Marketing BILLY to ethnic subcultures

- A explorative study of ethnic subcultural consumption behaviour

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ABSTRACT

Bachelor Thesis, Marketing, 2FE07E, 15hp
School of Business and Economics, Wexio, Spring 2010

Title: Marketing BILLY to ethnic subcultures: A explorative study of ethnic subcultural consumption behaviour

Background: The ethnic subcultural consumer is a valuable segment in the multicultural societies of today, which has received little attention from both marketers and researchers. One of the most multicultural cities in Sweden is Malmoe, with 38% of its habitants having a foreign background. For IKEA Malmoe this segment has long been of interest, but have found it hard to increase their diversity among customers.

Purpose: The purpose of this study is to help IKEA Malmoe get a greater understanding of the ethnic subcultural consumption behaviour, to attract a higher cultural diversity among customers. This research paper will explore why IKEA Malmoe is not reaching a greater cultural diversity of customers today, and offer insights to how they could work, through their local marketing, to attract this segment.

Delimitation: This study will be delimited to the subject of ethnic subcultural consumption behaviour in the area of retail marketing. The research will focus on general consumption behaviour; how consumption is influenced by culture; both the originating culture and the hosting culture; and for the empirical investigation, how ethnic consumption is related to IKEA.

Method: The research is a qualitative study with an deductive stance, based on the semi-structured interviews of 14 respondents from eight different subcultures of Malmoe.

Result/ Conclusion: The findings of this research showed that it is essential not to see the ethnic subcultural consumer as one homogenous segment, as aspects such as acculturation, age, income and lifestyle were shown to have greater impact on consumption behaviour than national culture.

Proposed continued studies: To more thoroughly research the affect of acculturation and national culture as an aspect to ethnic subcultural behaviour, using a homogenous group of respondents.

Key words: Consumer behaviour, Ethnic subculture, Retail marketing, IKEA
This paper has been an interesting journey for me in many ways, both in my studies but also on a more personal level. I would like to thank everyone who has made this research possible; all the respondents for the interesting and pleasant discussions about ethnicity and consumption but also for taking the time for my questions; my tutor, examination, opposition group and seminar group - for all the valuable critic and feedback and for sorting me out when I had no clue about what I was doing; Karin Wingmen at IKEA for your dedication to my work; and everyone else that I have met in my research - helping me with information and guidance. Also I would like to thank all my family and friends who have supported and helped me in many different ways. - Thank you all!

/Lisa
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1. INTRODUCTION

In this chapter the subject of consumer behaviour and the influence of culture will briefly be introduced. Also IKEA Malmoe and their work with ethnic cultural diversity, the interest of this study, will be presented. Next the challenges with attracting the ethnic subcultural consumer will be discussed along with different areas in the field of cultural diversity. This leads to the research question, as well as the purpose and delimitation of this paper

1.1 Background

The retail marketing of today has become more difficult due to the increased market competition as well as the similar assortment and services offered. While in the old days retailers attracted customers with unique offerings, it has now become about finding new marketing strategies to attract and retain the consumer. Retailing involves all sales activities directly aimed to end consumer for personal use, which also includes the constantly growing Internet commerce. (Armstrong & Kotler, 2007)

Due to migration of people, the markets have changed, becoming more culturally diverse with customers of different lifestyles and behaviour. In Sweden this ethnic diversity is constantly increasing. During the period of 1980-2000 the percentage of immigrants\(^1\) of the total population increased from 9% to 14%, and is estimated to reach 21% by the year 2020. (SCB, 2003) This growth of cultural diversity is most concentrated in larger cities (SCB, 2008b). One explanation for this is not only asylum or work related immigration, but also the high frequency of bringing relatives. Another factor contributing to increased ethnic diversity of the market is the higher birth rates of immigrants. (SCB, 2008a; 2008c). Understanding the consumer is essential in all marketing activities, and so also in retail marketing. Armstrong & Kotler (2007) writes that “marketing must be understood not in the old sense of making a sale… - … but in the new sense of satisfying customer needs” (Armstrong & Kotler, 2007, p. 5). It is therefore essential to understand the consumer in order to be

\(^1\) Definition of immigrant: a person born abroad
able to satisfy these needs. The subject of consumer behaviour is “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (Solomon et al., 2006, pp. 6) There are several characteristics affecting consumers and their behaviour aside from cultural factors (culture, subculture and social class), such as social factors (groups, family, roles and status), personal factors (age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept) and psychological factors (motivation, perception, learning beliefs and attitudes) (Armstrong & Kotler, 2007).

Solomon et al. (2006, pp. 498) writes that “consumption choices cannot be understood without considering the cultural context in which they are made…” Culture includes traditions, values, ethics, and rituals; but also the material objects and services; produced and valued by a group of people. (Solomon et al., 2006) Culture is the most fundamental influence on values, perceptions, wants and behaviour; teaching members of society by family or other important institutions. But cultures are not static, affected by trends and technology, cultural shifts influence the interest or lifestyle of the consumer. All societies or groups have a culture that influence their buying behaviour, but may vary drastically from country to country. When marketing to different cultures it is essential to be aware of the differences to avoid ineffective marketing efforts or even miscommunication. (Armstrong & Kotler, 2007)

Within every culture, smaller subcultures can be found. Subcultures are groups of people with shared value systems due to common life experience and situation, such as nationality, religion, racial groups or geographic regions. Subcultures often make up important segments, each with their different consumption behaviour, and attracted in different ways. In the US for instance some subcultural segments are Hispanics, African-Americans and Asians. (Ibid.)
1.1.1 The diversity of Malmoe

Malmoe is the third biggest city in Sweden, with its 293,909 habitants; but it is also one of the largest and fastest growing multicultural cities in Sweden, with an increase in immigrants from 16% in 1990, to 29% in 2009. To be compared with Stockholm and Gothenburg; with a diversity of 15% and 14% respectively in 1990, to 21% for both in 2009, see Table A, Appendix 1. In the country as a whole Malmoe was the fourth municipality with the highest share of immigrants in 2009; where Haparanda had the highest share with 39% of its habitants being immigrants. Followed by Botkyrka with a 36% of immigrants and Södertälje with 30%. (Malmö Stad, 2010)

