis 2 is presented as follows;

H2: Reactive ethnicity of immigrants has a negative impact on their European identity such that:

H2a: Perceived discrimination of immigrants has a negative impact on their European identity.

H2b: Religious commitment of immigrants has a negative impact on their European identity.

H2c: The lack of host language skills of the immigrants has a negative impact on their European identity.

H2d: Having more friends from the heritage culture than the host culture has a negative impact on the immigrant's European identity.

As mentioned before, due to the goal of enhancing one's self-view, the formation of the identities of the individuals is related to their consumption behavior. The initial research has found out that the national identity of the individual is related to the purchase intention of domestic products whereas the global identity of the individual was observed to be related to the purchase intention of global products (Zhang & Khare, 2009). Moreover, there is plenty of evidence that confirms that other social identities such as the European identity and the ethnic identity also predicts the consumption behavior of an individual (Josiassen et. al, 2011; Verkuyten et. al, 2012; Micevski et. al, 2019).

Previous research on European identity investigated that the European identity is in a way a dual identity that combines both the domestic and the global elements together. Moreover, the findings show that the European identity predicts both domestic and foreign product preferences (Micevski et. al, 2019). However, the relationship between the European identity and the product preference for the immigrants in particular was never studied by the literature. So, at this point, the literature on the relationship between the European identity of immigrants and their product preference is non-existent. However, there is some evidence on the motives of the immigrants on their purchase intentions of product with different origins.

The immigrants are keen to shape their consumption behavior to signal a sense of belonging to the dominant culture by preferring the products from the host culture (Luedicke, 2015). By consuming European products, a sense of belonging to the dominant culture can place them in a higher position in the host society (Erisen, 2017). Due to the superordinate nature of the European identity, similar to the research of Micevski et. al. (2019), we expect that the European identity of the immigrants to be positively correlated not only to their purchase intentions of European products but also domestic and non-EU foreign products.

In that regard, as the aim of this research is to investigate the influence of the European identity of the immigrants on their product preference, the hypothesis 3 can be proposed as follows;

H3: European identity of immigrants has a positive impact to their purchase intentions of European products; domestic products and non-EU foreign products.

The majority of the immigrants aim to belong to the country of settlement and therefore would like to make commitments in that regard. Therefore, their preferred identity is accepted as the identity that represents the host culture (Verkuyten et. al, 2012). The immigrants tend to consume products from the host origin to signal a belonging to the host culture with the aim of enhancing self-esteem and have a higher position in terms of power and status (Luedicke, 2015). Which in the case of Europe, the European identity together with the national identity are accepted as the desired host identity groups for the immigrants residing in Europe (Erisen, 2017).

The study of Verlegh (2007) claim that the individual mobility strategy may be implemented by the immigrants through avoiding the purchase of certain goods in order to dissociate themselves from their own subgroups and to be able to associate themselves with the desired social identities that are linked with the dominant population. The literature suggests that, the way the immigrants implement this strategy as a reaction to a possibly negatively perceived ethnic identity needs rectifying (Brown, 2000). In the direction of the research, we expect that the immigrants that have higher levels of European identity to implement the individual mobility strategy to dissociate themselves from the ethnic identity by avoiding the purchase of ethnic products. Therefore, for the immigrant consumers in Europe we expect a negative relationship between their European identity and their purchase intention of ethnic products. For that reason, the hypothesis 3 can be proposed as follows;

H4: European identity of immigrants negatively impacts their purchase intention of ethnic products.

3.2 Control Variables

In order to be able to have an effective recognition between the dependent and independent variables, several variables need to be controlled for. This section explains the reasoning behind the selected control variables which are product involvement, country of residence, age, education, income, gender and generation of migration.

It is known that individuals generally develop multiple identities (Settles et. al, 2004). Some identities are more salient than others determining the behavior according to the circumstances in order to avoid an outcome of conflicting identities (Usunier, 2006; Reed et. al, 2012). Therefore, it is essential to have all of the suggested social identities besides

the European identity as the control variables in order to boost the validity of the measurements and avoid any causality issues.

An important factor that plays a role in the formation of the social identity of immigrants is the immigration policies that are present in the host country. Although, the national identity overall is the preferred identity of the immigrants in Europe, the immigrants may follow different routes in forming their social identity in the absence of effective immigration policies (Elif Erisen, 2017; Oshri et al, 2016). According to Bello (2016), the construction of the identity of the immigrants are influenced mainly by the integration policies such as, access to nationality, labor market mobility and political participation. As Germany and Austria differ by a considerable margin for the mentioned integration policies according to MIPEX (Migrant Integration Policy Index), the results obtained from both countries are controlled for.

According to Alba et. al, (2014) the second and third generations are also disadvantaged compared to the host society due to majority of their parents being in a lower status compared to the majority. It is apparent, that majority of the second generation is developing their identity towards the host culture. On the other hand, a significant group of immigrants are choosing a more of a traditional direction towards their ethnic identity. Nevertheless, it is not yet clear to which extent are the challenges for the second and the third generation (Maliepaard et. al, 2016). From a consumer behavior perspective, the direction that the generations of immigrants choose in terms of their identity is related to their product preference (Josiassen, 2011). Therefore, the generation of settlement of the individual in this research is controlled for.

Another, controlled variable for this research is the education level of participants as the education level has also been a main factor determining the direction of the immigrants in Europe chose to go in terms of developing their identity (Maliepaard et. al, 2016).

The locally-embedded products such as food and clothing are considered as culture bound products that are closely attached to the ethnic culture. On the other hand, the products that belong to the midpoint of the culture-bound spectrum such as personal care and household products are mainly purchased for their functionality and are considered to be less attached to the ethnic culture (Sobol et. al, 2018). As the relationship between the social identity of the immigrant and his/her purchase intention is expected to be dependent on the product

category, the research contains measurements on high involvement products as well as low involvement products.

In order to obtain valid results, several questions regarding product category involvement is also included in the questionnaire. This will allow the research to distinguish the effects that occur from biased consumers towards particular products.

Lastly, specific demographic information such as age and income are also included as control variables in order to have a clearer recognition of the relationship between the social identity of the immigrants and their purchase intentions.

4 Methodology

The method of the research is implemented with the accordance to the main aim of the study which is to investigate the relationships between the social identity and the product preference of the immigrants in Europe that migrated from outside of Europe. An effective questionnaire design is a necessity for the purposes of empirical research which requires specific information.

For the sake of this information, the data collection in this study is obtained through an online survey which was sent with an online link to the respondents. An online survey was chosen instead of the traditional hand-outs in order to reach out to the variety of respondents as fast as possible and follow the general rules of social distancing during the times of the Covid-19 pandemic. The downsides of having an online survey were taken into account and were dealt with by deleting the responses that were done under 300 seconds and by including several control parameters to the survey.

4.1 Country of Research

Austria and Germany are both European countries of postwar immigration that previously took low-skilled work and their families from the non-EU countries. As of today, there is an increase also in high-skilled non-EU immigrants and EU free-moving citizens (Huddleston et. al, 2015). As a result, Austria and Germany has many immigrant residents today and is characterized as a highly secularized country which is ethnically and religiously very diverse. (Buber-Ennser, 2018).

According to MIPEx, by the year 2014, Austria stood at the 20th place amongst 38 countries in terms of integration policies. The majority of the countries that was investigated in the study were European countries except a few exceptions such as US, Canada, Australia and New Zealand. In terms of overall immigration policies, when compared to the western European countries that take high amount of immigration, Austria stands at the end of the ranking in that regard together with Switzerland. Many countries in Europe tend to provide better opportunities for immigrants with political participation, citizenship and anti-discrimination policies. The anti-discrimination laws in Austria have not been implemented to guarantee an access to justice for the immigrants. In general terms the country consists a relatively high amount of anti-immigrant sentiment. On the other hand, the results from 2014

show that Germany stood at the 10th place amongst 38 countries which indicate that Germany presents more effective integration policies for its immigrants (Huddleston et. al, 2015).

Investigating the social identities of immigrants and its influence on their purchase intentions of products with different origins in two different countries that differ in terms of migration policies has to potential to provide valuable insights to this research.

4.2 Ethnic Background of Participants

The Turkish immigrants represent one of the largest minority groups in Europe (Agirdag et. al, 2016). In many major countries in Europe, the Turkish immigrants have shown high levels of ethnic identity and a tendency to develop and intervene with their ethnic group (Ersanilli et. al, 2011).

According to the Expert Council for Integration (2019), as by the beginning of the year 2017, there were over 100 thousand Turkish immigrants living in Austria and over 1.5 million Turkish immigrants living in Germany. The isolation and marginalization of the Turkish immigrants on a cultural and social level in Austria and Germany has resulted in formation of Turkish communities where their traditional values and norms are exerted (Verdugo et. al, 2008). Added to this, in many Western countries, the exclusion of Muslim communities due to cultural differences between the host population has caused many of the Muslim Turkish immigrants in Europe to perceive a certain amount of discrimination (Verdugo et, al 2008; Holtz et. al, 2013; Kunst, 2013).

There is already evidence that the social exclusion has a big role in the growth of reactive ethnicity of the Turkish immigrants in Europe which resulted in disidentification of their national identity (Ehrkamp et. al, 2005; Diehl et. al, 2006). Therefore, investigating the social identity and purchase intentions of Turkish immigrants in Austria and Germany with the indicators of reactive ethnicity will provide this research the opportunity to compare two European countries that both host high amount of Turkish immigrant residents.

4.3 Data Collection

The necessary information in this research required a first-hand source data that was obtained with an online questionnaire. A non-probability snowball sampling method is used to reach out to the potential participants for the questionnaire that was to be distributed amongst each other. An online survey with snowball sampling allowed the distribution of the survey and data collection in a cost and time efficient manner. In order to eliminate the possibility of participant bias and lower the margin of error, the data was obtained from many different groups and families from different social groups and classes of respondents from the Turkish immigrants residing in Austria and Germany. The number of respondents for the data collection is set at (n=311) with almost half of them being the immigrants in Germany (n=148) and almost half of them being the immigrants in Austria (n=163). All of the scales of the questionnaire are taken and adjusted from established previous researches that investigated the related topics. The scales which were adjusted by the researcher have been put through reliability tests such as Cronbach's Alpha.

4.4 Questionnaire Design

The necessary information in this research required a first-hand source data that was obtained with an online questionnaire that was designed to satisfy the validity and reliability issues in a logical manner. In order to avoid participant bias, the order of the sections of the questionnaire was randomized except the parts where the questions could be considered as sensitive such as the questions about religion and perceived discrimination. The sensitive questions have always been placed at the end of the questionnaire to avoid the possibility of a social desirability bias of the participants. Another way to avoid the social desirability bias which might result in a margin of error in the data was to inform the participants about the flow and purpose of the questionnaire with several reminders that the questionnaire is anonymous and all of the relevant information will be used only for academic purposes. The participants were also actively reminded about these aspects many times during the process. The researcher bias has been avoided in the questionnaire design with the control of other researchers in the field of international marketing.

The initial language of the survey has been in English for the right scaling purposes. However, as Turkish people residing in Austria and Germany were targeted for the sampling

of the research design, the Turkish and German versions of the questionnaire were also presented to the selection of the participant. In order to lower the margin of error, the survey has been translated with minor linguistic changes into the German and Turkish versions with the help of colleagues in the field of international marketing field that speak these languages as their mother language and then translated back in English to ensure that all the scale carry the intended meaning.

The questionnaire involves four different product categories for the reliability and validity purposes. To be specific, a combination of high vs low involvement products was introduced to the product categories in an equal proportion of each product group. The four product groups of jeans, soap, washing machine, furniture was randomly assigned to the participants. The selected product categories are product categories that include national, European, ethnic and global products which are present and sold in the markets of both Austria and Germany.

