

The Impact of Acculturation on The Consumer Behaviour of The International Students In Turkey

***Fadoua Ammar , ** Prof.Dr. Nurettin Parilti**

*Master Degree Student ,Department Of Marketing Studies, Ankara Hacı Bayram University
Thk University, Faculty Member*

Corresponding author: Fadoua Ammar

ABSTRACT: *This article is mainly based on three huge concepts which present a kind of a related circle, every single element of it influences the rest: Whatever influences the culture would influence the consumer behaviour; hence influences it when attempting to re-establish his life in another country and so on in another culture. Along with this geographical movement comes the problem of adapting to the consumer environment in a new country. Consumer researchers have termed this adaptation process “consumer acculturation”¹. The immigrant’s consumption behaviour and the changes in his habits in an unfamiliar culture were titled in terms of acculturation process. This work is based on three main concepts that are interdisciplinary by nature; culture, acculturation and consumer behaviour.*

Turkey during the last decades become one of the most shining countries in the Middle East getting to the point to be one of the very important destinations to migration movements from the region and the other African countries. Considering these points and the huge numbers of migrants that turkey is hosting and receiving every year, this study aims to examine the acculturation of a specific slay of this group ‘ international students ‘ and the impact of it on their consumer behaviour.

KEYWORDS: *culture, acculturation, consumer behaviour, globalization.*

Date of Submission: 29-09-2018

Date of acceptance: 09-10-2018

I. INTRODUCTION

In the last decades, globalization became the most attractive subject in the academic life and in the same time the very clear social global truth, globalization is not just the effect of the media and internet but also the reality we are seeing every day in our societies. This various and enormous cultural mixture resulting from the transportation development and the modern lifestyle made us able to see in one city thousands of different colours, humans and identities. The cultural diversity that was before a theoretical concept became today a daily routine that presents our human reality especially in the metropolitan cities.

This emerging cultural diversity gets increasingly complex while people immigrate to foreign countries that have different cultural dimensions. this reality makes both the immigrant and the country he is relocated in gets in parallel effected by each other, as the immigrant will add new cultural sides to the new society, he will in the same time be effected himself by the society and its presented cultural principals and identity facts. This fact could be received as negative or positive according to the point of vision. A key consideration for marketers today is this changing face of society. Because of this new face of a multi-cultural society links between cultural context and individual consumer behaviour. Consumption, today, is far away from the meaning of just satisfying needs and attached many social and cultural meanings. The marketer has increasingly investigated what happens to individuals who were born and raised in one cultural context when attempting to reestablish their lives in another one and how this geographical international movement and flow can affect their consumer behaviour. This subject was titled in term of acculturation process and it was studied by different scholars in order to understand the influence of the new hosting culture on the individual and the group facing different dilemmas and their consumer behaviour.

¹Penaloza, L. (1994). Atravesando Fronteras/Border Crossings: A Critical Ethnographic Exploration of the Consumer Acculturation of Mexican Immigrants. *Journal of Consumer Research*, 21(1), 32.

Understanding the term 'culture' can lead us to fully understand the terms associated with the theory of acculturation and then understanding its impact on the individual consumer behaviour. So, what does culture mean?

II. THE CONCEPT OF CULTURE

The concept of culture is the background of this work and every subject related to the human society and the human behaviour. Culture is the set of norms and ideas herniated from generations to another affecting the individual behaviour and thoughts. As a concept 'culture' is a very complicated fact that had never reached the stage of clearness. The concept definitions are various, as we will see through the literature review presented in the following pages.

The need of going through the concept of culture has two main reasons: first understanding the complexity of the notion, second understanding the elements of culture because they are the elements of the consumer in themselves. The elements of culture are the base of each society and by consequence are the pieces of the human mosaic and personal identity. Therefore, we will be going through the literature review and after we will determine the elements of culture linked with the study of the consumer behaviour.