In Malmoe 174 countries are represented, with the largest groups, aside from Denmark, being Iraq, Poland and Bosnia-Herzegovina, see Table B, Appendix 1. Out of the immigrant habitants of Malmoe, 60% where Swedish citizens in 2009. Together with another 10% of the habitants of Malmoe that are born in Sweden with both parents being immigrants; the accumulated share of Malmoe’s habitants with a foreign background is 39%, see Table C, Appendix 1. (Malmö Stad, 2010)

1.1.2 IKEA Malmoe

IKEA is one of Sweden’s largest retailer with an annual sale of over 21,5 billion euros in 2009 and over 309 stores found in 38 countries. 17 of these are located in Sweden. IKEA is a retailer with strong cultural association with their Swedish roots; both in their characteristic and furnishing style, but also in their store restaurant and not least in their logotype. The vision of IKEA is to create a better everyday life for the many people, and their business idea is to offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. With these interests in mind, IKEA aims to reach as many segments as possible with their

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2 As of 2010-01-01
3 Statistic based on share of immigrants, as of 2009-01-01 (Malmö Stad, 2010)
4 As of 2009-01-01 (Malmö Stad, 2010)
5 As of 2010-01-01 (Malmö Stad, 2010)
offerings. The IKEA Group consists of many different sub organisations such as IKEA Of Sweden, which IKEA Malmoe is part of. Together with the head office, IKEA Malmoe makes their decisions concerning the daily work and development; other areas like marketing and HR are centralised. IKEA HANDLA HEMMA (the IKEA shop online) is a unit of its own, separate from the stores. (IKEA, 2010)

IKEA Malmoe recently became the second largest IKEA store in the world with their new store on Svägertorp (44 000 m²); the largest store being IKEA Kungens Kurva, in Stockholm (55 200 m²). With their move to Svägertorp also came some organisational changes for IKEA Malmoe. One of these changes is the local market department, which is a new department for all IKEA stores, but was in Malmoe given a greater attention and became a department of its own. This means that the tasks related to local marketing does not have to compete with the operational duties regarding time and effort as it would, being part of another department. The goal of the department is to make IKEA Malmoe the constant first choice of customers; to attract old and new visitors; and to secure a desire to return. The marketing channel used locally is mainly working with the store, but also the tools of the local homepage, and local activities or offers towards IKEA FAMILY – the customer club, IKEA BUSINESS – the corporate customers and IKEA HANDLA – the credit services; to ensure that customers find reason to keep coming to the store. (IKEA, 2010; IKEA Malmoe, 2010)

The interest of IKEA Malmoe is to generate customers within a customer segment that they have had difficulties to attract. Based on the store’s location in a multicultural region, IKEA Malmoe has the aim to better represent the market with their customer base. One such segment is the non-Scandinavian subcultural consumer. (IKEA Malmoe, 2010)

1.2 Problem discussion
The subject of ethnic subcultures is often discussed in the field of international marketing. From this perspective, the importance of understanding foreign cultures is essential to become successful in the international marketplace. The cultural and socio-cultural
environment abroad does not only influence the consumer behaviour and marketing, but also management; placing a greater importance on communication across culture. (Albaum & Duerr, 2008). Albaum & Duerr (2008) refer to many different ways of viewing culture, like the collective programming of the mind or as homogeneous characteristics of the group; but most of all, as a learnt behaviour that undergoes change over time. Such changes can for instance be affected by outside pressure from formal or religious forces. (Albaum & Duerr, 2008) This is one of the main differences in marketing towards ethnic consumers as subcultures instead of as natives; being the acculturating effect the hosting country has on the consumers (Burton, 2002). In their research Fahimi & Fridholm (2004) found that the ethnic subcultural consumer represent 11% of the total purchase power of the Swedish market; estimated to 113 million SEK; which makes the ethnic subcultures an attractive and profitable segment for marketers.

Little has however been written about the subject from an national multicultural angle. Burton (2002, pp 442) writes that “ethnicity is an important marketing concept in multicultural societies but it has not attracted significant amounts of attention in either marketing theory or practice”. Most of the literature to be found in the subject of ethnic subcultural marketing comes from the USA. The interest of studying different ethnic groups and their behaviour did not begin until the early 1980s, (Holland & Gentry, 1999), but the subject of multiculturalism has not been of greater interest nor generated many studies even in the USA (Stern, 1999). Despite the fact that over one third of the population consist of minorities, the USA did not start marketing towards ethnic consumers until mid 1960s, and then exclusively targeting African-Americans (Burton, 2002; Holland & Gentry, 1999). In Sweden the interest of ethnic diversity has been mostly emphasising diversity management, the subject of managing and attaining diversity within organisations as a business strategy to gain competitive advantages through increased diverse competence as well as increased positive image. (Mlekov & Widell, 2003) This strategy has also been used by IKEA Malmoe in their recruit efforts to have their personnel reflect the ethnic diversity of the region. (IKEA Malmoe, 2010)

For IKEA Malmoe the diversity among customers and personnel is of interest to follow the
development in the world and to better understand the customer’s needs and wants. With the opening of the new store, around 80 employers were recruited. To acquire a higher diversity among candidates, IKEA Malmoe advertised in new places and had their ads translated to several languages. This also lead to the increased number of languages spoken among the personnel today, which increases the communication ability with the customers. Another aim was to increase the competence of employers to better understand the varying living situations of different cultures. (IKEA Malmoe, 2009)

IKEA Malmoe has through the years worked with market research in form of customer satisfaction index based on existing or visiting customers. Through these surveys it has been noted that most of the clientele consist of Scandinavian customers. No prior attempts have been made to directly market towards non-Scandinavian segments, but with the new local market department, IKEA Malmoe now has an increased focus and resource to work on attracting this segment. To do so, IKEA Malmoe believes that it is essential to understand the consumer; to address the issue both internally, through diversity management, and externally through market research and marketing efforts.

Much remains to be explored in the area of marketing towards ethnic subcultures, but with the growing multicultural societies, this is an attractive segment with great purchasing power that marketers can not afford to ignore. This paper will explore the behaviour of ethnic subcultures; a segment that has been ignored too long.

1.3 Research questions

- What are the consumption behaviour of ethnic subcultures?
- Which major aspects has to be taken into consideration when marketing towards ethnic subcultures?
- How can ethnic subcultures be attracted through local marketing, to become customers at retailers such as IKEA Malmoe?
1.4 Purpose and objective
The purpose of this study is to increase the understanding of ethnic subcultural consumption behaviour from a retail marketing perspective to be more efficient in the marketing effort towards this segment. This will be achieved by exploring why IKEA Malmoe is not reaching a greater cultural diversity of customers today, and offer insights to how they could work, through their local marketing, to attract this segment.