The majority of the measurement has been implemented through 7-point Likert scale to avoid any confusion that might occur from the participants side and to have the opportunity to achieve an efficient transfer of the data to its analysis.

4.5 Variables and Measures

In the first pages of the survey, a section that informs the participants about the content and the purpose of the survey is followed by questions that measure the individuals' attitude towards the products. The following sections after the attitudes towards products include scales of purchase intentions, personal beliefs and reactive ethnicity. The questions regarding demographic information such as gender, age, nationality, income and level of education were placed at the end of the questionnaire. The questions or statements on a 7-point Likert scale are presented at the end of each section in order to provide transparency to the questionnaire design.

4.5.1 Attitudes Towards Products Scale

The measurement of the overall attitude and product preference has been implemented through self-developed questions. In order to avoid confusion between the European Union and the Europe as a continent, the term "European Union" was used on the statements. As the research was implemented in Austria and Germany, the attitude towards the national

products were described as Austrian or German products accordingly. A 7-point Likert scale has been implemented ranging from 1 (unfavorable) to 7 (favorable).

- My overall attitude toward Austrian/German products is:
- My overall attitude toward products coming from a European Union country (other than Austria/Germany) is:
- My overall attitude toward products coming from Turkey is:
- My overall attitude toward foreign products coming from rest of the world (outside of European Union and Turkey) is:

4.5.2 Purchase Intention Scale

In order to investigate the purchase intentions of the Turkish immigrants in Austria and Germany, the purchase intentions of the participants were measured with the adopted scale from Putrevu and Lord (1994). Each block of questions in this section were categorized by the product origin. The section involves four different versions for four different product categories where each of the categories were randomly assigned to the participants to avoid possible bias. Again a 7-point Likert scale has been implemented ranging from 1 (strongly disagree) to 7 (strongly agree).

- It is very likely that I would consider buying products coming from (Austria/Germany, European Union country (other than Austria/Germany), Turkish, rest of the world (outside of European Union and Turkey)).
- I would purchase products coming from (Austria/Germany, European Union country (other than Austria/Germany), Turkish, rest of the world (outside of European Union and Turkey)).
- I would recommend products coming from (Austria/Germany, European Union country (other than Austria/Germany), Turkish, rest of the world (outside of European Union and Turkey)).

The final part of this section involves a product category involvement scale to explore the commitment of the participants to their assigned product categories. The scale was adapted from Mittal & Lee (1989), where the respondents had to indicate their interest for the randomly assigned product category in a 7-point Likert scale.

To what extent do you disagree or agree with the following statements?

- I have a strong interest in “X” product.
- “X” product is very important to me.
- “X” products are relevant to me.

4.5.3 Social Identities

The questions regarding the social identity of the participants were presented under the personal beliefs section where the participants were asked to indicate their own personal beliefs about the statements regarding their social identities and the general attitude towards the European Union. The scales of this section were adopted from the research of Doosje et. al, (1995). To be more specific, the section involves questions on a 7-point Likert scale which the respondents have to cross out the level of agreement they have to the statements that are presented.

- I see myself as (a part of Austria/Germany, a part of the European Union, a part of the entire world, a part of Turkey).
- I strongly identify with (Austria/Germany, the European Union, the entire world, Turkey).
- I feel strong connection to (Austria/Germany, the European Union, the entire world, Turkey).
- (Austrian/German, European, Global, Turkish) identity is an important reflection of who I am.

4.5.4 Reactive Ethnicity

The questions regarding the social identity of the participants are followed by questions about the coefficients of the reactive ethnicity which are perceived social network, discrimination, language skills and religion. The scaling of social network was adjusted from the research of Luna et. al, (2008) where the participants are asked to indicate the ratio of their friends from the host group to their ethnic group as follows:

- My friends in Austria/Germany are: (Only Turkish – Only Austrian/German)

The scaling of the language skills of the participants have also been adjusted from the research of Luna et. al, (2008) where the participants are asked to indicate their German and Turkish language skills.

- German (Speaking/Reading/Listening)
- Turkish (Speaking/Reading/Listening)

The scaling of religious commitment has been developed with the guidance of three different previous researches from Sevim et. al, (2016), Teney et. al, (2016) and Kadić et. al (2017). After the question regarding the religion of the participant, the religious commitment of the participants has been measured with a mixture of cognitive and behavioral statements about religiousness and religious affiliation with a 7-point Likert scale as below.

- My religious beliefs are important to me. (Religiousness - Cognitive)
- My religious beliefs influence all my dealings in life. (Religiousness - Behavioral)
- I often pray to God. (Religiousness - Emotional)
- My local religious group is important to me. (Affiliation - Cognitive)
- I keep well informed about my local religious group and have some influence in its decisions. (Affiliation - Behavioral)
- I enjoy participating in the activities of my religious group. (Affiliation - Emotional)

The scaling of discrimination was adjusted from the research of Verkuyten et. al, (2007 & 2012) where the participants are asked to indicate the frequency of their experiences of being discriminated and their personal beliefs of the structural discrimination towards their ethnic group. This section has been presented at the very end of the questionnaire as it represents a sensitive topic. After being asked on a 7-point Likert scale on how often the participants have experienced discrimination, intolerance, prejudice and disadvantages, the participants were asked to indicate to what degree they agree with the following statements:

- Turkish people are treated unfairly by officials in Austria/Germany.
- Turkish people do not have the same legal rights as everyone else in Austria/Germany.
- Turkish people do not have the same opportunities to succeed as everyone else in Austria/Germany.

4.5.5 Attitude Towards Europe

The section of reactive ethnicity is followed by the attitude towards Europe section where the respondents had to respond to a series of statements regarding the attitudes of the Turkish

immigrants on the European Union. The 7-point Likert scale was adjusted from the research of Ajzen (2001, p. 28) which involves the statements below.

- My overall attitude towards the European Union is (bad-good, unfavorable-favorable, negative-positive, against-for)
- Turkey joining the European Union would be (bad-good)

4.5.6 Demographics

Finally, the respondents provided basic demographic information which involved questions about their gender, age, nationality, time of living in Austria/Germany, employment status, income and highest education achieved. All of these questions provide measurements for the control variables of the presented model. The answers were categorized into groups in order to have an effective transition to the data analysis.

5 Analysis and Results

The data analysis and results should provide an in-depth overview on the topic of social identity and purchase intentions of the immigrants in Europe. The data analysis is guided mainly by the theory and hypotheses that are previously mentioned. The findings of the tests of the hypotheses are supported by the additional analysis of the measurements and variety of control variables.

Firstly, the descriptive statistics of the relevant variables and the measures of validity and reliability are provided in order to investigate and confirm the quality of the data. Then, the interpretation of the results with regard to the influence of European identity on the purchase intentions of the immigrants in Europe are presented. These findings will give the research the opportunity to summarize a general explanation of the relationships between the variables of the research model.

5.1 Sample Description

As the research focuses on a homogenous sample group of Turkish immigrant consumers in Europe, the responses from other ethnic identities have been excluded from the analysis. Moreover, in order to meet the requirements for validity of the research, together with the responses with logic errors, the responses which have been unrealistically completed under a timeframe of 300 seconds of survey completion time as well as the responses from the participants that reside in the host country shorter than three years have been taken out from the final data sheet.

Following the whole data cleaning process, a total number of 311 responses have been used for the final analysis. The sample consists 148 respondents from Germany and 163 respondents from Austria. The overall sample contains a total of 206 female (66,2%) and 105 male (33,8%) participants. Most of the data has been split between the age of under and above 36 where 135 of the participants claimed that they are younger than 36 years of age while the 176 of the participants were older than 36 years old. All of the participants come from a Turkish ethnic background and hold either German, Austrian or Turkish passports with a few exceptions of participants with Bulgarian and Dutch passports.

The education level of the participants holds a wide range of categories where 28% of them were having a bachelor's degree and 20.6% were holding a master's degree. The 24.8% of

the respondents finished high school, 20.6 % hold a vocational school certificate and only 6.1% had graduated from the elementary school. The data consists participants from 3 different generations of Turkish immigrants in Austria and Germany where 37.9% are 1st generation who migrated themselves, 58.2% are 2nd generation whose parents migrated and only 3.9% are the 3rd generation of immigrants whose grandparents migrated to the mentioned countries. Regarding the religion of the immigrants, 80.1% of them reported that they are Muslim and only 1.3% of them instigated that they are Christian. Meanwhile, the rest of the participants were not observed to be practicing any of the classical religions.

From the perspective of the labor and economic situation of the respondents, the 51.1% of the data consists respondents with full-time employment, 24.1% of part-time employment, 9.6% of vocational education, 12.9% of them were unemployed whereas the 2.3% of the respondents are retired. The income levels of the respondents were very evenly distributed where the 20.3% of the respondents have an income lower than 1000 €, the 19.3% of them have an income level between 1001-1500 €, the 24.8% have an income level between 1501-2000 €, the 17.7% have an income level between 2001-2500 € and finally the 18% of the respondents confirmed that they have an income over 2500 € on a net monthly basis.

The following table (Table 1) indicates the distribution of the social demographic variables of the data that is used in the research:

Demographic Variables		Number of Participants	Percentage of Participants
Country of Residence			
	Austria	163	52.4%
	Germany	148	47.6%
Gender			
	Female	206	66.2%
	Male	105	33.8%
Age			
	18-25	41	13,2%
	26-35	94	30,2%
	36-45	113	36,3%

	46-55	27	8,7%
	56-65	22	7,1%
	66-75	9	2,9%
	over 76	4	1,3%
Education Level			
	Elementary School	19	6,1%
	High School	77	24,8%
	Vocational School	64	20,6%
	Bachelor Degree	87	28,0%
	Master Degree	64	20,6%
Generation of Migration			
	1st Generation	118	37.9%
	2nd Generation	181	58.2%
	3rd Generation	12	3.9%
Religion			
	Muslim	249	80,1%
	Christian	4	1,3%
	Agnostic	13	4,2%
	Atheist	27	8,7%
	Other	18	5,8%
Labor Situation			
	Full-Time	159	51,1%
	Part-Time	75	24,1%
	Vocational Training	30	9,6%
	Unemployed	40	12,9%
	Retired	7	2,3%
Income			
	Less than 1000	63	20,3%
	1001-1500	60	19,3%
	1501-2000	77	24,8%
	2001-2500	55	17,7%
	More than 2500	56	18,0%

Table 1: The distribution of the social demographic variables

5.2 Validity and Reliability

The data represents 311 samples with acceptable distributions across all of the demographic properties of the participants except gender. The sample represents an unbalanced ratio of 66,2% females and 33,8 males. Nevertheless, due to the adequate number of male respondents at 105 samples, it was possible to neglect the problem of distribution of gender by including gender as a control variable. The normal distribution is also assumed due to the large sample size.

Cronbach's Alpha was implemented in order to check for the reliability of each variable. The scales that were directly taken from the highly recognized and accepted literature were not checked for their reliability. However, the items that were adjusted by the researcher of this research were checked for reliability measures as shown on the table below. Added to the Cronbach's Alpha, the validity of the data was tested also with Kaiser-Meyer-Olkin (KMO) to determine the sampling adequacy. All of the KMO values of the items indicate an acceptable value over 0.6. The correlations between the items are all positive and none of the correlations were above 0.9 which indicate that the items do not represent the problem of singularity in the data. The validity and reliability test results are presented on the following table as follows:

Variables	Number of Items	Cronbach's Alpha	KMO	% of Variance
Religiousness	3	,842	,695	74,4
Religious Affiliation	3	,901	,738	82,0
EU Attitude	5	,846	,845	66,0
Perceived Discrimination	4	,896	,841	76,7
Structural Discrimination	3	,800	,711	71,5
German Skills	3	,958	,780	92,2

Table 2: Validity and Reliability Tests

5.3 The European Identity of its Immigrants

Pearson's correlation analysis has been implemented in order to measure the strength of the relationship between national, European, ethnic (Turkish) and global identities. Similar to the findings of Erisen et. al, (2016) and Teney et. al (2016) regarding the European identities of the non-European immigrants in Europe, the outcome of the results confirms the strong bond between the national and the European identity. The results indicate that there is a significant positive relationship between the European identity and national (Austrian/German) identity (sig. = .000<.05; $r=.568$).