Culture is the most fundamental determinant of a person's wants and behaviour. The child that's growing up in a society learns a basic set of values, perceptions, preferences and builds a taste that allows him later on to have a consumption behaviour. However, through the human life, this taste and those cultural elements that he is holding may change and appear invariable forms, which is called assimilation and acculturation. These concepts were also studied more with the interest of the globalization and the change of the humanitarian taste and consumer behaviour in general.²

a- Defining culture

In all the social science fields we do not find an exact or a specific definition of culture. It earned a lot of ambiguity since the early ages of philosophy. The culture concept was explained hundreds of times through the literature review, and we will try to choose some of them in order to prove the complicated nature of this concept.

The concept of culture takes the shape of each subject it's involved in... When it is in the frame of ethnic studies for examples, it is shaped by the needs of this context, which means that the identity elements are more unlighted such as the following definition:

"Culture is the collective programming of the mind which distinguishes the members of one category of people from another."³

In the following quote, we see that the author focused on the way cultural elements establish the group determination and integration. In fact, this group belonging is also an important element affecting the consumer behaviour of individuals as it is influencing their taste. On the other hand, it is important to mention that the elements of the social culture such as their history are also effective in manipulating the taste of the consumer and has a wide side in making them decide while interacting with new brands and markets. The following quote makes this point clear:

"By culture, we mean all those historically created designs for living, explicit and implicit, rational, irrational, and no rational, which exist at any given time as potential guides for the behaviour of men."⁴

The historically created design of living is the inherited way of life and behaviour, which is the effective side in consumer behaviour. An individual raised in the Muslim world through Islamic cultural values will make his consumption and buying decision in alignment with this obtained culture. Therefore, this individual interacting with a new market will still respect his values and finds out that the brands are giving him a product choice helping to respect the tradition of his mother culture and in the same time, allowing him to integrate into the new hosting society and its cultural system. The behaviour of the consumer is then related to his cultural identity.⁵ The culture does not just shape our behaviour but also shapes our perception of the other and their behaviour:

²Teske, R. H., & Nelson, B. H. (1974). Acculturation and assimilation: A clarification. *American Ethnologist*,1(2), 351-367.

³Hofstede, G., & Fink, G. (2007). Culture: Organisations, personalities and nations. Gerhard Fink interviews Geert Hofstede. *European J. of International Management*,1(1/2), 14.

⁴Toynbee, A., Kroeber, A. L., & Kluckhohn, C. (1964). Culture: A Critical Review of Concepts and Definitions. *History and Theory*,4(1), 127.

⁵Mathur, N. (2014). Consumer Culture, Modernity and Identity.

‘Culture is a fuzzy set of basic assumptions and values, orientations to life, beliefs, policies, procedures and behavioural conventions that are shared by a group of people, and that influence (but do not determine) each member’s behaviour and his/her interpretations of the ‘meaning’ of other people’s behaviour.’⁶

Accepting or not accepting the culture of other, being open or closed to the other cultural system is also an element given by our culture that affects the perception of the individual to the other as a person, a society and a market. Being raised in the frame of more conservative culture and society may affect the period of time the individual may need to be able to integrate to a new society and to a new market. The attitude of the person in such examples influences in a capital way his consumption decision. The attitude is also important in understanding the specificity of each culture:

‘... the set of attitudes, values, beliefs, and behaviours shared by a group of people, but different for each individual, communicated from one generation to the next.’⁷

Mainly, all the definitions of culture focus on the principal point of the specificity of the group and the way it shaped the ability to interact as a human being. This interaction could be understood from different sides and is used to explain different subjects. However, the simplest way of understanding culture is being a set of way and norms giving an education to the group’s members in order to be different.

"Culture has been defined in a number of ways, but most simply, as the learned and shared behaviour of a community of interacting with human beings."⁸

The concept of culture as we explained here has many proposed definitions. Each of them could be to find the elements and characteristics of culture that would affect the decision making of the individual from the consumption perspective.

b- Elements of culture

Elements of culture or cultural factors have a great influence on the consumption behaviour in every context and each different country. In this part of the dissertation, we will try to focus on the cultural elements and after the cultural characteristics. This will help us to understand how the consumption decision is taken or influenced through timetable.