1.5 Delimitation
The interest of this paper is focused on how consumption is influenced by national culture, both the originating culture and the hosting culture, by exploring the cross-cultural patterns of ethnic subcultures. The study will be delimited to the subject of ethnic subcultural consumption behaviour, in the area of retail marketing. Because of limitations in time and money, this paper will not explore the specific behaviour of different cultures, but will rather study the differences due to acculturation and origin; in comparison to the literature. Although the brand has a large influence on store selection and in particular with large and established store brands, this area will not be of interest for this paper. For the empirical investigation the focus is on general consumption behaviour and consumption related to IKEA.

1.6 Definitions
In this paper terms such as ethnicity, diversity, immigrants and multicultural will be used frequently. Since some of these terms can be interpreted differently and to avoid any misunderstanding the definitions as used in this paper will here be presented. The intended meaning are as follows:

Diversity
“The state of being diverse”, the Oxford dictionary (2010). Diversity is defined as “variety” or “many of different kind”, as in this paper.

Ethnicity
The National Encyclopaedia (2010) defines ethnicity as a social relationship between a group of people, that see themselves as different from other groups. The Oxford dictionary (2010) add that these social groups has “a common national or cultural tradition: the interrelationship between gender, ethnicity, and class”. Rossiter & Chan (1998) explains ethnicity to be composed of three dimensions: *biological and physical characteristics* such as physical appearance and biological factors; *personality traits*, both perceived and actual; and *cultural values and norms*, as in self determined values and norms, by society appointed values and norms and externally controlled values and norms. The definition used in this paper is however only in the sense of national cultural tradition between a group of people (cultural values and norms).

**Immigrants and people with foreign background**

Immigrant is a definition used by Malmö Stad and the SCB to define people born outside the country of Sweden. The definition by Oxford dictionary of law (2010) is “a person who comes to live permanently in a foreign country”, the National Encyclopaedia (2010) includes the time minimum of one year, but mentions that the word can have many meanings; also including second generations, born in Sweden but with at least one parent born abroad. The term immigrant has increased in usage (National Encyclopaedia, 2010). Malmö Stad also uses the term *person with foreign background*; with the definition including both immigrants and people born in Sweden but with both parents born abroad. In their statistics SCB uses the definition of immigrant and “person with foreign background” is used in the same way as Malmö Stad (SCB, 2005). These are also the definitions that will be used in this context.
CHAPTER 2

2. METHOD

This section is the presentation of how the research methodology of this paper was conducted. First the research strategy will stated together with the stance on ontology, epistemology and the scientific approach; further explained in the chapter. Next the research design will be presented along with the research technique and sampling method used, as well as the criteria of trustworthiness and authenticity. Further the execution of data collection and analysis will be explained.

2.1 Research strategy

Research methodology consists of two main strategies; the qualitative and the quantitative strategy. The qualitative methods of research are strategies with the emphasis on words and the interest of understanding the world as it is for the individual. (Bryman & Bell, 2005) This is an appropriate method for this research because it allows for a deeper understanding of the subjects, at the same time as the comparison between the results will show patterns of common behaviour. In contrast to the qualitative strategy, the quantitative methodology is more emphasised on the quantification in both the gathering and analysis of data. (Bryman & Bell, 2005)

Other areas such as the view of the subjects, what is considered to be accepted knowledge and the relationship between the theoretical and empirical data; also influence the research strategy. (Bryman & Bell, 2005)

2.1.1 Ontology

Ontology is the subject concerning the nature of social entities, with the main stances being objectivism and constructivism (Bryman & Bell, 2005). As a qualitative research the nature is of a constructionistic nature, which is the ontological view of social actions and their meaning as constantly constructed and revised in the social interaction between subjects. (Bryman & Bell, 2005) This is an adequate view for this paper since the subject of culture is just constructed and revised in the social interaction. The other main ontological
approach is *objectivism*, which views the social phenomena and its meaning as something that is independent and beyond the understanding of the subjects, neither can it be influenced by these actors. (Bryman & Bell, 2005)

2.1.2 Epistemology

Epistemology is a subject concerned the issue of what is to be considered as acceptable knowledge within an area, both in scope and nature. An important issue in the subject is whether the social reality should be studied in a scientific manner. The opposing epistemological views are positivism and interpretativism. The *positivistic* view, advocates the use of scientific methods also in the study of the social reality, and only considers the knowledge perceived by the senses to be real knowledge. (Bryman & Bell, 2005). This research has an *interpretativistic* view of epistemology, which is the scientific view based on the interpretation and understanding of subjects, and also takes into account the subjective meaning of actions. (Bryman & Bell, 2005) Since this paper will be based on the subjective view of the respondents and their behaviour, the interpretativistic view is reflective of this method.

2.1.3 Scientific approach

The scientific approach of a research describes the relationship between theoretic and empirical data. There two main approaches are deduction and induction. *Deduction* is the most common view, using theoretical data to generate hypothesis, which are empirically tested. The opposite, where the empirical research generates new theory; is the *inductive* approach. (Bryman & Bell, 2005) This paper has a deductive stand, where prior theories and earlier studies will make up the basis for the research (Bryman & Bell, 2005). This is an appropriate stand for this paper since an inductive stand, generating new theories, would require more thorough research in several steps. (Bryman & Bell, 2005)
2.2 Research design

The research design is the structure and frame that will guide the use of gathering method, as well as the analysis of data. There are five main types of research designs, experimental research design, cross-sectional research, longitudinal research, case studies and comparative research. The experimental research design, is the manipulation of the independent variable to evaluate to what extent it affects the dependent variables. The longitudinal design is the study of the relationship between variables over time. A case study is the detailed and thorough study of one case; being a particular place or organisation. A comparative design is the comparison between two different cases, using more or less identical methods. (Bryman & Bell, 2005) This research has a cross-sectional design, which is the collection of material from more than one case to obtain data showing patterns or connections between two or more variables; often including surveys (Bryman & Bell, 2005). This design is suitable for this paper because it is the behavioural pattern of the respondents that will be of interest. But also to get a cross-cultural aspect of behaviour from more than two cultures, rather than a in-depth comparison between the cultures.