Due to its civic nature, the European identity presents similarities with the borderless global identity and it consists global values and characteristics within itself (Agirdag et. al, 2016; Oshri et. al, 2016). Examining the relationship between the two identities, the Pearson's correlation analysis on the data indicates that the European identity and global identity are significantly positively correlated with one another (sig. <.001; $r=.223$). This result does not come as a surprise as the previous research of Micevski et. al. (2019) had investigated that the European identity is a dual identity that consists both national and global elements within itself.

The previous literature is divided in terms of the relationship between the European identity and the ethnic identity of the immigrants. The researchers such as Agirdag et. al. (2016) claim that the European identity may go hand in hand with the ethnic identity of the immigrants coming from outside of Europe due to its civic characteristic. On the other hand, the findings of researchers such as Ikram et. al. (2016) have shown that the European identity also represents ethnic and cultural boundaries to a certain degree although these boundaries are not as strong as the boundaries of the national identity.

By implementing Pearson's correlation between the European identity and the ethnic identity of the immigrants, it is observed that our findings are in line with the literature that claim that the European identity presents some ethnic boundaries of being "European" (e.g. Fligstein et. al, 2012). The results indicate that there is a significant negative relationship between the European identity and ethnic (Turkish) identity (sig. <.05; $r= -.168$).

Therefore, the H1("The European identity of immigrants is positively correlated with their national identity and global identity but negatively correlated with their ethnic identities") is

verified with the mentioned results. The correlations between all of the four main social identities of immigrants are presented in the figure below:

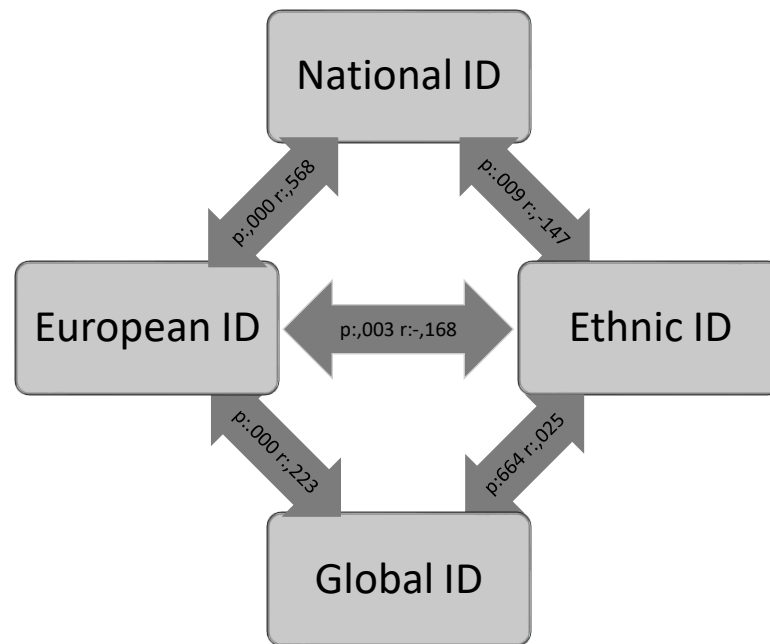


Figure 2: Correlations between the social identities.

Finally, when looking at the whole picture of the social identities of the Turkish immigrants in Germany and Austria, the immigrants who have been residing in the host country in a time period less than 10 years have been excluded from the comparison in order to investigate the issue for the immigrants who have fully developed their identities. From the results, it is possible to clearly see that the host identities (national and European) are not the identities with the highest developed identities like some of the literature suggest (e.g. Elif Erisen 2017; Teney et al. 2016). As a matter of fact, the results show that the host identities (national and European) were the least developed identities by the immigrants with the means of $M= 5,0$ (national identity) and $M= 4.3$ (European identity). On the other hand, the ethnic ($M= 5.6$) and the global identity ($M=5.3$) has shown the higher values in terms of their means as the table 3 below presents.

The one-way Anova test results show that the national identity of the Turkish immigrants in Austria are significantly lower than the national identity of the Turkish immigrants in Germany (sig.<0,05). The difference of global identity of the Turkish immigrants in Austria and Germany are also observed to be also significant where the Turkish immigrants in

Germany show a higher level of global identification than the ones in Austria (sig.<0,05). On the other hand, the European identity and the ethnic identity of the immigrants do not present any significant differences for Austria and Germany as displayed in the following table:

Mean Values	National ID	European ID	Ethnic ID	Global ID
ALL	5,0	4,3	5,6	5,3
Austria	4,8	4,2	5,5	5,0
Germany	5,1	4,3	5,6	5,5

Table 3: Comparison of Means of Social Identities

The literature on reactive ethnicity (Diehl et. al, 2006; Agirdag, 2016) expects that the ethnic groups that perceive discrimination by the host culture to have identity crisis which is detrimental to the development of their national identity. As we investigate the perceived discrimination of the Turkish immigrants, it is possible to detect that there is a significant (sig. <0,05) difference between both countries in terms of perceived discrimination of their immigrants. The results of the independent samples t-test in that regard is displayed on the following table as follows:

	Country	N	Mean
Perceived Discrimination	Germany	148	3,52
	Austria	163	3,85

Table 4: Comparison of Means of Perceived Discrimination

Although the significance of the difference between the national identity of the immigrants of Austria and Germany is on the border of the 95% confidence interval, the result does not come as a surprise as the Turkish immigrants in Germany are expected by the literature (Huddleston et. al, 2015; Bello, 2016) to have a higher level of national identity compared to the ones in Austria due to the more effective migration policies in Germany.

These findings fall in line with the observations of researches that studied reactive ethnicity which claim that the excluded minority groups that represent the lower levels of ethnic hierarchy like the Turkish immigrants in Austria and Germany tend to develop a stronger ethnic identity compared to their national identity in order to balance their self-esteem (Ersanilli et. al. 2011; Güveli 2015; Diehl et.al, 2016; Fleischmann et. al, 2016). However, it also apparent that the higher perceived discrimination from the immigrants has resulted in

disidentification from the national identity rather than the identification with the ethnic identity as the of comparison of means for both countries indicate (Josiassen, 2011).

5.3.1 Relationship between Reactive Ethnicity and the European Identity

As the literature has not yet determined the weighting of the coefficients of reactive ethnicity, the relationship between the items of reactive ethnicity and the European identity has been investigated with the simple multiple linear regression analysis. According to the model, reactive ethnicity with its dimensions (perceived discrimination, religious commitment, host language skills, friends from the host society) will impact the level of EU identity among immigrant consumers which in turn affects their purchase intentions for domestic, European, ethnic and global products. The inputs for the social network and German skills have been reversed in order to capture the lack of friends from the host society and the lack of host language skills as the literature of reactive ethnicity suggests (e.g. Diehl et.al, 2006; Ersanilli et. al. 2011).

The results have shown that the reactive ethnicity is a predictor of the European identity and there is a negative impact of reactive ethnicity on the European identity. The model is statistically significant (sig. < .001) and 11% of the variability was predicted by the model ($R^2 = .112$). The results add to the previous findings of reactive ethnicity (Diehl et.al, 2006; Ersanilli et. al, 2011; Güveli, 2015; Fleischmann et. al, 2016) which investigated the effect of reactive ethnicity on national identity by extending the phenomenon also for the European identity of immigrants. The impact is significant (sig. < .001, $t=12.074$) where three out of four dimensions of reactive ethnicity items have shown significant negative impact on the European identity, i.e. perceived discrimination (sig. < .05, $\beta = -.177$), lack of German/Austrian friends (sig. < .05, $\beta = -.177$) and lack of German skills (sig. < .05, $\beta = -.136$).

Quite surprisingly the impact of religion on the European identity was not significant (sig. > .05) although the impact is negative as expected ($\beta = -.060$). This finding proves that the religion does not predict the European identity unlike the fact that it predicts the national identity which the previous literature has investigated (e.g, Teney et. al 2016, Ikram et. al, 2016). However, religion on the other hand was the strongest predictor of the ethnic (Turkish) identity with the values of sig. = .000 < .05, $\beta = .388$. This finding also approves

the previous literature by Diehl et. al, (2016) and Ikram et. al, (2016) and displays once again the strong correlation between religion and the ethnic identity of the immigrants.

These results verify the H2 (“Reactive ethnicity of immigrants has a negative impact on their European identity”) with the exception of the H2b (“Religious commitment of immigrants has a negative impact on their European identity.”) which is not verified. The summary of the results regarding the dimensions of the reactive ethnicity are presented by the table 5 as follows:

EU ID-Reactive Ethnicity			
Linear Regression Results	Beta	t	Sig.
Religious Commitment	-,060	-,907	,366
Perceived Discrimination	-,177	-2,764	,006
Lack of host friends	-,177	-2,793	,006
Lack of DE skills	-,136	-2,219	,027

Table 5: EU ID-Reactive Ethnicity Linear Regression Results

5.3.2 The Influence of The European Identity on Product Preferences

A series of simple linear regression analysis has been implemented to all of the dependent variables in order to investigate the impact of European identity on the purchase intention of products with different origins. All of the other three social identities including national identity, ethnic identity and global identity have been included in the model as control variables to be able to investigate the unique effect of the EU identity on purchase intentions. The product involvement is recognized as a crucial control variable as it apparently plays an important role in the purchase intentions of the consumers. Additional control variables such as gender, age, country of residence and generation of immigration has also been implemented at all times during the analysis to avoid the presence of an undetected third variable while investigating the relationships between the variables.

First, a simple comparative approach has been applied to the data to investigate the purchase intentions of all product groups from four different origins. For the immigrants both in Austria and Germany, the purchase intentions were the highest for national products which

was then followed by the ethnic products, European products and global products respectively.

As shown in the table below, the results indicate that the domestic (i.e. German and Austrian) products present a higher purchase intention for the immigrants then the products from other European countries. The stronger national identity of the immigrants in Germany compared to Austria did not quite translate to a significant difference in terms of purchase intentions of domestic products. Although, the purchase intention of domestic products is higher in Germany than Austria by their immigrants, the difference was not significant (sig. >.05). The purchase intention of the ethnic and global products also did not present any significant difference according to the 95% confidence interval. However, it is important to indicate that the European products triggered significantly higher purchase intentions for the immigrants in Austria than in Germany.