- **Elements of culture**

The elements of culture may be defined shortly with these elements; Language, Norms & values, Religion & beliefs, and Education.

Language is a cultural element of key interest. Language is part of the culture and plays a very important role in it. Language is the entrance to a culture, it is a set of sounds, words and sentences having specific meaning and terminology common to the same culture. Language is a source of communication and to transmit a message from one person to another, and it differs from culture to culture and is transmitted from one generation to another.

On the other hand and as a second important element, Norms are the rules and the guidelines which specify the behaviour of an individual. Norms keep a person within the boundary of society and its culture. It gives us restriction about something which to do and which not to do. It moulds our behaviour and gives us knowledge about wrong and right. Those norms could come from different sources such as law, traditions, religion..but they all have the same level of importance in organizing the group.⁹

Another cultural factor of importance is beliefs & religion. Belief is a state of the mind when we consider something true even though we are not 100% sure or able to prove it. Everybody has beliefs about life and the world. Mutually supportive beliefs may form belief systems, which may be religious, philosophical or ideological.

⁶2nd ed. edited by SPENCER-OATEY, HELEN. Dykstra, L. D. (2009). Culturally Speaking: Culture, Communication, and Politeness Theory *The Modern Language Journal*,93(4), 646-648.

⁷Matsumoto, D., & Hwang, H. S. (2013). Culture. *The Encyclopedia of Cross-Cultural Psychology*,345-347.

⁸Useem, J., Useem, R., & Donoghue, J. (1963). Men in the Middle of the Third Culture: The Roles of American and Non-Western People in Cross-Cultural Administration. *Human Organization*,22(3), 169-179.

⁹Brigaglia, M. (2016). Rules and norms. *Revus*,(30), 3357.

Religion is a collection of cultural systems, belief systems, and worldviews that relate humanity to spirituality and, sometimes, to moral values. Many religions have narratives, symbols, traditions and sacred histories that are intended to give meaning to life or to explain the origin of life or the universe. They tend to derive morality, ethics, religious laws or a preferred lifestyle from their ideas about the cosmos and human nature.

Education, on the other hand, is the important aspect to allow learning and accomplishing the ability to belong and to decide through the cultural rules.¹⁰

- **Characteristics of culture**

Most scholars agree on three important characteristics of culture. First, culture is learned. Second, culture contains many interrelated factors. Third, culture is a “software” shared among group members as it is perceived to be accepted by them¹¹. Hofstede uses the term “software to mind” based on an analogy to computers that are programmed by software. Since this mind software is rooted in a person’s social environment, obviously this software varies from one environment to another. He articulates his point by saying that: “cultures are to society what personality is to individuals”

Cultures fall somewhere on a continuum between static and dynamic depending on how quickly they accept change. For example, American culture has changed a great deal since the 1950s, while the culture of Saudi Arabia has changed much less. On the other hand, an individual from the US may be willing more to integrate into the new culture and would be easier for him than someone from Saudi Arabia.

From the perspective of globalization, and by understanding the reality of man and his surroundings came the necessity of understanding the phenomena of Acculturation .so what does acculturation mean?

1- The concept of acculturation

Acculturation is the process of learning about and adapting to a new culture. For years, research on diversity issues has used acculturation as the theoretical framework. Acculturation was first used in 1880 by P.W. Powell to describe the process of cultural borrowing. Lesser (provided an even broader perspective by referring to acculturation as “the process by which aspects of elements of two cultures mingle and merge¹².” The notion of “what gets changed in what situation and how “forms the basic premise for subsequent acculturation studies in disciplines such as anthropology, sociology, psychology, communication and marketing.¹³

a- Defining acculturation

The good point in the definition of acculturation is that we have one widely used definition by scholars and academicians. This cited the definition of acculturation was given by ‘the Social Science Research Council’: “...acculturation may be defined as culture change that is initiated by the conjunction of two or more autonomous cultural systems.¹⁴”

Although, many other definitions were given by different scholars, such as MacAdams who defined acculturation as “the process by which those new to a society adopt the attitudes, values and behaviours of the dominant host culture.¹⁵” The other definition that is also important introducing that “acculturation

¹⁰Kirilina, T. (2015). Values as structural element of culture and morals. *Social'naya Politika I Sociologiya*,14(3), 20-26.