2.2.1 Semi-structured interviews

The research method of qualitative semi-structured interviews was used for this study. This method of interviews is based on a pre-set subject and guiding questions, but giving the respondents the liberty to freely talk and respond. This means that the interview can be adapted around the respondent and the answers given. A less rigid interview structures is more advised when the research has a clear focus, rather than a wide subject. (Bryman & Bell, 2005)

The interviews questions for this research are be based on the theoretical framework. The choice of semi-structured interviews is to an advantage because it allows for a more comparable result, at the same time as it gives the possibility to go into the depth necessary to understand underlying behavioural motives. The interviews were conducted with little given information about the purpose of the interview, other than in the interest of immigrant consumption behaviours. This allowed the respondents to freely associate with
their own most frequent choices and alternatives as well as imposing a minimum influence from the interviewer. According to Bryman & Bell (2005) the influence and presence of the interviewer is a common problem with interviews, since it can influence the participants to answer according to what they believe is expected, rather than what is really their opinion or behaviour. Aside from the subject of shopping – where the interviewer clarified the interest of shopping being for anything other than food, no definitions were determined for the participants regarding e.g. what is meant by “Swedish” or any other criteria or variable. The issue of religion has in this questionnaire not been given special attention, because it is the issue of the national culture of origin that is of interest rather than religion. However it would have been taken into consideration if the respondents had regarded this as an influence on their cultural behaviour.

2.2.2 Sample

The empirical material consisted of the qualitative market research findings, based upon interviews made with 14 consumers within the chosen segment. The respondents were chosen through a combination of cluster sampling of the population of Malmö and a quota sampling method. Cluster sampling is a method used when the population is spread over a larger geographic area, such as a county, region or larger city. The emphasis is laid on how representative the clusters are for the entire population. (Bryman & Bell, 2005) This sampling was made through interviews with immigrants from the three largest ethnic groups in Malmö; Iraq, former Yugoslavia and Poland. A fourth cluster was gathered through quota sampling, which is the method often used by researchers making their market research on the streets, asking by passers to answer questions. Problems with quota sampling is the representativity when the selection of respondents fall on the researcher, to identify on the spot. (Bryman & Bell, 2005). This cluster was gathered to get a wider perspective of immigrant consumption than those of Iraq, former Yugoslavia and Poland. The respondents were approached at places known for their high density of immigrants, such as adult education schools (Komvux) and districts, like Rosengård, Fosie and Hyllie.
The fourth cluster consisted of participants from outside of Europe and non Western cultures, to get greater cultural contrast to the Swedish culture. The ages of the participants ranged from 20 to 60.

2.2.3 Trustworthiness and authenticity

Trustworthiness and authenticity are frequently used criteria in qualitative studies since reliability, replicability and validity are more concerned with measurement and therefore not as valuable criteria for this research strategy. To establish trustworthiness; credibility (the reliability of the researchers perception of the results), transferability (the possibility to apply the data to other situations or environments), dependability (the full statement of the research phases and steps, making it possible to replicate of the research) and confirmability (the absence of intentional influence from researcher’s personal judgement); are used.

For authenticity the characteristics are fair picture (of the respondents), ontological authenticity (does the research contribute to helping the subjects reach a better understanding of their social situation or environment?), pedagogic authenticity (has the research contributed to help subjects understand the experience of other people in the environment?), catalytic authenticity (has the research helped the subjects change their situation?) and tactical authenticity (has the research increased the subjects possibility to take necessary actions?). Sometimes a third criteria of relevance has been used. This concerns the importance of the theme and its contribution to the subject. (Bryman & Bell, 2005)

In this research the trustworthiness and authenticity will be established through the use of cluster sampling that has been preevaluated to be representative. Together, the four clusters of this study is representative for the ethnic diversity of Malmoe. (Malmö Stad, 2010). To increase credibility, the interviewer has taken measures, such as giving little information about the interest of the research; to avoid as little influence as possible onto the participants. Great awareness was also emphasised in the analysis to exclude intentional influence on the results to increase the confirmability. Transferability was attained through the many cultures studied, giving a wider picture of ethnic subcultural behaviour than from
just a few cultures. In total eight different cultures were studied, with an emphasis on the three largest in Malmö (Iraq, former Yugoslavia and Poland). The amount of interviews also gives a greater overall view of the segment. To establish a higher authenticity the interviews were thorough to avoid any misunderstanding or misinterpretation. This included subquestions when needed to be sure of the intention of the respondents. An issue with cultural research can otherwise be the possible misunderstanding due to the language.

2.3 Collection of data

Before conducting the real interviews, the questions were tested on two candidates. This gave the opportunity to modified the structure and some of the questions to make the interview more effective and easier to understand. One of the difficulties with cultural studies is the language barrier, making it more difficult for the researcher to correctly interpret the responses, therefore it was essential that the questions were as clear and simple as possible.

The interviews were conducted in the districts of Malmö with the highest immigration levels according to the statistics of Malmö Stad (Rosengård, Hyllie och Fosie). Most interviews were performed in adult education schools (Komvux), district libraries, different integration organisations as well as specialised ethnic shops. The interview took about half an hour, depending on the response of the subjects. The interviews were performed in either English or Swedish (the majority in Swedish). When the questions regarding the homepage of IKEA Malmö were placed a booklet of screen prints from the site was shown. This helped the respondents to get an idea of the homepage, but it should be pointed out that it gives a different experience than the actual homepage.

2.4 Analysis

The questions used in the interview were coded ahead under different headings: Cultural, General or IKEA related. Under these headings the subject of the questions were described; acculturation; ethnic influence; general shopping behaviour; Internet usage & inspiration;
IKEA related consumption; and the local home page. For each question different variables were measured, such as convenience, risk, stress and others. This made the analysis and comparison of the respondents answers easier, but also the comparison with the theoretic framework.