Mean Values	Purchase Domestic	Purchase EU	Purchase Ethnic	Purchase Global
Germany	5,58	4,27	5,16	3,7
Austria	5,32	4,67	5,2	3,9

Table 6: Purchase intentions comparison (DE vs AT)

The first regression analysis here has been implemented on the purchase intentions toward domestic products. At the first glance, investigating the purchase intention of domestic products as the dependent variable and the European identity as the independent variable, the simple linear regression analysis showed that the European identity has a positive impact on the purchase intentions of domestic products as the results were statistically significant (sig. < .05, $t=2.402$, $\beta =-.136$). This has already been expected with the guidance of the previous literature. However, with the addition of the control variables, especially with the addition of national identity and the product involvement variables, the significant effect of the European identity has been observed to diminish (sig. >.05, $t =.190$, $\beta =-.013$). It is possible to observe with this outcome that the national identity is the dominant predictor of the purchase intention of domestic products. Therefore, unlike the findings of Micevski et. al. (2019) who investigated the purchase intentions of the European consumers in general, it

not possible to confirm for the immigrants in Europe that the European identity is a predictor of domestic products. The results of the linear regression analysis of the European Identity and the purchase intention of domestic products are presented by the following table:

Model (EU ID – Purchase Intention of Domestic Products)		Standardized Coefficients	t	Sig.
		Beta		
EU ID	(Constant)		24,174	,000
	IDeu	,136	2,402	,017
EU ID + All IDs	(Constant)		7,621	,000
	IDeu	,013	,190	,849
	IDnational	,137	2,034	,043
	IDtr	-,011	-,195	,845
	IDglobal	,085	1,488	,138
	Product_Involvement	,161	2,811	,005
EU ID + All Control Variables	(Constant)		6,001	,000
	IDeu	-,011	-,156	,876
	IDnational	,174	2,430	,016
	IDtr	,003	,047	,962
	IDglobal	,083	1,400	,163
	Product_Involvement	,143	2,438	,015
	Country	-,091	-1,579	,115
	Age	,011	,185	,854
	Education	-,043	-,705	,481
	Income	,084	1,376	,170
	Gender	-,078	-1,311	,191
	Generation	-,087	-1,339	,182

Table 7: EU ID – Purchase Intention of Domestic Products Linear Regression Analysis

Secondly, the second regression analysis has been implemented in order to analyze the impact of the European identity on the purchase intention of European products. Investigating the purchase intention of European products as the dependent variable and the European identity as the independent variable, with all of the control variables in place, the simple linear regression analysis displayed that the European identity is a relatively strong predictor of the purchase intentions of European products as the results were statistically significant (sig. <.05, $t=3.212$, $\beta=.222$). The results of the linear regression analysis of the

European Identity and the purchase intention of European products are presented by the following table:

Model (EU ID – Purchase Intention of EU Products)		Standardized Coefficients	t	Sig.
		Beta		
EU ID	(Constant)		16,025	,000
	IDeu	,261	4,741	,000
EU ID + All IDs	(Constant)		5,026	,000
	IDeu	,250	3,705	,000
	IDnational	-,072	-1,095	,274
	IDtr	-,019	-,337	,737
	IDglobal	,097	1,748	,082
	Product_Involvement	,180	3,223	,001
EU ID + All Control Variables	(Constant)		3,655	,000
	IDeu	,222	3,212	,001
	IDnational	-,057	-,826	,409
	IDtr	-,022	-,390	,697
	IDglobal	,057	,990	,323
	Product_Involvement	,182	3,209	,001
	Country	,150	2,687	,008
	Age	-,083	-1,471	,142
	Education	,024	,411	,681
	Income	,057	,960	,338
	Gender	-,061	-1,061	,289
	Generation	-,106	-1,673	,095

Table 8: EU ID – Purchase Intention of European Products Linear Regression Analysis

The analysis continued with the investigation of the impact of the European identity to the third dependent variable which is the purchase intention of global products. With all of the control variables in place, the simple linear regression analysis displayed that the European identity is a relatively strong predictor of the purchase intentions of global products as the results were statistically significant (sig. <.05, $t=2.913$, $\beta =.209$). Therefore, it can be confirmed with this outcome that the European identity is a predictor of the purchase intention of global products.

Model (EU ID – Purchase Intention of Global Products)		Standardized Coefficients	t	Sig.
		Beta		
EU ID	(Constant)		12,094	,000
	IDeu	,172	3,064	,002
EU ID + All IDs	(Constant)		4,012	,000
	IDeu	,249	3,579	,000
	IDnational	-,149	-2,202	,028
	IDtr	,069	1,186	,237
	IDglobal	,039	,686	,493
	Product_Involvement	,072	1,251	,212
EU ID + All Control Variables	(Constant)		2,157	,032
	IDeu	,209	2,931	,004
	IDnational	-,134	-1,863	,063
	IDtr	,079	1,342	,181
	IDglobal	,022	,368	,713
	Product_Involvement	,065	1,113	,267
	Country	,065	1,126	,261
	Age	,068	1,166	,245
	Education	,111	1,828	,069
	Income	-,030	-,489	,625
	Gender	-,089	-1,493	,136
	Generation	,000	-,007	,994

Table 9: EU ID – Purchase Intention of Global Products Linear Regression Analysis

With all of the results up to this point, the H3 (“European identity of immigrants has a positive impact on their purchase intentions of European products; domestic products and non-EU foreign products”) is not supported due to the impact of the European identity of the immigrants on their purchase intentions on domestic products not being significant. That being said, the influence of the European identity was significant for the purchase intention of European and non-EU foreign products.

Lastly, the data analysis concludes with the investigation of the impact of the European identity to the fourth dependent variable which is the purchase intention ethnic products. Although European identity is a predictor of purchase intention of ethnic products, albeit the %10 significance level (sig. <.10, t=1.569, β =.106). Contrary to initial expectations, the

results indicate a weak but positive impact of EU identity on ethnic products. Nevertheless, H4 (“European identity of immigrants negatively impacts their purchase intentions of ethnic products”) is not supported as the sign of the relationship is positive.

Further analysis has been implemented in order to increase the validity of this result. To be able to capture the results of the Turkish immigrants who have truly matured their social identity in Austria and Germany, the data from the 66 immigrants who reside in Austria or Germany in shorter timeframe of 10 years has been excluded from the analysis. The regression analysis for the data of the remaining 245 participants indicate that the impact of the European identity on the purchase intention of ethnic products has weakened considerably and fell well outside of being considered significant (sig. >.05, $t=.504$, $\beta=.039$).

Model (EU ID – Purchase Intention of Ethnic Products)		Standardized Coefficients	t	Sig.
		Beta		
EU ID	(Constant)		17,570	,000
	IDeu	,083	1,308	,192
EU ID + All IDs	(Constant)		2,568	,011
	IDeu	,051	,676	,500
	IDnational	,093	1,257	,210
	IDtr	,321	5,180	,000
	IDglobal	-,018	-,291	,772
	Product_Involvement	,143	2,288	,023
EU ID + All Control Variables	(Constant)		,020	,984
	IDeu	,039	,504	,615
	IDnational	,048	,616	,538
	IDtr	,327	5,234	,000
	IDglobal	,008	,135	,893
	Product_Involvement	,152	2,398	,017
	Country	-,020	-,331	,741
	Age	-,018	-,285	,776
	Education	,130	2,038	,043
	Income	,017	,256	,798
	Gender	,036	,541	,589
	Generation	,160	2,370	,019

Table 10: EU ID – Purchase Intention of Ethnic Products Linear Regression Analysis

5.4 Hypotheses Results

The following table displays the outlook of the hypotheses that are obtained from the mentioned results:

Hypotheses	Results	Verification
H1): The European identity of immigrants is positively correlated with their national identity and global identity but negatively correlated with their ethnic identities.	<u>EU ID - National ID:</u> $p = <.001$ $r = ,568$ <u>EU ID - Global ID:</u> $p = <.001$ $r = ,223$ <u>EU ID – Ethnic ID:</u> $p = <.05$ $r = -,168$	Supported
H2) Reactive ethnicity of immigrants has a negative impact on their EU identity.	$p = <.001$ $t = 12.074$	
H2a: Perceived discrimination of immigrants has a negative impact on their EU identity.	$p = <.05$ $t = -2,764$ $\beta = -.177$	Supported
H2b: Religious commitment of immigrants has a negative impact on their EU identity.	$p = >.05$ $t = -,907$ $\beta = -,060$	Not Supported
H2c: The lack of host language skills of the immigrants has a negative impact on their EU identity.	$p = <.05$ $t = -2,219$ $\beta = -.136$	Supported
H2d: Having more friends from the heritage culture than the host culture has a negative impact on the immigrant's European identity.	$p = <.05$ $t = -2,793$ $\beta = -.177$	Supported
H3) European identity of immigrants has a positive impact on their purchase intentions of European products; domestic products and non-EU foreign products	<u>EU ID – European Products:</u> $p = <.05$ $t = 3,212$ $\beta = ,222$ <u>EU ID – Domestic Products:</u> $p = >.05$ $t = -,156$ $\beta = -,011$ <u>EU ID – Global Products:</u> $p = <.05$ $t = 2,931$ $\beta = ,209$	Not Supported

H4) European identity of immigrants negatively impacts their purchase intentions of ethnic products.	<u>EU ID – Ethnic Products:</u> $p = <.05$ $t = 1,569$ $\beta = ,106$ <u>EU ID – Ethnic Products:</u> (with the condition of +10 years of migration) $p = >.05$ $t = ,504$ $\beta = ,039$	Not Supported
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Table 11: Hypothesis Results

6 Discussion and Conclusion

With the main goal of studying the development of the European identity of the immigrants in Europe and the impact of their European identity on their purchase intentions of products from different origins, four different hypotheses have been developed with the guidance of the previous findings of the literature. The findings highlight the potential usefulness of the European identity in the context of migration and consumer behavior. Therefore, the findings are presented in this section to help areas of both social sciences and international marketing.

The initial analysis has highlighted some important findings regarding the state of the social identity of the immigrants in Europe. The European identity is observed to be positively correlated with national and global identity. This relationship is coherent to the previous study of Micevski et al., (2019) proving that the European identity is indeed a dual identity that consists both national and global components also for the immigrants.

On the other hand, the European identity of the immigrants is observed to be negatively correlated with their ethnic identity. Although the negative correlation is not as strong as in between national and ethnic identity, this outcome provides proof that the European identity still presents ethnic and cultural boundaries to a certain degree even though it has overall a civic nature (Fligstein et. al, 2012). It must be kept in mind that the negative relationship between the two identities is expected for the minority groups like the Turkish minority groups in Europe that are considered to be on the lower levels of the ethnic hierarchy in the given societies (Teney et al., 2016). These findings bring clarity to the findings of the studies such as Agirdag et. al. (2016) that claim that there might be a positive bond between the ethnic identity and the European identity of the immigrants coming from outside of Europe due to the civic characteristic of the European identity.

The results also show that the European identity of the immigrants together with the national identity are the lowest of all four of the identity groups. This indicates that the European identity of the immigrants is relatively weak as of today. All of these findings are anticipated by the research that studied the notion reactive ethnicity. Diehl et. al (2006), Rubén G., (2008), Çelik (2015), and George et. al, (2016) all claim that the excluded minority groups tend to have weaker identification with the host group and stronger identification with their heritage groups which has an influence in their identity development. However, these findings contradict some of the literature that have claimed that the European identity serves

as an alternative identity for the immigrants as it is the second preferred identity of the immigrants in the case of failure to develop a strong national identity (e.g, Agirdag et. al., 2016; Erisen 2017). This can be explained with the strong connection that exists between the national and the European identity as the two identities are closely connected to each other, making it challenging for the immigrants to develop one if the other one is weak (Fligstein et. al, 2012).

According to MIPeX, the migration policies of Germany are higher rated and more effective compared to Austria (Huddleston et. al, 2015). Therefore, a lower level of exclusion and perceived discrimination of the disadvantaged immigrant groups is expected in Germany than in Austria which is claimed to play an important role in the identity construction of the immigrants (Valeria, 2016). The results certainly approve the mentioned claims by the previous literature. The perceived discrimination of the immigrants is significantly higher in Austria than in Germany and consequently the national identity of the Turkish immigrants in Austria are significantly lower than the ones in Germany. Added to this, the European identity of the immigrants is not statistically different between both countries.