¹¹Langley, R. (1993). Cultures and Organizations: Software of the Mind, by Geert Hofstede. (1991). Maidenhead, UK: McGraw-Hill. 279 pp., \$39.95 cloth. *Human Resource Development Quarterly*,4(3), 319-325.

¹²Johnson, F., & Lesser, A. (1935). The Pawnee Ghost Dance Hand Game: A Study of Cultural Change. *The Mississippi Valley Historical Review*,21(4), 593.

¹³Goldmann, G. (1998). The Measurement of Acculturation. *Canadian Studies in Population*,25(2), 115.

¹⁴Acculturation: An Exploratory Formulation The Social Science Research Council Summer Seminar on Acculturation, 1953. (1954). *American Anthropologist*,56(6), 973-1000.

¹⁵Cleveland, M., & Laroche, M. (2007). Acculturation to Global Consumer Culture Measure. *PsycTESTS Dataset*.

comprehends those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original culture patterns of either or both groups.¹⁶

Nevertheless, throughout the study of the articles on this subject, we can remark the intersection of two main concepts: assimilation and acculturation. Assimilation is more related to a negative understanding as it means the loss of the mother culture and the rapture with the first belonging. Assimilation refers to the adoption of the host culture and the loss of the original culture.

Acculturation, on the other hand, is more positive as it means the integration to the new group without losing the characteristics of the main culture.

In Marketing and in consumer research, the term Consumer acculturation is used to describe the acquisition of skills and knowledge relevant to engaging in consumer behaviour in one culture by members of another culture. Consumer acculturation emphasizes the cultural bases of consumption behaviours and consumer learning processes, which are affected by the interactions of two or more cultures. More specifically, consumer acculturation describes an eclectic process of learning and selectively displaying culturally defined consumption skills, knowledge, and behaviours.¹⁷

In the next part, we will try to present the models of acculturation and the theory of the acculturation strategies.

b- Models of acculturation:

There are different theories explaining the models of acculturation but the most important one for the frame of this article is the Theory of Acculturation Strategies. It is the most used theory in the consumer behaviour studies and it has four different stages.

First, assimilation: This acculturation style reflects the outcome that is assumed inevitable in the assimilationist approach: immigrants relinquish the values and behaviours of their original culture in an attempt to be accepted into the host culture.

Integration: When a person shows an interest in maintaining the original culture and in learning and participating in the other culture(s). In the assimilationist model, this was deemed to be nothing more than a temporary phase, but Berry's framework instead purports that this is the feasible long-term outcome of acculturation in its own right.

Second, Separation: Here the immigrant chooses not to immerse himself or herself in the dominant culture and instead retain full adherence to the norms, values and behaviours of their home culture. Whereas such an approach would have been met with the widespread decision and even racial prejudice under the assimilation model, immigrants are no longer forced to engage in host culture behaviours. In his earlier works, Berry (1980) uses the word rejection instead of the term separation. Rejection refers to self-imposed withdrawal from the larger society.

Third, Marginalisation: An immigrant is described as marginal if he has failed to integrate with the host culture. This is often the result of culture shock, discrimination or social isolation. It is characterised by a rejection and/or lack of involvement in one's traditional culture as well as that of the larger society. The individual may give up being part of their own culture without becoming a part of a new culture. Berry had a hard time defining this last acculturation mode. In the beginning, he calls this acculturation option 'decolouration'. It is characterised by striking out against the larger society and by a feeling of alienation, a loss of identity.