Many of the questions include grading different variables between 1-5. Such a grading gives an easier understanding of the numbers, with 1 = very low or very bad; 2 = low or bad; 3 = indifferent or neither; 4 = high or good; and 5 = very high or very good. For some participants the system of grading was difficult to understand and then the equivalent word for the number could be used instead. The use of grades also makes the analysis and comparison easier, at the same time as it allows the respondents to explain the grade or the behaviour. For the analysis of the results the responses were transcribed, listing all the answers under the question, giving a greater overview of the answers and patterns.
3. THEORY

In this section the theory in the subject of ethnic subcultural consumption behaviour and marketing will be presented. To get a better understanding of the ethnic customer this paper will look at the general shopping behaviour in retailing, the cultural influence, the ethnic subcultural behaviour, and lastly the issue of culture and marketing.

3.1 General shopping behaviour in retailing

3.1.1 Motives for shopping

It is essential to understand the underlying need of the customer to avoid confusion between need and solution. The reasons for shopping has changed during the last decades. Gilbert (1999) refers to the research by Tauber in 1972, supported by many other studies, that has found several different motives other than need: shopping may be learnt and expected as an essential part of their role; or it may be considered as diversion, as a form of recreation or entertainment for the individual or family; it may also serve as self-gratification, to avoid boredom or alleviate depression. Others shop to get new ideas or learn about trends; and shopping may also be enjoyed as a physical activity; lastly the sensory stimulation from shopping may be yet another motive for shopping. The other motives were: opportunity for social interaction outside the home; providing interaction with others with similar interests; reflect the desire to belong to certain group; enjoying status and authority, as well as the pleasure of bargaining. (Gilbert, 1999) Although these aspects have been noticed in several studies, others not supportive results might be because customers are often themselves unaware of their motives for shopping. Further, researchers found that shopping was most enjoyed by younger consumers, and that aside from food, clothes was the most shopped for among the British. Only Italians, Belgians and Swedes exceeded the British in this area. (McGoldrick, 2002)
3.1.2 Store selection

The reasons for selecting a store is based on its customer perceived positive attributes, which can be established through the analytical and complex mean-end chains, linking attributes and motives through a series of different consequences. The most important attributes for stores vary greatly depending on the customer type, country, sector, shopping task and other. Examples of most important criteria identified for grocery shoppers’ are convenience, price, product assortment and car parking. These criteria will however vary depending on the place (e.g. country), period (trends, seasons, time), people (segment) and purpose for shopping. Different consumers also have different thresholds of acceptability and different zones for evaluating store attributes. The prominence of store attributes are dependent on the competitive situation and the elements of differentiation between the stores of the customers’ preference or choice. The choice of a store might also be affected by the choice of shopping centre or place, as well as the need that motivated the shopping trip. (McGoldrick, 2002)

Another influential factor in the decision between stores (or centres) depends on the shopping “costs”; aside from the monetary costs for goods or parking, also travel and incidental expenses are considered. Additional costs are time (location distance, queues); physical effort (difficult access, self service); stress (layout changes, information overload) and the perceived risk (unknown brands, unsafe parking). (Ibid.)

The value equation is the equation between the benefiting store attributes, which customers want to maximise, and the costs involved, attributes customers want to minimise; as shown in Figure 1. This equation can be used to get an understanding of the positive and negative attributes affecting store selection; although this is not the case for all customers, and depending on the motive for shopping. The costs as previously mentioned are money, time, effort, stress and risk. The benefiting attributes are product quality, choice and availability, convenient opening hours, good service and a pleasant environment. (McGoldrick, 2002)
Another factor influencing is the difference in customer involvement with different products; depending on the risk or habit with the purchase. This affects the store selection since the higher involved the customer is, the more effort he or she is prepared to invest to be sure to make the “right” purchase. In Figure 2 different involvement degrees for different product categories is illustrated (Gilbert, 1999)

**FIGURE 1 The value equation**

<table>
<thead>
<tr>
<th>Benefiting attributes (attributes want more of)</th>
<th>Costs (attributes customers want less of)</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Product quality</td>
<td>- Money</td>
</tr>
<tr>
<td>+ Choice and availability</td>
<td>- Time</td>
</tr>
<tr>
<td>+ Convenient opening hours</td>
<td>- Effort</td>
</tr>
<tr>
<td>+ Good service</td>
<td>- Stress</td>
</tr>
<tr>
<td>+ Pleasant environment</td>
<td>- Risk</td>
</tr>
</tbody>
</table>

*The value equation between the benefiting attributes which customers want to increase and the cost which customers want to decrease; affecting customers’ store selection.*

Source: McGoldrick, 2002, pp. 96

**FIGURE 2 Purchase involvement levels**

<table>
<thead>
<tr>
<th>Product category:</th>
<th>Characteristics of purchase:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td>Frequent purchase with little effort laid on comparing or judging alternatives; a low involvement process</td>
</tr>
<tr>
<td>Shopping</td>
<td>Price, quality and value comparisons are made; medium involvement</td>
</tr>
<tr>
<td>Speciality</td>
<td>Because of the specialist nature of the purchase, more emphasis is laid on comparison of quality and value; higher risk and higher involvement</td>
</tr>
<tr>
<td>Fashion</td>
<td>This purchase is highly influenced by peer and reference group opinion. Differences in popularity and rises/decline depending on the product; medium to high involvement</td>
</tr>
</tbody>
</table>

*The customer involvement, depends on the product and purchase type.*

Source: Gilbert, 1999, pp. 51
3.1.3. Store patronage

The frequency or patronage of a store is influenced by several aspects. One of these aspects is convenience; the time in relation to the distance, parking, finding products and paying. Convenience in easy shopping and paying is becoming more important for customers wishing to do more efficient shopping. For others it might be the shopping experience that is of value, which can be helped through better levels of service. (Gilbert, 1999) Another reason was the reputation of the retailer; as judged by self, friends, other retailers; and the retail environment characteristic such as the ambience, decoration, display, lighting and heating/air conditioning. Also the service encounter expectations is a factor of store patronage; as in staff friendliness, knowledge, return policy arrangements, efficiency, courteousness of transaction, after sales service, expectations of queues and other shoppers. Finally the expectations of the merchandise; such as the variety, value for money, quality, brands – to fulfil the need of the visit; and the expectations of value; the value for money – pricing, loyalty rewards and guarantees; are stated by Gilbert (1999) as relevant aspects.