Only focusing on the perceived discrimination of the excluded minority groups is insufficient when studying the topic of social identity development of the immigrants. Therefore, the investigation of the reactive ethnicity and its determinants provide a thorough analysis of the identity development of the immigrants in Europe that have non-European ethnic backgrounds. The literature of reactive ethnicity expects a negative relationship between the European identity and the reactive ethnicity as the excluded minority group is anticipated to polarize away from the host identities (national and European identities) and create stronger bond with the ethnic identity (Diehl et. al, 2006).

In line with the expectations from the literature, a negative correlation between the dimensions of the reactive ethnicity and the European identity is detected in the analysis. With the exception of religion, all other three components of reactive ethnicity (perceived discrimination, lack of friends from host culture, lack of host language skills) have been observed to be significantly negatively correlated to the European identity. Given that the data regarding religion is purely taken from the participants that affiliate with Islam which is a different religious affiliation of the majority of the dominant population in Austria and Germany, it comes as a surprise that one of the strongest elements of ethnic identity, religion, is not a significant predictor of the European identity. We argue that this outcome could have

occurred due to the civic nature of the European identity (Duderija, 2007; Agirdag et. al, 2016; Erisen 2017). Meaning that, even for a religion (Islam) that is different than the religion of the dominant group (Christianity), the European identity of an individual is able to coexist with the religious affiliation of Islam.

In a comparative approach to the purchase intentions of the immigrants of different product groups, it is apparent that the European products present lower purchase intentions than the domestic and ethnic products. Besides the influence of the social identities, it must not be forgotten that the products origin designation can simply influence consumers' quality perceptions. Meaning that some country origins may present an advantage over the European origin in terms of purchase intentions (Diamantopoulos et. al, 2017). For that reason, it might be possible that the European products presented higher purchase intentions in Austria than in Germany as the European products simply might be providing a better alternative in terms of quality than respective domestic products.

However, it is still apparent that the European identity is the weakest social identity for the immigrants both in Germany and Austria. In that regard, the lower purchase intention of the European products in comparison do not contradict the findings from the previous literature that investigated the positive correlation with the social identity and its corresponding product origins (e.g. Verlegh, 2007; Zhang et. al, 2009; Josiassen, 2011).

Interpreting the results from the influence of the European identity on the purchase intentions of products with different origins, the first thing that catches the eye is the finding that for the immigrants, the European identity does not play a role in determining the purchase intention of domestic products. The national identity of the immigrants is recognized in the analysis as the dominant predictor of the purchase intentions of domestic products. This outcome for the immigrants presents a different picture than the findings of Micevski et. al, (2019), who investigated a positive effect of the European identity on the purchase intentions of domestic products for the consumers in Europe in general.

This outcome can be reasoned with the strong connection and correlation between the national identity and the European identity (Fligstein et. al, 2012; Erisen 2017). Although, at first glance it seems like the European identity has a positive impact on the purchase intentions of domestic products, after introducing all of the other social identities as the control variables, it became quite clear that the significant effect was caused mainly by the

national identity. Therefore, the European identity of the immigrants is not confirmed to be a predictor of the purchase intention of domestic products. It seems like the civic nature of the European identity was a factor in changing the dynamic of this relationship for the immigrants making the influence of the European identity on their consumption behavior less salient when making purchase decisions for domestic products (Harmon et. al, 2009; Agirdag et. al, 2016). This means that the European identity of the immigrants is not triggered by the national symbols and cues due to its supranational characteristic.

Similar to national identity overall being a predictor for the domestic products and the global identity being a predictor for global products (Zhang et. al, 2009), the results show that the European identity is a predictor for the corresponding European products. These findings remind us that Europe is a regional entity that is recognized by the consumers and just like any other form of ingroup bias, a regional group can also cause an individual make a positive evaluation of the products from the social group that one identifies him/herself with (Verlegh, 2007; Diamantopoulos et. al, 2017). In this regard, the analysis does not present different outcomes than the study of Micevski et. al. (2019) for the immigrants in Europe.

The results also display that the European identity of the immigrants in Europe does not play a big role in determining their purchase intentions of the ethnic products where the impact is positive but rather weak. It is apparent that the immigrants in Europe show the tendency to polarize between the host identities (national and European identity) and the heritage identity (ethnic identity) which translates into shaping their purchase intentions. In that regard, it is not possible to detect a strong impact of the European identity of the immigrants on their purchase intention of the ethnic products.

The weak positive impact might be again due to the supranational characteristic of the European identity which makes it possible to co-exist with some of the ethnic values and symbols. Added to this, it must be kept in mind that the heritage country of the studied immigrants is a country which is partly geographically located in the continent of Europe. For that reason, it is possible that the European identity consist some ethnic values to a certain degree for the perception of the Turkish immigrants in Europe.

It must be also stated that the mentioned impact diminishes for the immigrants that live in the host country in a longer timeframe than 10 years. This indicates that the ethnic values are more distinct than the European identity when the European identity is fully matured by

the individual. Nevertheless, similar to the finding that the national identity is the dominant predictor of purchase intentions of the domestic products, these results show that the ethnic identity is the dominant predictor of purchase intentions of ethnic products.

With the search for acceptance and status in the host society, the immigrants are known to signal belonging by consuming host originated products and avoiding ethnic products. Having this consumption behavior would give them the chance to disassociate themselves from an undesired ethnic identity and associate themselves with the desired European identity (Luedicke, 2015; Erisen, 2017). The occurrence that the immigrant consumers did not display a tendency to disassociate themselves from their ethnic identities by avoiding ethnic products regardless of their European identity contradicts some of the literature that claim otherwise for the consumption behavior of immigrants (e.g., Verlegh, 2007; Luedicke, 2015).

This could be occurring due to the complex nature of the European identity as it is more of a civic identity compared to the national identity and therefore it can coexist with more ethnic values and cues (Fligstein et. al, 2012; Agirdag et. al, 2016; Erisen, 2017). However, at the same time the European identity is not known to be totally free from the ethnic boundaries as it usually consists European values and culture (Alba et. al 2014; Fleischmann et. al, 2016). Therefore, it is possible to argue that the immigrants in Europe with ethnic backgrounds that represent the excluded minority groups do not follow the usual consumption strategies of assimilation, which is dependent on the consumption of host products with the goal of acceptance and belonging (Luedicke, 2015; Erisen 2017). The reason that the immigrants do not shape their consumption behavior based around the national and European identities is observed to be due to their reactive ethnicity which occurs as a result of being excluded from the host society.

7 Theoretical Contributions

The social identity theory has been conceptualized around the 80s (e.g. Tajfel 1978; Tajfel and Turner, 1986; Lau, 1989). Since then the research has extended first towards a comparative approach between the global and local identity and then towards marketing with a focus on consumers' self-definition and its consequences on their group identities and in-group out-group perceptions (e.g. Arnett, 2002; Verlegh, 2007). In the last decade, the approach transformed towards the consumption behavior with an emphasis on purchase intentions and product preferences (e.g. Zhang et al, 2009). This approach does not take the coexistence of multiple identities into account which mainly is a result of the movement of the societies in an increasingly multicultural and multiethnic world that we live in today. Therefore, the simultaneous influence of multiple community-based identities on multiple number of products would help the literature to catch up with the rapidly evolving consumer identities.

The development of the European identity and the purchase intention of European products especially for the immigrant consumers is relatively scarce. Therefore, the phenomenon of reactive ethnicity of the non-Eu immigrants should be investigated to deeper measures in a time where the negative representations of immigrants lately in Europe has resulted in awakening of right-wing parties and anti-immigrant attitudes (Espinosa et. al, 2018). Only the study of Micevski et. al. (2019) provided the literature an empirical evidence on the role of the European identity in impacting consumers purchase intentions. This study here extends this investigation to the rapidly growing group of non-Eu immigrants with the guidance of reactive ethnicity and social identity theory. In that regard, this research is the first study that involves all four social identities of immigrants and simultaneously investigate the effect of the European identity of the non-European immigrants.

The findings of this study provide empirical evidence on the civic nature of the European identity proving that the European identity is a multiple identity where it consists parts from national identity and global identity as well as it can coexist with a very strong ethnic determinant such as religion that is originated from an “out-group” culture. The negative correlation between the European identity and the ethnic identity together with the findings of reactive ethnicity indicates that the European identity, besides its civic characteristic, also consists ethnic boundaries to a certain degree with its so called “ethno-nationalistic”

characteristic. These findings of this research regarding the characteristics of the European identity are in line with the previous claims of Fligstein et. al. (2008).

The results regarding the reactive ethnicity of the immigrants in Europe add on to the scarce literature of the social identity development of the excluded minority groups. The results are consistent with the previous literature of the reactive ethnicity as it is observed that the immigrants tend to turn towards their heritage groups and have weaker host identities in the case of exclusion from the dominant society (e.g, Diehl et. al, 2006; Çelik, 2015). In that occurrence, on the contrary to the suggestions of Agirdag et.al, (2016, the European identity is apparently not perfectly fitted to provide an alternative host identity for the excluded minority groups. The European identity of the immigrants was rather weak and it had a positive correlation with the national identity and a negative correlation with the ethnic identity. However, the coexistence of the European identity with a very strong ethnic identity such as religion displays that it can potentially be a better fit than the national identity for certain ethnic groups with a different religious affiliation than the dominant population.

Besides having a unique focus on the immigrants, the contributions of this research on the relationship between the European identity and the purchase intentions of different product origins is mainly formed by the recognition of the other social identities and control variables. The findings are partly in line with the findings of Micevski et. al. (2019) who stated for the local European consumers in general that the European identity is a predictor for both domestic and global products purchase intentions.

However, the results of this research for the immigrant consumers in Europe indicate that the European identity is not a predictor of their purchase intention of domestic products. Therefore, the national identity is recognized as the dominant predictor of the purchase intention of domestic products as the civic nature of the European identity might be preventing a strong correlation of the European identity to the purchase intention of domestic products in a European country. In that regard, we argue that the European identity is less salient than the national identity when it comes to the immigrants' purchase intention of domestic products.

The complex nature of the European identity is again put on display in this research as it was observed to predict purchase intentions of both European and global products. The findings provide evidence that the European identity is a dual identity also for the immigrants with

European and global elements. The findings for the immigrant consumers in that regard are in line with the previous literature of Micevski et. al. (2019) who investigated the relationship for consumers in Europe in general.

Last but not least, the research provides contribution to the literature by displaying evidence on the unorthodox consumption behavior of a minority group which has shown signs of exclusion from the host society (e.g, Verkuyten et. al, 2007; Verlegh, 2007; Josiassen, 2011). The findings did not detect a negative relationship between the European identity and the purchase intention of ethnic products. In that regard, this research provides evidence that the chosen minority group did not show a typical pattern of consumption strategy to support their identification to the host culture by avoiding the consumption of heritage products unlike what some of the literature expects (e.g, Verlegh, 2007; Luedicke, 2015).

All in all, it is possible to argue that the reactive ethnicity is the reason that the excluded minority groups do not shape their identities and consumption behavior based around the host culture and the dominant population. Through reactive ethnicity the immigrants are polarizing towards a host heavy or an ethnic heavy social identity which determines their purchase intentions of the domestic, European, ethnic and global products.

8 Managerial Implications

This thesis contributes to the notion of ethnic marketing with the overall aim of bridging the gap between the marketers and the minority groups in Europe that present many unknowns until this day. The contribution is made by highlighting the development of the European identity for immigrants and its crucial role in shaping consumers purchase intentions which has the potential to provide significant recommendations to businesses.

Firstly, mentioning the outcomes of the reactive ethnicity and its influence on the European identity may provide valuable insight to the politicians and the other experts that are involved with the topic of migration. The European identity is the weakest identity of the immigrants in Europe compared to the other social identities. However, due to its civic nature, the European identity presents an intriguing alternative for the immigrants who face challenges developing a national identity (Agirdag et. al, 2016; Oshri et. al, 2016; Erisen, 2017).