The above description of Berry's acculturation strategies model demonstrates that acculturation is a complex, circumstantial, dynamic, relative, and mutable process and therefore its study is usually made through a complex method of data collecting and analysis. Therefore, other studies were conducted to understand the elements of the acculturation process.

Elements of the acculturation process are generally linked to the cultural elements that we explained them above. These elements such as gender, ethnicities, religion, age are what make the scale to be able to measure the change in the consumer behaviour. Acculturation is measured by a specific scale. Traditionally researchers were just using a one-dimensional scale to measure the consumer behaviour. This practice presumes acculturation to be unidimensional and therefore can be expressed by a single score. However, research in psychology and sociology has shown that acculturation is a more complex multidimensional concept.

2- The concept of the consumer behaviour

Consumer behaviour is one of the major concepts in the field. We find a very rich material of academic articles and textbooks explaining this concept and modelling it. Theories in this perspective are also various and

¹⁶Sam, D. L., & Berry, J. W. (2010). Acculturation. *Perspectives on Psychological Science*, 5(4), 472-481.

¹⁷Peñaloza, L. (2010). Consumer Acculturation. *Wiley International Encyclopedia of Marketing*.

numerous that's why we will not be able to go through the examination of all of them but we will just focus on specific points in order to be able to understand the historical development of the concept.

by identifying the concept of consumer behaviour and the elements of its measurement and its changeable nature. It is important to mention in the beginning that the consumer behaviour is one side of the human behaviour that could be defined as what, "... refers to the total process whereby the individual interacts with his environment."¹⁸

In the body of this chapter, we will present the literature work and previous definitions after that we will focus on the elements of the consumer behaviour before finishing with arguing the changeable nature of it introducing by that the acculturation concept.

a- Defining consumer behaviour

In this first part, we will try to provide different explanations given by scholars in the field to the consumer behaviour concept in order to be able to present its importance in the marketing field first and to show how it may result on successive changes and development by time. The concept of the consumer behaviour is, fortunately, simpler than the concept of culture and we can remark the selection of a common background of this concept.

Walters defines consumer behaviour as " ... the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services."¹⁹ Mowen provides a different definition by explaining consumer behaviour as: "... the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas."²⁰ Schiffman and Kanuk, on the other hand, define consumer behaviour as: "The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas."²¹

The consumers, in fact, could be categorized into two main parts: namely personal and organisational consumers. Organisational consumers are the ones how to make their consumption decisions according to the need of their company and that purchase in huge quantities generally. The personal consumer, on the other hand, is the person who takes consumption and buying decisions according to his personal needs and his family needs.

From a marketing perspective, the importance of this concept cannot be discussed. It is already proved and adopted. The importance of understanding consumer behaviour can be explained by this quote: "Consumers determine the sales and profits of a firm by their purchasing decisions. As such, their motives and actions determine the economic viability of the firm."²²

Consumer decision making is the result of his behaviour and understanding the behaviour is the principal key for marketers to understand and manipulate the market making the right decisions.

a- The changeable nature of the consumer behaviour

Consumer behaviour is an integral part of our daily lives. The psychological and social processes involved in buying and consuming goods and services form the subject matter of this text. Every single event that we may live from a personal, political, social or economic side can change the perception of the consumer to the product and then affect his decision of consuming or not. The environment that the consumer operates in, has the biggest effect on making him change his taste, mind, form of life and by consequence his consumer behaviour. Therefore, changing the environment and migrating from a country to another cause the change of the consumer behaviour and allow him to consume different products/ services that he never bought before and boycott the old ones that he used to consume.

¹⁸Lawson, R. (n.d.). Consumer Behaviour. *Marketing Theory: A Student Text*, 263-280.

¹⁹Wind, Y. P., & Thomas, R. J. (1980). Conceptual and Methodological Issues in Organisational Buying Behaviour. *European Journal of Marketing*, 14(5/6), 239-263.