McGoldrick (2002) also talk about different factors influencing store patronage. In accordance with Gilbert (1999) the expectations and experience is one of these, but he defines this aspect as the importance of meeting customers’ expectation, on repeat patronage; failure to meet expectation has a stronger effect than the equivalent positive expectation. Other influencing aspects are habitual behaviour, the often binary choice between the usual alternative and other; were an experience that meets the habitual expectation makes the customer more likely to return. The choice activation is another aspect; in high involvement purchases the motivation is higher to evaluate alternatives, the activation of choice by stimulating curiosity or variety may be a way to increase customers interest over competitor offerings. Further attribute salience is another aspect; how important different attributes are, although dependent on the context, that they at minimum exceed customer threshold of acceptability to become a choice; even as others might be indifferent to the same attributes. Also the situation determined aspect is yet another aspect; store choice may be the result of situation or place, such as work-related or...
recreational trips. Also the choice of shopping centres may be prioritised over the choice of store. Store-product choice; the choice of store and the products/brands they carry are interlinked; which is primary and secondary is hard to define. Finally the segmentation variables; expectations, attribute importance and tendency towards variety seeking is influenced by the characteristics of the household, reference groups, cultural norms and the individual shopper. (McGoldrick, 2002)

### 3.2 Cultural influence

#### 3.2.1 Culture and behaviour

Culture is a collective phenomena that is learnt, unlike human nature, which is inherited and universal for all humans; and personality, which is both inherited and learnt but unique for each individual. (Hofstede, 1991) To understand culture and how it is related to consumption it is essential to understand how cultural behaviour is formed and how it affects consumption habits. Communication is an aspect of culture, in which intangible aspects of culture are transmitted from person to person, or generation to generation. Craig & Douglas (2005, pp. 324) describe this communication process as "inherently dynamic and at the same time continually evolving". Referring to the framework of Sojka &Tansuhaj (1995); the authors divide these aspects of culture into intangible elements of culture (values and belief systems), material aspects of culture (artefacts, symbols and rites) and lastly communication (language and other communication systems). (Craig & Douglas, 2005)

Most of the cultural behaviour is based upon the values of what is acceptable and what is not. These values form the rules or norms of the culture. Enacted norms are explicitly determined, for instance the meaning of the green and red traffic light. Crescive norms are more subtle norms; including customs, mores and conventions. Customs are norms that are handed down from preceding members, controlling basic behaviours like division of household duties, or practice of particular ceremonies. Mores are customs with strong moral determinants involving taboos or other strictly prohibited behaviour. Conventions are norms
ruling in the everyday life, like the “right” way to dress, furnish or host a dinner. These norms affect the consumption behaviour, determining for instance what food is permitted (pork, beef, dog), when the meal appropriately should be consumed, and how this should be done. (Solomon et al., 2006)

Albaum & Duerr, (2008) write that there are many dimensions to cultures, such as the values and attitudes concerning time, work, risk, wealth, change and achievement; as well as religion, the beliefs and norms, sacred objects, taboos, holidays, rituals, prayers and philosophical systems. Also the social organisation, interest groups, social- mobility, - institutions, -systems, -satisfaction, kinship and authority structures; and the technology and material culture, the familiarity and usage of communications, invention and science etc.

3.2.2 The originating county’s impact on behaviour

The ethnic identity is an essential part of consumers self-perception. Solomon et al. (2006, pp. 588) writes “In heterogeneous societies like those found in Europe many different cultures are represented, and consumers may expend great effort to keep their subcultural identification from being submerged into the mainstream of the dominant society”. To understand the ethnic consumer it is essential to understand their cultural background and the existing cultural differences between countries. “Consumers in foreign countries typically differ from domestic consumers to some extent in all aspects of buyer behaviour – the what, why, how, when, and where of buyer behaviour” (Albaum & Duerr, 2008, pp. 115). According to Solomon et al. (2006) there are three aspects of culture that affects the development of culture:

- The ecology, or the habitat is often of influence since its subjects often adapt to their surroundings and conform their behaviour accordingly. This includes resources, but also technology.

- The social structure, such as domestic or political groups, influences how the orderly social life is maintained. This also include family or other institution.

- The ideology, or mental characteristics of a group of people affect how they relate to the
environment and social groups.

The major cultural differences abroad are socio-economic-, demographical- and political differences, such as in population rates, population age structures, household structures, employment structures as well as differences in lifestyle attitudes, consumer beliefs and preferences. Language is probably the first and most obvious difference, but cultural and behavioural differences can sometimes be harder to notice, like different norms of behaviour in competitiveness, work ethics, aggressiveness, attitudes to risk taking, individualism, action orientation and sense of mastery. Customer expectation may also differ in product range, location, price, service and convenience. (McGoldrick, 2002)

Gilbert (1999) claims that the buying differences in other cultures may be the effect of differences on women’s roles and different family structures; were many products are produced in the home rather than purchased, as in the western cultures. Services may also vary; what is taken for granted in some cultures might be rejected or lack importance in others. (Gilbert, 1999)

In his extensive cultural studies, Hofstede (1991) used four major dimensions to rate cross-cultural attributes: collectivism/individualism, uncertainty avoidance, power distance and masculinity/femininity. A fifth dimension has been added from another research made by Bond in 1979. This is the dimension of short- versus long-term orientation. The study is based on 50 countries and three regions. (Ibid.)

**Collectivism/individualism** This dimension measures the importance of group belonging and confirmation of the culture and its members. A collectivist culture subordinate the personal goal and need to the collective group of any kind. The values standards differ for in-groups and out-groups (particularism). Examples of collectivist countries are Venezuela and Thailand, most collective was Guatemala. An individualist culture on the other hand, emphasises more on the personal goal, and are more likely to change membership or group belonging when the personal need is no longer satisfied, or the costs are exceeding the benefits. The identity is based on the individual, and the value standards should apply to all (universalism). Australia, Sweden and USA are all examples of individualistic countries;
with USA as the most extreme of the countries and areas studied. (Hofstede, 1991)

Uncertainty avoidance measures the curiosity or insecurity towards new and different situations. This is the difference of what is perceived as comfortable or boring, scary or interesting. Cultures with low certainty avoidance consider uncertainty as a normal part of life, they tend to have a lower stress level, taking more initiatives, higher risks and less rituals. Aggressions and feelings should not be shown. Also, time is seen as free, and there is a higher acceptance of what is different, relying more to common sense. Countries such as Sweden, UK and USA are cultures with low uncertainty avoidance; lowest ratings were obtained by Singapore. Cultures with high uncertainty avoidance on the other hand, perceive the uncertainty in life as a constant threat that has to be fought, the high stress levels leads to the higher anxiety. This increases the need for structure, clear rules and planning to avoid ambiguity, discomfort and confusion. The belief of time is that it is money, and there is a strong need for consensus. Also there is a strong reliance in expert knowledge. Cultures with high certainty avoidance are Japan, Yugoslavia and Guatemala; highest uncertainty avoidance was observed by Greece. (Ibid.)