What makes the European identity a valuable option for the minority groups in European is that it can coexist with an out-group religion such as Islam. Added to this, the European identity is not as strongly negatively correlated as the national identity with the ethnic identity of the immigrants in Europe. The social exclusion is clearly a factor determining the European identity of the immigrant. The immigrants who perceive discrimination, lack host language skills and have less friends from the host population move away from the host identities and develop a stronger ethnic identity. The structural discrimination shows an even more distinctive influence on the identity development of the individual.

A sense of belonging and shared identity is essential to obtain a social cohesion and economic development in a region (Pflegerl et al, 2005; Verkuyten et. al, 2012). Therefore, this study encourages the politicians in Europe to boost the campaigns of European identity and improve the migration policies with an emphasis especially on anti-discrimination policies.

From a marketing perspective, connecting the context of consumption of immigrants with the regional community-based identities such as the European identity can guide managers to target the undiscovered ethnic communities and consumers. It holds great importance for the brands to be aware of which social identities are salient for their consumers when making purchase decisions (Harmon et al 2009).

For that reason, the information on how the immigrants reinforce their identities through consuming products that match their self-concept can very well be utilized by marketers in order to boost their marketing communication strategies. Depending on the social identities of its target group, a brand may use flags, cultural symbols, themes, landmarks and specific colors through product packaging and advertising strategies that stimulate certain emotions and perceptions on the individual.

Specifically, for the immigrants in Europe, their national and ethnic identities are observed to be more dominant and salient compared to their European identity when making purchase decisions. Added to this, their national and ethnic identities are defined as the predictors of the domestic and ethnic products respectively. Therefore, it is not suggested to utilize on cues and symbols from the identities outside of the national and ethnic identities if the brand is originated from or can be associated with any one of these identities. Moreover, this argument is supported with the finding that both national and ethnic products present higher purchase intentions than the global and European products. However, if the brand is not able to utilize on such cues due to its origin, because of the reason that the European identity has a positive impact on the purchase intentions of the European and global products, it would be beneficial for the brands that originate outside of the host and heritage countries to utilize on European cues and symbols.

Although multiple identities can coexist, the immigrants in Europe are observed either to develop a host heavy identity or a heritage heavy identity depending on their exclusion level. The host heavy identity of an individual is a mixture of the closely related national and European identities. The fact that the European identity of the immigrants is generally weaker than their national identity should guide the Austrian and German brands to shape their marketing communication strategies around the cues and symbols that stimulate the national identity instead of the European identity.

However, for the immigrants, the European products trigger a higher purchase intention than the global products. Therefore, the only occasion where European identity centered marketing communication tactics are suggested is when the brand is originated from a European country other than Austria or Germany. In this case, the European cues and symbols can help a brand compete with and overcome the global competition. However, besides the weaker identification of Europe compared to national identities in Austria and Germany, the domestic products may also present a high perception of quality and

performance which might even make it tougher for the European products to compete against domestic products (Diamantopoulos et. al, 2017).

The brands that originate from the heritage countries outside of Europe and target the ethnic minority groups as their potential consumers are encouraged to utilize on their marketing strategies with the use of ethnic cues and symbols in their packaging and advertisements. The consumers are observed to be willing to consume ethnic products even if they develop a European identity. As of today, the national identity and the ethnic identity are still seen to be the dominant identities that influence immigrant consumers choices as the European identity and the purchase intention of its products is too weak to provide an alternative for the domestic and ethnic brands.

Nevertheless, we argue that the European identity offers a certain amount of upside with its ability to coexist with the outside religions. Added to this it might be easier to support the European identity development of the immigrant consumers due to its supranational characteristic (Agirdag et. al, 2016; Erisen 2017). The results indicate that the marketing managers of the brands from the other European countries and rest of the world that target the consumers from ethnic minorities should capitalize by leveraging on the European identity with their marketing communication strategies (Micevski et. al, 2019).

All in all, the inclusion of the ethnic minority groups through boosting a shared regional identity like the European identity with political campaigns and migration policies has the potential to cause political and economic improvements by providing social cohesion in Europe and higher market shares for the European brands.

9 Limitations and Future Research

The snowball sampling method has been implemented in this marketing research project in order to avoid any sampling costs that would occur. The distribution of the sample was on a satisfactory level with a relatively equal distribution especially on education level, income level and age of the respondents. Nevertheless, due to snowball sampling, the sample consist a higher number of females (66.2%) than males (33,8%) and only 12 respondents (3.9%) from the 3rd generation of immigrants. A stratified random sampling method is suggested for the future research as it would assist the validity of the research by dividing the immigrants in Europe into subgroups and having a better representation of the whole ethnic minority group.

Focusing on a homogenous group of immigrants that migrated from the same heritage country which are perceived as an excluded minority group has allowed the research to be more specific and implement a deep investigation on a large samples' social identity development and purchase intentions (Fleischmann et. al, 2016). However, the immigrants from other ethnic origins not being included in the research rightfully so might provoke some validity and generalizability concerns. A comparative approach by involving more minority groups from different regions would provide additional findings and a better generalizability to the research (Verkuyten et. al, 2012).

The MIPEx has announced that it will announce the latest migration ratings for the European countries by the end of the year 2020. This will give the future research the opportunity to study the European identity development of the immigrants in Europe as an outcome of the latest state of migration policies. A qualitative approach in the future would also present a thorough investigation on the topic and capture measurements on a deeper psychological level.

The literature of reactive ethnicity has yet to determine the weighting of its dimensions as well as the causality of the of chain events that occur in the form of psychological outcomes that are presented from the social exclusion of the individuals. Therefore, the additional research on reactive ethnicity would make it possible to increase the effectiveness of the future quantitative studies on the topic of social identity development of the immigrants.

The countries where the research is implemented in which are Germany and Austria represent many similarities in terms of their culture and geographical regions. This

occurrence presented many advantages in making accurate comparisons of the outcomes for different migration policies. However, comparing the identities and purchase intentions of immigrants from countries that are culturally and geographically distanced would provide the literature additional valuable insights. Added to this, different country images may arise different perceptions of quality and performance of products in the consumers' minds (Diamantopoulos et. al, 2017). As the products may present different purchase intentions depending on the quality perception of consumers for the products from different origins, the future research is encouraged to include measurement methods of quality perceptions of the immigrants as well as taking other minority groups and European countries into account.

Given the dynamic nature of social identity development (Arnett, 2002), the future research could choose a longitudinal approach to examine the community-based identities to investigate how the social identity of the minority groups develop and react to the surrounding events. Such an approach would provide a through overview of the direction that the immigrants in Europe are going in terms of their social identity development and consumption behavior.

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Appendix

Appendix A – English Questionnaire

Appendix B – SPSS Output

Appendix C – German Abstract

Appendix A) English Questionnaire

Q1 Dear respondent,

This study investigates the consumer behavior of the ethnic groups in Europe. It is a part of my Master Thesis which I am doing at the Chair of International Marketing in University of Vienna. I would be very grateful for your contribution as it will tremendously help me in finishing my thesis.

Please be aware that:

- The questionnaire is completely anonymous and the answers cannot be tracked back to you.
- There are no right or wrong answers to the questions as your opinion here is the only thing that matters.
- Only with your honest answers to all of the questions, it will be possible to implement a valuable research.
- The questionnaire serves no commercial purpose, and all relevant information is used only for academic purposes.
- Overall, completing the questionnaire takes less than 10 minutes of your time.

Thank you for participating in this survey!

Q2 Please indicate the country of origin which you or your family originally came from.

Please tick the appropriate box:

- ☐ Bosnia
- ☐ Croatia
- ☐ Turkey
- ☐ Serbia
- ☐ Other (please specify)_____

Q3 Product Perceptions Section:

Following questions explore your overall attitude and preferences for **jeans** from different countries or regions. Please read the statements carefully and respond to each of them by selecting the appropriate circle according to your own personal opinion.

Q4 Please indicate your general attitude towards the following product origins:

	1 Unfavourable	2	3	4	5	6	7 Favoruable
My overall attitude toward German jeans is: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My overall attitude toward jeans coming from a European Union country (other than Germany) is: (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My overall attitude toward jeans coming from Turkey is: (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My overall attitude toward foreign jeans coming from rest of the world (outside of European Union and Turkey) is: (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Please indicate the extent to which you disagree or agree or with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
It is very likely that I would consider buying German jeans. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would purchase German jeans. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend German jeans. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Please indicate the extent to which you disagree or agree or with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
It is very likely that I would consider buying jeans coming from a European Union country other than Germany. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would purchase jeans coming from a European Union country other than Germany . (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend trousers coming from a European Union country other than Germany . (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Please indicate the extent to which you disagree or agree or with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
It is very likely that I would consider buying jeans coming from Turkey. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would purchase jeans coming from Turkey. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend jeans coming from Turkey. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Please indicate the extent to which you disagree or agree or with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
It is very likely that I would consider buying jeans trousers coming from rest of the world (outside of the European Union and Turkey). (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would purchase jeans trousers coming from rest of the world (outside of the European Union and Turkey). (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend jeans trousers coming from rest of the world (outside of the European Union and Turkey). (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Product Category Involvement

The following section of the questionnaire consists statements regarding your involvement of the product group **jeans**. **To which extent do you disagree or agree with the following statements?**

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I have a strong interest in jeans. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jean are very important to me. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jeans are relevant to me. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Social Identities:

The following questions refers to how you see yourself in general. Please read the questions carefully and answer according to your own personal beliefs.

Q11 To what extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I see myself as a part of Germany. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strongly identify with Germany. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel strong connection to Germany. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
German identity is an important reflection of who I am. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 To what extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I see myself as a part of the European Union. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strongly identify with the European Union. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel strong connection to the European Union. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European identity is an important reflection of who I am. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 To what extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I see myself as a part of Turkey. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strongly identify with Turkey. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel strong connection to Turkey. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turkish identity is an important reflection of who I am. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 To what extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I see myself as a part of the entire world. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strongly identify with the entire world. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel strong connection to the entire world. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global identity is an important reflection of who I am. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Purchase Behavior:

The following section of the questionnaire will determine your general attitudes as a buyer. Please, read the statements carefully and respond to them according to your own opinions.

Q16 To which extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
When buying products, I generally purchase brands that I think other Turkish people will approve of. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I achieve a sense of belonging to Turkey by purchasing the same products and brands that other Turkish people from purchase. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to identify with other Turkish people by purchasing the same brands as they would purchase. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to know what brands and products make a good impression on other Turkish people. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that other Turkish people like the brands and products that I buy. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 Where do you currently live?

- ☐ Germany (1)
- ☐ Other, please specify (3) _____

Q18

The following questions refers to your social network in Austria. Please read the question carefully and answer according to your social network. Please place a tick where you think best suits your allocation of friends.

	Only Turkish (1)	Mostly Turkish (2)	More Turkish than German (3)	Turkish & German Equally (4)	More German than Turkish (5)	Mostly German (6)	Only German (7)
My friends in Germany are (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19

The following question refers to your language level and preferences. Please read the question carefully and answer according to your opinion. Using a scale of (1) very low to (7) native speaker, please check the number that best indicates how fluent you currently are in each of your languages for speaking, reading and listening.

Q20 How would you rate your German language skills?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
German: Speaking (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
German: Reading (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
German: Listening (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 How would you rate your Turkish language skills?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Turkish: Speaking (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turkish: Reading (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turkish: Listening (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 Religion

The following section involves questions regarding your religion. Read the questions carefully and respond to them according to your own experiences and opinions.