²⁰Swarbrooke, J. (2007). Main concepts in consumer behaviour, including models of consumer behaviour adapted for tourism. *Consumer Behaviour in Tourism*, 40-49.

²¹Journal of Marketing and Consumer Behaviour in Emerging Markets. (n.d.).

²²Polegato, R., Englis, B. G., Estep, M. F., & Solomon, M. R. (1999). *Consumer behaviour: Buying, having, and being, Canadian edition*, Michael R. Solomon, Judith L. Zaichkowsky, Rosemary Polegato. Scarborough, Ont.: Prentice Hall Canada.

Factors influencing consumer behaviour were widely studied by different scholars such as David Jobber how recommended such classification – Technical, Economic, Social and Personal²³ The most important social influences are culture, subculture, social class, family, and interpersonal or reference group influences.

the change of the human behaviour caused by the change in society and culture is referred to as consumer acculturation. The importance of understanding it relies on different reasons. First, we need to advance the assumption that Consumers' product and service preferences are constantly changing. Therefore, a frequent research and analysis in this frame is a need. More than that, this need get more accurate when the consumer is changing one of his living conditions especially when it is related to space, meaning the geographical zone. Changing your area, from a city to another and from a state to another, is not just about moving, it is also about frequent contact with a different culture, language, weather, tastes, music... which has by obligation a real impact on the consumer's decision. Being in a colder region than the previous one will affect the preferences in every purchase a person makes; such as food, clothes, and accessories.

3- The Acculturation of Foreign Students in Turkey

What we are studying in this dissertation is a specific group of those migrants: the foreign students in Turkey and Turkish universities. We try to understand the way the consumer behaviour of this group was affected by the hosting culture. we will try to focus on the foreign students in Turkey and how their emotional and behavioural responses got effected by the hosting country. We also need to keep eyes on the selected theories in this work and especially the theory of the consumer socialization. The purpose of this study is the interest to explore the question of 'what' the impact of acculturation has on the consumer behaviour of migrants and foreign students in turkey. We suggested in the literature review part the theory developed by Berry and according to this framework, we will try to check the level of change of the consumer behaviour of the foreign students in Turkey.²⁴ Berry developed an acculturation model in which receiving-culture acquisition and heritage-culture retention are cast as independent dimensions, and within this model, these two dimensions intersect to create the following four acculturation categories:

- . Assimilation – adopts the receiving culture and discards the heritage culture,
- . Separation – rejects the receiving culture and retains the heritage culture,
- . Integration – adopts the receiving culture and retains the heritage culture
- . Marginalization – rejects both the heritage and receiving cultures.²⁵

Consumer acculturation is the inter-cultural contact and the resulting change for consumers in contact with a new culture. This may include learning a language, getting affected by the cultural and historical leaders, lifestyle, adopting new traditions... therefore in his study, we will try to present all the different categories that may reflect a change of the consumer behaviour with a specific question asked in the survey to the foreign students. the questions that will be asked in the survey focuses on different categories but they all results on the understanding of a general consumption of the lifestyle of the foreign students in Turkey.

5-1 Methods

a- Participants

A group of 50 international students in Turkey, drawn through convenience sampling methods, was approached to participate in the present study. (46.00% males and 54.00% females), They are all between 22 and 30 years old coming from from different countries but especially from the Middle Eastern region such as: Syria, Jordan, Niger Yemen Iraq Libya Djibouti Tunisia, Indonesia, Palestine, Uganda, Nigeria, Iran, Sudan, Algeria, Somalia, Egypt, Germany, Nepal, Lebanon, Afghanistan, Morocco, and England. The female participants, as well as the male participants, have a very similar material, financial and educative level.

b- Measures

• Demographic Variables

Four questions sought information on respondents' gender, age, income, and educational level.

²³Jobber, D. (1998). A strategic perspective on the marketing mix. *CIM Handbook of Strategic Marketing*, 31-47.