Power distance is the dimension of how different cultures believe and handle the differences between people, such as physical and intellectual abilities, as well as in power, wealth and status. Countries with long power distance are the Latin countries (both European and South American), Asian, Arabic and African countries; Malaysia being the country with the longest power distance; also Yugoslavia has a long power distance. These countries believe that everyone has a rightful place, whether it is at a high or low position. Superiors are inaccessible, and the power holders are entitled to several privileges. Countries with small power distance believe that the inequalities in society should be minimised, the superiors should be accessible and co-dependent on the subordinates. All should have equal rights in society. Countries with small power distance are for instance Australia and Sweden; with Austria as the country with the smallest power distance of the study. (Ibid.)

Masculinity/Femininity The dimension looks upon the general characteristics and roles of men and women; while men are typically associated with tougher, more self assertive and
competitive behaviour, women have been seen as more tender - engaged with the home, and caring for people. Masculine cultures are often more materialistic, with strong interest in success and performance, as well as money and things. The sex roles are stronger differentiated, and the role of men is to dominate in the society. Examples of masculine countries are Venezuela, USA and Italy; most masculine was Japan. Feminine cultures are more focused on resource preservation, welfare and equality between the sexes. The sex roles are more fluid. Quality of life is important as well as people and caring relations. Yugoslavia, Portugal and Chile are all feminine countries, but most feminine was Sweden. (Ibid.)

Short- and long term orientation The fifth dimension is based on eastern philosophies and looks to the time perspective of cultures. The short term oriented culture seek for quick gratification of needs and short term results. With the short term orientation also comes less saving and greater spending to live in the moment and past, rather than in the future. Another factor is the interest to postpone the ageing. Countries with short term oriented cultures are USA, UK and Poland; least points on the long term orientation scale was received by Pakistan. Cultures with long term orientation are more focused on the future, which means saving for what is to come and stronger work ethics to aim for the greater purpose. Also the respect for the employer and the social order is enlarged. Countries with long term perspectives are Brazil, Japan and Thailand; the highest points were received by China.

The dimensions of Hofstede has been criticised, among others due to the fact that it does not take into consideration the differences in the meaning and role of the concepts in each country (Solomon et al., 2006).

Stenquist (1998), as referred by McGoldrick (2002), identified several linkages between the attributes of Hofstede and the management of international organisations. She found for instance that counties with small power distance also consisted of customers less prone to "conspicuous consumption and the “flaunting of wealth”. Never the less national values have shifted over time, due to economic shifts but also trends, demographics and other.
(McGoldrick, 2002) Straughan & Albers-Miller (2001) found in their research that domestic store loyalty is influenced by cultural values, individual- as well as country characteristics. The research of cultural effect on retail loyalty in an international retailing context; was based upon the two cultural dimensions individualism and uncertainty avoidance, also age, sex and the ratio of imports to GDP (two individual level variables and one country level) was taken into account. The research showed that cultural individualism and the ratio of foreign imports to GDP, are both negatively correlated to domestic retailer loyalty, but that high uncertainty avoidance has the opposite correlation. Further it indicated that men show greater loyalty to domestic retailers than women, while age was not a significant predictor of loyalty. This means that cultures of high uncertainty avoidance or of strong collectivist character show greater resistance to new and unfamiliar retailers. While cultures with low uncertainty avoidance or of high individualist character will be of the opposite behaviour. (Straughan & Albers-Miller, 2001)

Based on Hofstede’s cultural dimensions and the national wealth (GNP per capita) De Mooij & Hofstede (2002) studied the cultural influence on consumption in Europe. They found that consumption behaviour at an early stage is dependent on national wealth. The wealthier the country is the higher the consumption, but the products and behaviour will vary by culture. For instance Americans dream of a five-car garage, while the Dutch would want to buy a luxurious trailers, and the Spanish would eat out to an even higher extend. (De Mooij & Hofstede, 2002)

Among other, they found a strong correlation between uncertainty avoidance and the percentage of expenditure spent on furniture and household equipment, which might explain the origin of IKEA in a low uncertainty avoiding country like Sweden, and solid design furniture originating from high uncertainty avoiding cultures like Germany and Italy. (Ibid.)

On the area of purchasing private label brands, consumers in collectivist countries are more likely to prefer global or national brands to private label brands. This is explained by the status value in society and also the need for harmony. This need is also related to the long
term orientation, the preference for long term relationship with the known.

Discounts offer short term savings, the long term oriented cultures are however more appealed by promotional activities, which is a longer termed saving opportunity, such as saving stamps, these also build relationships with the retailer and brand. Since the long term orientation is in favour of sparing with resources, this consumer is less willing to pay for convenience, and would rather go to the store themselves than have it delivered. (De Mooij & Hofstede, 2002)

The ownership of many products such as new technology, Internet and mobile phones are initially most correlated with national wealth, but after a while becomes culturally dependent, and then so common that neither is a variable. Uncertainty avoidance was seen to be correlated with the ownership of personal computers and mobile phones. In Europe both uncertainty avoidance and the masculinity/femininity dimension were influencing the Internet adoption. Cultures with lower rates of uncertainty avoidance were the first to embrace the Internet (such as the USA, New Zealand, Australia and the Scandinavian countries), whereas those with strong uncertainty avoidance are lagging (e.g. Italy, France, Germany). For the daily usage of the Internet for business purpose, countries with small power distance and small uncertainty avoidance are found, while for daily usage for education and science, low masculinity and low uncertainty avoidance was seen. The daily use for leisure and personal purposes, was found mostly among cultures with low masculinity and low uncertainty avoidance. Daily usage of email across the same categories were explained by weak uncertainty avoidance and low masculinity. The usage of mail for leisure and personal purposes was higher for feminine countries, like the Scandinavian countries. (De Mooij & Hofstede, 2002)