Please also remember that the information is confidential and will only be used for research purposes.

Q23 Please indicate your Religion:

- ☐ Muslim (1)
- ☐ Christian (2)
- ☐ Agnostic (3)
- ☐ Atheist (4)
- ☐ Other (please specify) (5) _____

Q24 To what extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
My religious beliefs are important to me. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My religious beliefs influence all my dealings in life. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often pray to God. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My local religious group is important to me. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep well informed about my local religious group and have some influence in its decisions. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy participating in the activities of my religious group. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25

The following questions refer to the attitude of the Turkish people towards the European Union. Please indicate your thoughts upon the topic with your personal opinion:

Q26 I believe that the overall attitude of Turkish people towards the European Union is:

	1	2	3	4	5	6	7	
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Good
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Favorable
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Positive
Against	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		For

Q27 Turkey joining the European Union would be a

	1	2	3	4	5	6	7	
Bad thing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good thing

Q28 Since when do you live in Germany?

- ☐ Please indicate in years (1) _____
- ☐ I was born here. (2)
- ☐ I was born here but lived in Turkey for some time of my life. (3)

Q29 We would like to conclude this questionnaire by asking you some details about yourself. This information is confidential and will only be used for statistical purposes.

Q30 Gender

- ☐ Female (1)
- ☐ Male (3)

Q31 Nationality (Passport):

- ☐ German (1)
- ☐ Turkish (2)
- ☐ Other (Please Indicate you hold another passport) (3) _____

Q32 How did you settle in Austria?

- ☐ I moved to Germany (I was not born in Germany) (1)
- ☐ My parent(s) moved to Germany (2)
- ☐ At least one of my parents is born in Germany (3)

Q33 Employment status:

- ☐ Full-time employment (1)
- ☐ Part-time employment (2)
- ☐ Vocational training (3)
- ☐ Not employed (4)
- ☐ Retired (5)

Q34 Income (net. €/Month):

- ☐ less than 1000 (1)
- ☐ 1001-1500 (2)
- ☐ 1501-2000 (3)
- ☐ 2001-2500 (4)
- ☐ more than 2500 (5)

Q35 What is your educational level?

- ☐ Elementary school (1)
- ☐ High school certificate (2)
- ☐ Vocational School Certificate (3)
- ☐ Bachelor's degree (4)
- ☐ Master's degree (5)
- ☐ Other (Please Specify) (6) _____

Q36 Age

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 66-75
- ☐ older than 76

Q37

Lastly, the following section involves questions regarding your experiences in your country of residence. Read the questions carefully and respond to them according to your own experiences and opinions. Please also remember that the information is confidential and will only be used for research purposes.

Q38 How often do you experience the following incidents in your country of residence towards you due to your ethnic background?

	Never (1)	From time to time (2)	Sometimes (3)	About half the time (4)	Very often (5)	Most of the time (6)	Always (7)
Discrimination (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intolerance (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prejudice (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disadvantages (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q39 To what extent do you disagree or agree with the following statements?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Turkish people are treated unfairly by officials in Germany. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turkish people do not have the same legal rights as everyone else in Germany. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turkish people do not have the same opportunities to succeed as everyone else in Germany. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40 The survey is complete!

Thank you very much for your participation and for helping me with my thesis! If you have any comments you can leave them below.

Appendix B) SPSS Outputs

Reliability of Religiousness Measurement

Case Processing Summary

		N	%
Cases	Valid	271	85,8
	Excluded ^a	45	14,2
	Total	316	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,842	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,695
Bartlett's Test of Sphericity	Approx. Chi-Square	294,615
	df	3
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,233	74,426	74,426	2,233	74,426	74,426
2	,492	16,412	90,838			
3	,275	9,162	100,000			

Extraction Method: Principal Component Analysis.

Reliability of Religious Affiliation Measurement

Case Processing Summary

		N	%
Cases	Valid	271	85,8
	Excluded ^a	45	14,2
	Total	316	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,901	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,738
Bartlett's Test of Sphericity	Approx. Chi-Square
	433,972
	df
	3
	Sig.
	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,462	82,066	82,066	2,462	82,066	82,066
2	,321	10,696	92,762			
3	,217	7,238	100,000			

Extraction Method: Principal Component Analysis.

Reliability of EU Attitude Measurement

Case Processing Summary

		N	%
Cases	Valid	311	98,4
	Excluded ^a	5	1,6
	Total	316	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,846	5

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,845
Bartlett's Test of Sphericity	Approx. Chi-Square	914,035
	df	10
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,300	66,008	66,008	3,300	66,008	66,008
2	,892	17,835	83,842			
3	,329	6,576	90,418			
4	,307	6,132	96,550			
5	,173	3,450	100,000			

Extraction Method: Principal Component Analysis.

Reliability of Perceived Discrimination Measurement**Case Processing Summary**

		N	%
Cases	Valid	310	98,1
	Excluded ^a	6	1,9
	Total	316	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,896	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,841
Bartlett's Test of Sphericity	Approx. Chi-Square	755,689
	df	6
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,069	76,718	76,718	3,069	76,718	76,718
2	,389	9,731	86,449			
3	,317	7,931	94,379			
4	,225	5,621	100,000			

Extraction Method: Principal Component Analysis.

Reliability of Structural Discrimination Measurement

Case Processing Summary

		N	%
Cases	Valid	310	98,1
	Excluded ^a	6	1,9
	Total	316	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,800	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,711
Bartlett's Test of Sphericity	Approx. Chi-Square
	289,633
	df
	3
	Sig.
	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,147	71,566	71,566	2,147	71,566	71,566
2	,449	14,965	86,530			
3	,404	13,470	100,000			

Extraction Method: Principal Component Analysis.

Reliability of German Skills Measurement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,958	,958	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,780
Bartlett's Test of Sphericity	Approx. Chi-Square
	1009,314
	df
	3
	Sig.
	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,766	92,203	92,203	2,766	92,203	92,203
2	,120	4,006	96,208			
3	,114	3,792	100,000			

Two-way Pearson Correlation of Social Identities

Correlations

		Idnational	Ideu	Idtr	Idglobal
Idnational	Pearson Correlation	1	,568**	-,147**	,139*
	Sig. (2-tailed)		,000	,009	,014
	N	311	311	311	311
Ideu	Pearson Correlation	,568**	1	-,168**	,223**
	Sig. (2-tailed)	,000		,003	,000
	N	311	311	311	311
Idtr	Pearson Correlation	-,147**	-,168**	1	,025
	Sig. (2-tailed)	,009	,003		,664
	N	311	311	311	311
Idglobal	Pearson Correlation	,139*	,223**	,025	1
	Sig. (2-tailed)	,014	,000	,664	
	N	311	311	311	311

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

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

One-Way Anova on Social Identities Comparison (DE vs AT)

ANova

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
ID national	Between Groups	8,642	1	8,642	3,597	,059
	Within Groups	742,429	309	2,403		
	Total	751,071	310			
ID eu	Between Groups	2,862	1	2,862	,963	,327
	Within Groups	917,822	309	2,970		
	Total	920,683	310			
ID tr	Between Groups	1,096	1	1,096	,545	,461
	Within Groups	621,223	309	2,010		
	Total	622,319	310			
ID global	Between Groups	7,911	1	7,911	3,510	,062
	Within Groups	696,468	309	2,254		
	Total	704,379	310			

One-Way Anova on Product Purchase Intention Comparison (DE vs AT)

ANova

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Purchase Domestic	Between Groups	5,327	1	5,327	2,833	,093
	Within Groups	580,994	309	1,880		
	Total	586,321	310			
Purchase EU	Between Groups	12,025	1	12,025	5,538	,019
	Within Groups	670,972	309	2,171		
	Total	682,997	310			
Purchase TR	Between Groups	,216	1	,216	,078	,780
	Within Groups	856,954	309	2,773		
	Total	857,170	310			
Purchase Global	Between Groups	4,097	1	4,097	1,420	,234
	Within Groups	891,177	309	2,884		
	Total	895,273	310			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	5,452	,392		13,906	,000	4,680	6,223
IDtr	-,204	,068	-,168	-2,995	,003	-,339	-,070

a. Dependent Variable: IDEu

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1,233	,266		4,629	,000	,709	1,757
IDnational	,629	,052	,568	12,134	,000	,527	,731

a. Dependent Variable: IDEu

Regression Analysis of Reactive Ethnicity and European Identity

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,335 ^a	,112	,097	1,64570	,112	7,632	4	242	,000

a. Predictors: (Constant), DEskills_REV, ReligionMuslim, Social_Network_REV, Discrimination

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82,684	4	20,671	7,632	,000 ^b
	Residual	655,418	242	2,708		
	Total	738,102	246			

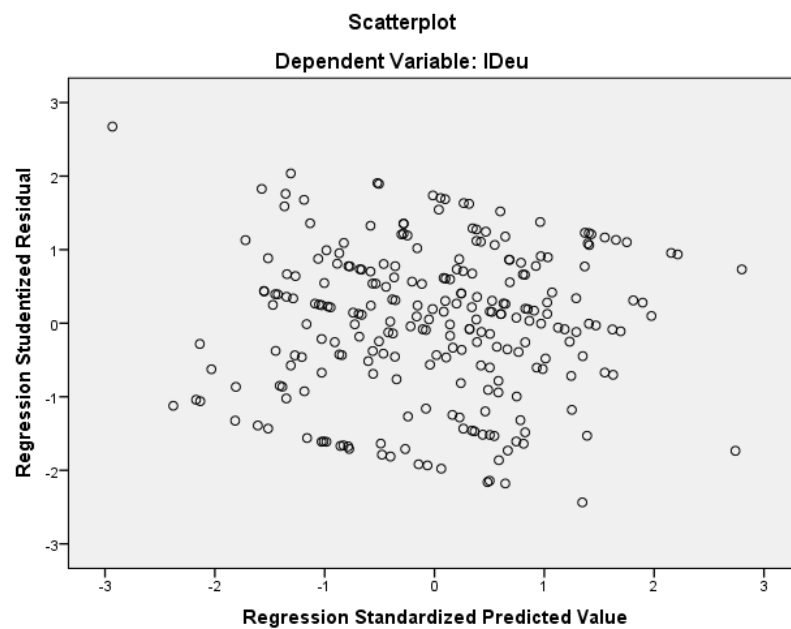
a. Dependent Variable: IDEu

b. Predictors: (Constant), DEskills_REV, ReligionMuslim, Social_Network_REV, Discrimination

Coefficients^a

Model		Unstandardized		Standardize	t	Sig.	95,0% Confidence Interval	
		Coefficients		d			for B	
		B	Std. Error	Coefficients			Lower	Upper
		B	Std. Error	Beta			Bound	Bound
1	(Constant)	7,257	,601		12,074	,000	6,073	8,441
	Religion	-,069	,076	-,060	-,907	,366	-,219	,081
	Discrimination	-,245	,089	-,177	-2,764	,006	-,420	-,070
	Lack of host friends	-,317	,113	-,177	-2,793	,006	-,540	-,093
	Lack of DE skills	-,140	,063	-,136	-2,219	,027	-,264	-,016

a. Dependent Variable: IDEu



Regression Analysis of European Identity and Purchase Intention of Domestic Products

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,136 ^a	,018	,015	1,34708	
2	,257 ^b	,066	,050	1,32275	
3	,301 ^c	,091	,057	1,31820	1,739

a. Predictors: (Constant), IDeu

b. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational

c. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Einkommen (netto € / Monat):, Wie sind Sie nach Deutschland eingewandert?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,468	1	10,468	5,768	,017 ^b
	Residual	558,903	308	1,815		
	Total	569,371	309			
2	Regression	37,474	5	7,495	4,284	,001 ^c
	Residual	531,897	304	1,750		
	Total	569,371	309			
3	Regression	51,548	11	4,686	2,697	,003 ^d
	Residual	517,823	298	1,738		
	Total	569,371	309			

a. Dependent Variable: PurchaseNational

b. Predictors: (Constant), IDeu

c. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational

d. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational, Alter, Country#,...