²⁴Eastlick, M. and Lotz S., (2000), "Objective and Multidimensional Acculturation Measures: Implications for Retailing to Hispanic Consumers", *Journal of Retailing and Consumer Services*, Vol. 7, pp. 149 – 160.

²⁵Donthu, N. and Cherian J., (1994), "Impact of Strength of Ethnic Identification on Hispanic Shopping Behaviour", *Journal of Retailing*, Vol. 70, pp. 383 - 393.

- **Acculturation**

Acculturation was assessed using Berry et al.'s (2006) 16-item scale that measures acculturation in four life domains, namely tradition, language, social activities and friendship²⁶. Consumer acculturation was measured through the items of consumption like food, fashion, entertainments and sports. Participants responded on a five-point Likert scale from 1 = strongly agree to 5 = strongly disagree the results are (62.33%) participants as integrated, (14.6%) as assimilated, (20.6%) as separated, and (3.5%) as marginalized.

5-2 Results

the number of 50 participants are mostly from middle eastern countries and African states, this could be explained by the Justice and Development party's political strategy and diplomacy. The JDP focused on becoming a regional power and tried to apply a soft power policy towards these countries and one of those strategies was the attraction of students. Giving scholarships to students from these countries is a way of making a cultural bond and interaction in order to win the sympathy and cooperation with these nations. The majority of the participants are from a Muslim background.

Believing that the identity elements such as language and religion are the most effective in the building of the personality and the cultural understanding, they play by consequence a key role in the integration and acculturation process of individuals. A Muslim would take different assimilation steps linked to his or her religious background compared to a Christian person. And In Regards to language, most of the international students learn to speak the language as the government scholarship dictates awarded students to study the Turkish language in their first year.

By consequences, the Findings in this study reveal that the participants have integrative attitudes and consumptions toward Turkish culture while maintaining their original culture. Their integrative attitudes may stem from the shared history of Arabs, North Africans and Turks under the Ottoman Empire, as it expanded it assimilated the culture of numerous regions under its rule and beyond, being particularly influenced by Byzantium, the Arab culture of the Islamic Middle East, and the Persian culture of Iran.

III. CONCLUSION

Thanks to the globalization everywhere in this world, some specific countries have much more chance of coexisting with the phenomena of acculturation than others. Turkey being an international capital of civilization and the centre of Middle East could be as one of the best-case studies to understand the acculturation of consumers, Being the country receiving thousands and millions of refugees, tourists, immigrants and students. The quality of the research on the acculturation and the quality of variables of the research is higher in Turkey.

The limitations of this study show the hardness of this research, the three main concepts are complicated and interconnected which make the necessity of a more detailed analysis hard. The subject of our study is a new subject proposed in the Turkish university, the lack of references and previous work analyzing the foreign students in Turkey is a limitation of this work as we will have to collect the student sample and prepare the survey according to it. The lack of this previous work will be a handicap for this study as we will not find an older work to compare it with our results after the survey analysis.

REFERENCES

- [1]. Penaloza, L. (1994). Atravesando Fronteras/Border Crossings: A Critical Ethnographic Exploration of the Consumer Acculturation of Mexican Immigrants. *Journal of Consumer Research*, 21(1), 32.
- [2]. Teske, R. H., & Nelson, B. H. (1974). Acculturation and assimilation: A clarification. *American Ethnologist*, 1(2), 351-367.
- [3]. Hofstede, G., & Fink, G. (2007). Culture: Organisations, personalities and nations. Gerhard Fink interviews Geert Hofstede. *European J. of International Management*, 1(1/2), 14.
- [4]. Toynbee, A., Kroeber, A. L., & Kluckhohn, C. (1964). Culture: A Critical Review of Concepts and Definitions. *History and Theory*, 4(1), 127.
- [5]. Mathur, N. (2014). Consumer Culture, Modernity and Identity.
- [6]. 2nd ed. edited by SPENCER-OATEY, HELEN. Dykstra, L. D. (2009). Culturally Speaking: Culture, Communication, and Politeness Theory *the Modern Language Journal*, 93(4), 646-648.
- [7]. Matsumoto, D., & Hwang, H. S. (2013). Culture. *The Encyclopedia of Cross-Cultural Psychology*, 345-347.
- [8]. Useem, J., Useem, R., & Donoghue, J. (1963). Men in the Middle of the Third Culture: The Roles of American and Non-Western People in Cross-Cultural Administration. *Human Organization*, 22(3), 169-179.
- [9]. Brigaglia, M. (2016). Rules and norms. *Revus*, (30), 3357.
- [10]. Kirilina, T. (2015). Values as a structural element of culture and morals. *Social'naya Politika I Sociology*, 14(3), 20-26.
- [11]. Langley, R. (1993). Cultures and Organizations: Software of the Mind, by Geert Hofstede. (1991). Maidenhead, UK: McGraw-Hill. 279 pp., \$39.95 cloth. *Human Resource Development Quarterly*, 4(3), 319-325.
- [12]. Johnson, F., & Lesser, A. (1935). The Pawnee Ghost Dance Hand Game: A Study of Cultural Change. *The Mississippi Valley Historical Review*, 21(4), 593.

²⁶ John W. Berry, Jean S. Phinney, David L. Sam, and Paul Vedder. "Immigrant youth: Acculturation, identity, and adaptation." *Applied Psychology: An International Review* 55 (2006): 303-32.

- [13]. Goldmann, G. (1998). The Measurement of Acculturation. *Canadian Studies in Population*,25(2), 115.
- [14]. Acculturation: An Exploratory Formulation the Social Science Research Council Summer Seminar on Acculturation, 1953. (1954). *American Anthropologist*,56(6), 973-1000.
- [15]. Cleveland, M., & Laroche, M. (2007). Acculturation to Global Consumer Culture Measure. *PsycTESTS Dataset*.
- [16]. Sam, D. L., & Berry, J. W. (2010). Acculturation. *Perspectives on Psychological Science*,5(4), 472-481.
- [17]. Peñaloza, L. (2010). Consumer Acculturation. *Wiley International Encyclopedia of Marketing*.
- [18]. Lawson, R. (n.d.). Consumer Behaviour. *Marketing Theory: A Student Text*,263-280.
- [19]. Wind, Y. P., & Thomas, R. J. (1980). Conceptual and Methodological Issues in Organisational Buying Behaviour. *European Journal of Marketing*,14(5/6), 239-263.
- [20]. Swarbrooke, J. (2007). Main concepts in consumer behaviour, including models of consumer behaviour, adapted for tourism. *Consumer Behaviour in Tourism*,40-49.
- [21]. Journal of Marketing and Consumer Behaviour in Emerging Markets. (n.d.).
- [22]. Polegato, R., Englis, B. G., Estep, M. F., & Solomon, M. R. (1999). *Consumer behaviour: Buying, having, and being*, Canadian edition, Michael R. Solomon, Judith L. Zaichkowsky, Rosemary Polegato. Scarborough, Ont.: Prentice Hall Canada.
- [23]. Jobber, D. (1998). A strategic perspective on the marketing mix. *CIM Handbook of Strategic Marketing*,31-47.
- [24]. Eastlick, M. and Lotz S., (2000), "Objective and Multidimensional Acculturation Measures: Implications for Retailing to Hispanic Consumers", *Journal of Retailing and Consumer Services*, Vol. 7, pp. 149 – 160.
- [25]. Donthu, N. and Cherian J., (1994), "Impact of Strength of Ethnic Identification on Hispanic Shopping Behaviour", *Journal of Retailing*, Vol. 70, pp. 383 - 393.
- [26]. John W. Berry, Jean S. Phinney, David L. Sam, and Paul Vedder. "Immigrant youth: Acculturation, identity, and adaptation." *Applied Psychology: An International Review* 55 (2006): 303–32.