d. Dependent Variable: PurchaseNational

Coefficients ^a			
Model	Standardized Coefficients		Sig.
	Beta	t	
1	(Constant)	24,174	,000
	IDeu	,136	,017
2	(Constant)	7,621	,000
	IDeu	,013	,849
	IDnational	,137	,043
	IDtr	-,011	,845
	IDglobal	,085	,138
	Product_Involvement	,161	,005
3	(Constant)	6,001	,000
	IDeu	-,011	,876
	IDnational	,174	,016
	IDtr	,003	,962
	IDglobal	,083	,163
	Product_Involvement	,143	,015
	Country	-,091	,115
	Age	,011	,854
	Education	-,043	,481
	Income	,084	,170
	Gender	-,078	,191
	Generation	-,087	,182

a. Dependent Variable: Purchase Domestic

Regression Analysis of European Identity and Purchase Intention of European Products

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,261 ^a	,068	,065	1,43271	
2	,334 ^b	,112	,097	1,40806	
3	,382 ^c	,146	,115	1,39418	2,137

a. Predictors: (Constant), IDeu

b. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational

c. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Einkommen (netto € / Monat):, Wie sind Sie nach Deutschland eingewandert?

d. Dependent Variable: PurchaseEU

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,139	1	46,139	22,478	,000 ^b
	Residual	632,221	308	2,053		
	Total	678,360	309			
2	Regression	75,637	5	15,127	7,630	,000 ^c
	Residual	602,723	304	1,983		
	Total	678,360	309			
3	Regression	99,128	11	9,012	4,636	,000 ^d
	Residual	579,231	298	1,944		
	Total	678,360	309			

a. Dependent Variable: PurchaseEU

b. Predictors: (Constant), IDeu

c. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational

d. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Einkommen (netto € / Monat):, Wie sind Sie nach Deutschland eingewandert?

Coefficients ^a			
Model	Standardized Coefficients	t	Sig.
	Beta		
1 (Constant)		16,025	,000
IDeu	,261	4,741	,000
2 (Constant)		5,026	,000
IDeu	,250	3,705	,000
IDnational	-,072	-1,095	,274
IDtr	-,019	-,337	,737
IDglobal	,097	1,748	,082
Product_Involvement	,180	3,223	,001
3 (Constant)		3,655	,000
IDeu	,222	3,212	,001
IDnational	-,057	-,826	,409
IDtr	-,022	-,390	,697
IDglobal	,057	,990	,323
Product_Involvement	,182	3,209	,001
Country#	,150	2,687	,008
Alter	-,083	-1,471	,142
Was ist dein Bildungsniveau? - Selected Choice	,024	,411	,681
Einkommen (netto € / Monat):	,057	,960	,338
Geschlecht	-,061	-1,061	,289
Wie sind Sie nach Deutschland eingewandert?	-,106	-1,673	,095

a. Dependent Variable: Purchase EU

Regression Analysis of European Identity and Purchase Intention of Global Products

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,172 ^a	,030	,026	1,67200	
2	,242 ^b	,059	,043	1,65755	
3	,296 ^c	,088	,054	1,64820	2,099

a. Predictors: (Constant), IDeu

b. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational

c. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Einkommen (netto € / Monat);, Wie sind Sie nach Deutschland eingewandert?

d. Dependent Variable: PurchaseGlobal

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,243	1	26,243	9,387	,002 ^b
	Residual	861,035	308	2,796		
	Total	887,277	309			
2	Regression	52,050	5	10,410	3,789	,002 ^c
	Residual	835,227	304	2,747		
	Total	887,277	309			
3	Regression	77,739	11	7,067	2,602	,004 ^d
	Residual	809,538	298	2,717		
	Total	887,277	309			

a. Dependent Variable: PurchaseGlobal

b. Predictors: (Constant), IDeu

c. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational

d. Predictors: (Constant), IDeu, Product_Involvement, IDglobal, IDtr, IDnational, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Einkommen (netto € / Monat);, Wie sind Sie nach Deutschland eingewandert?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,102	,257		12,094	,000
	IDeu	,169	,055	,172	3,064	,002
2	(Constant)	2,497	,623		4,012	,000
	IDeu	,245	,068	,249	3,579	,000
	IDnational	-,163	,074	-,149	-2,202	,028
	IDtr	,082	,069	,069	1,186	,237
	IDglobal	,044	,064	,039	,686	,493
	Product_Involvement	,078	,062	,072	1,251	,212
3	(Constant)	2,099	,973		2,157	,032
	IDeu	,206	,070	,209	2,931	,004
	IDnational	-,146	,078	-,134	-1,863	,063
	IDtr	,094	,070	,079	1,342	,181
	IDglobal	,025	,067	,022	,368	,713
	Product_Involvement	,071	,064	,065	1,113	,267
	Country#	,220	,196	,065	1,126	,261
	Alter	,088	,076	,068	1,166	,245
	Was					
	ist dein Bildungsniveau? -	,154	,084	,111	1,828	,069
	Selected Choice					
	Einkommen					
	(netto € / Monat):	-,037	,076	-,030	-,489	,625
	Geschlecht	-,318	,213	-,089	-1,493	,136
	Wie					
	sind Sie nach Deutschland	-,002	,227	,000	-,007	,994
	eingewandert?					

a. Dependent Variable: Purchase Global

Regression Analysis of European Identity and Purchase Intention of Ethnic Products

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,083 ^a	,007	,003	1,65453	
2	,387 ^b	,150	,132	1,54370	
3	,435 ^c	,189	,151	1,52677	1,626

a. Predictors: (Constant), IDeu

b. Predictors: (Constant), IDeu, IDtr, IDglobal, Product_Involvement, IDnational

c. Predictors: (Constant), IDeu, IDtr, IDglobal, Product_Involvement, IDnational, Einkommen (netto € / Monat):, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Wie sind Sie nach Deutschland eingewandert?

d. Dependent Variable: PurchaseTR

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,682	1	4,682	1,710	,192 ^b
	Residual	667,944	244	2,737		
	Total	672,626	245			
2	Regression	100,703	5	20,141	8,452	,000 ^c
	Residual	571,923	240	2,383		
	Total	672,626	245			
3	Regression	127,165	11	11,560	4,959	,000 ^d
	Residual	545,461	234	2,331		
	Total	672,626	245			

a. Dependent Variable: PurchaseTR

b. Predictors: (Constant), IDeu

c. Predictors: (Constant), IDeu, IDtr, IDglobal, Product_Involvement, IDnational

d. Predictors: (Constant), IDeu, IDtr, IDglobal, Product_Involvement, IDnational, Einkommen (netto € / Monat):, Alter, Country#, Was ist dein Bildungsniveau? - Selected Choice, Geschlecht, Wie sind Sie nach Deutschland eingewandert?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,890	,278		17,570	,000
	IDeu	,079	,060	,083	1,308	,192
2	(Constant)	1,669	,650		2,568	,011
	IDeu	,048	,071	,051	,676	,500
	IDnational	,098	,078	,093	1,257	,210
	IDtr	,395	,076	,321	5,180	,000
	IDglobal	-,019	,066	-,018	-,291	,772
	Product_Involvement	,153	,067	,143	2,288	,023
3	(Constant)	,021	1,030		,020	,984
	IDeu	,037	,073	,039	,504	,615
	IDnational	,051	,082	,048	,616	,538
	IDtr	,403	,077	,327	5,234	,000
	IDglobal	,009	,067	,008	,135	,893
	Product_Involvement	,162	,068	,152	2,398	,017
	Country#	-,068	,205	-,020	-,331	,741
	Alter	-,023	,080	-,018	-,285	,776
	Was					
	ist dein Bildungsniveau? -	,173	,085	,130	2,038	,043
	Selected Choice					
	Einkommen					
	(netto € / Monat):	,021	,081	,017	,256	,798
	Geschlecht	,128	,236	,036	,541	,589
	Wie					
	sind Sie nach Deutschland	,619	,261	,160	2,370	,019
	eingewandert?					

a. Dependent Variable: PurchaseTR

Appendix C) German Abstract

Die Globalisierung und Migration haben in den letzten Jahrzehnten die Bevölkerungsbewegungen in der Welt verursacht, die die Form vieler Gesellschaften und sozialer Gruppen verändert haben. Um den Zustand der sozialen Gruppen zu verstehen, haben SoziologInnen, AnthropologInnen und PolitikwissenschaftlerInnen die Bildung sozialer Identitäten erforscht. In den letzten 20 Jahren haben Marketing Forscherinnen die sozialen Identitäten als wichtigen Bestandteil des Konsumentenverhaltens untersucht. Die meisten bisherigen Forschungen haben die Beziehung zwischen der nationalen und der globalen Identität in den Fokus gerückt. Dabei wurde die Bildung der regionalen Identitäten wie beispielsweise die EU-Identität für die MigrantInnen noch nicht auf jenem Niveau untersucht, um dafür ein klares Verständnis zu erhalten. Daher ist das Konsumverhalten dieser wachsenden Personengruppe bislang weitgehend unbekannt.

Unter Berücksichtigung der bisherigen Forschungsmodelle aus der Theorie der sozialen Identität und der reaktiven Ethnizität ist das Ziel der vorliegenden Masterarbeit vor allem, die Bildung der EU-Identität und den Einfluss dieser auf die Kaufabsichten der VerbraucherInnen mit Migrationshintergrund im Hinblick auf unterschiedliche Produkte aus vier verschiedenen Herkunft zu ermitteln. Die empirische Untersuchung wurde mit den Daten von 311 Befragten türkischen EinwanderInnen in Deutschland und Österreich durchgeführt.

Die Ergebnisse zeigten, dass die europäische Identität positiv mit der nationalen und globalen Identität korreliert. Es wurde jedoch eine negative Korrelation für die Beziehung zur ethnischen Identität festgestellt. Das Ortswechselspiel zwischen der europäischen Identität und der ethnischen Identität und die Gründe für die negative Beziehung wurden unter Anleitung des Begriffs „reaktive Ethnizität“ erläutert.

Der zweite Teil der Ergebnisse zeigt den Einfluss der europäischen Identität auf die Kaufabsichten der Produkte unterschiedlicher Herkunft. Die europäische Identität der EinwanderInnen ist im Vergleich eher schwach und sagt nur die Kaufabsichten europäischer und globaler Produkte voraus. Daher empfehlen wir für jene Marken, die EinwanderInnen als Zielgruppe definieren, dass ihre Marketingkommunikationsstrategien sorgfältig umgesetzt werden sollten, indem die europäischen Hinweise nur dann verwendet werden, wenn es für die Marke unmöglich ist, sich mit den nationalen oder ethnischen Werten und

Symbolen zu identifizieren. Es wird jedoch festgestellt, dass die Verwendung europäischer Symbole in Marketingkommunikationsstrategien sehr nützlich wäre, um einen Vorteil gegenüber dem globalen Wettbewerb um die europäischen Marken zu erzielen.

Schlagworte: Theorie der sozialen Identität, europäische Identität, regionale Identität, doppelte Identität, mehrere Identitäten, reaktive ethnische Zugehörigkeit, wahrgenommene Diskriminierung, Religion, ethnische Identität, nationale Identität, globale Identität, Konsumentenverhalten, Kaufentscheidungen, Produktpräferenz, Nicht-EU-EinwanderInnen.