Similarities and differences between countries may also be due to geographical closeness, shared historical impact on culture, but also to religious factors. Some countries have greater similarities with each other than others. For instance the catholic countries France, Spain and Italy share more cultural traits than to other countries. Figure 3 shows 8 such clusters of different countries. (Albaum & Duerr, 2008)
### FIGURE 3 Country clusters, based on similarities in values

<table>
<thead>
<tr>
<th>Cluster 1 Anglo</th>
<th>Cluster 2 Germanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Canada, Australia, New Zealand, United Kingdom, United States</td>
<td>- Austria, Germany, Switzerland</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cluster 3 Latin European</th>
<th>Cluster 4 Nordic</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Belgium, France, Italy, Portugal, Spain</td>
<td>- Denmark, Finland, Norway, Sweden</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cluster 5 Latin American</th>
<th>Cluster 6 Near Eastern</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Argentina, Chile, Colombia, Mexico, Peru, Venezuela</td>
<td>- Greece, Iran, Turkey</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cluster 7 Far Eastern</th>
<th>Cluster 8 Arab</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Hong Kong, Indonesia, Malaysia, Taiwan, Philippines, Singapore, South Vietnam</td>
<td>- Bahrain, Kuwait, Saudi Arabia, United Emirates</td>
</tr>
</tbody>
</table>

**Independent**

(not closely related to other countries)

- Japan, India, Israel

*Some countries have greater similarities than others, due to factors like geography, history or religion.*

Source: (Albaum & Duerr, 2008, pp. 125)

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### 3.2.3 Cultural influence of religion, gender, generation and social classes

Cultural differences is often influenced by its history, but is also portrayed through its differences in religion. Other aspects affecting culture are the categories gender, social groups and generation differences. These categories are all part of the country’s integrated social system. (Hofstede, 1991)

*Religion* has a great impact on behaviour and on culture, but has long been avoided as a subject of study or categorisation, due to its sensitive nature. It has however potential to become a valuable predictor of consumer behaviour since it affects aspects like; personality,
attitudes towards sexuality, birth rates, household formation, income and political attitudes. (Solomon et al., 2006) However Hofstede (1991) writes that although religion might seem cultural relevant; religion and the form of practice by each culture is the result of former cultural values as much as it is the cause for cultural differences. This for instance explains why some countries, due to their belonging to the Roman empire and its way of embracing the Catholic church, is still today Catholic, while others outside the empire has changed to Protestant. (Ibid.)

Gender differences are usually not described in cultural terms, but is still affected by this aspect. Most often women’s cultures are differentiated from men’s culture, which explain the difficulties to change gender roles in society. Hofstede (1991) means that this is not due to the lack of capability to perform the same tasks, but because the women for instance, do not have the symbols, reflect the hero image, participate in the rituals and do not support the dominant values of men’s culture; and vice versa. (Ibid.)

Generation differences are often perceived in the different levels of respect for the cultural traditions, symbols, heroes, rituals and values. However Hofstede (1991) writes that these differences are mostly superficial areas of symbols and heroes of fashion and consumption; connected with the age expression, such as teenage expressions. Concerning the values and deeper fundamental attitudes towards life and behaviour; these are no different to those of other cultures. No research has either shown that the contemporary generational cultures of different countries are becoming more similar. Although historical events can have a great impact on culture. (Hofstede, 1991)

Social differences often associated with education and occupation; are carriers of different group cultures. The criteria for dividing people into different social classes are often cultural. Important aspects are symbols such as dialects and special usage of particular words. (Ibid.)
3.2.4 Globalisation and multicultural effects

In contrary to what Hofstede writes about the assimilation of cultures, Craig & Douglas (2005) writes that due to the globalisation and multiculturalism, cultures are increasingly becoming deterritorialised and penetrated. This leads according to the authors, to cultural pluralism and hybridisation. Cultural interpenetration is the penetration of information, ideas and products from one culture into another, transforming its characteristic, leading to cultural deterritorialisation, meaning that the culture has changed and is no longer defined exclusively in term of a specific geographical location. The authors also talk about cultural contamination, which is when the culture becomes tainted by other elements making it difficult to identify the essence and “ethnic” core of its nature; often occurring due to the changing cultural boundaries. The increased immigration has also lead to multiple elements of culture, cultural pluralism and as they fuse resulting in new elements becoming cultural hybridisation. (Craig & Douglas, 2005)

3.3 Ethnic subcultural behaviour

3.3.1 Acculturation and consumption

In the context of ethnic subcultures, it is essential to consider to which extent they identify with their country of origin, in contrast to their hosting country; in other words their acculturation level. Acculturation refers to the process of adaptation to another country; its culture and environment. Many factors influence this process such as individual differences. The individual differences might for instance be the ability to speak the language of the host country. Also acculturation agents influences the process. Acculturation agents are people or institutions teaching the cultural ways and helping to navigate in the new environment; both from the own culture (e.g. family, friends, church, culture associations), or from the culture of immigration (e.g. school and local media from the host country) (Solomon et al., 2006)
The acculturation to a new culture depends on several factors such as the individual, acculturation agents. The acculturation sets in motion the acculturation processes, which further leads to the acculturation outcomes.

Source: Solomon et al. 2006, pp. 590

The acculturation also leads to new consumption patterns, see Figure 4 (Solomon et al., 2006, pp. 590). Many immigrants are affected by assimilation, adopting products and behaviours from the mainstream culture. Assimilation does not however mean that the person looses their identification with the originating country. At the same time there is a maintenance of consumption and behaviour related to the country of origin, like food, magazines or other; and a resistance to become totally acculturated and loose roles or identities related to the former culture. Ethnic pluralistic perspectives argue that although ethnicity is adaptable to the larger society, this change is selective. Some researchers mean
that the best indication of ethnic assimilation, is the extent to which these members socially interact with other groups outside their own culture. (Solomon et al., 2006) Assimilation to the main culture is a long process that can sometimes take several generations. Discrimination because of ethnic difference is a problem in many countries that often delay the assimilation process. (Hofstede, 1991) According Berry (1990), as referred by Burton (2000) there are four models of acculturation: integration - the individual adopts some of the main culture while at the same time maintaining their own; separation - the individual refuses to integrate the hosting culture; assimilation – the individual adopt the hosting culture and forget their own over time; and marginalisation - the individual feels rejected by the host culture but at the same time does not want to maintain their original culture either. (Burton, 2000)

Chattaraman and Lennon (2008) found in their research that the strength of ethnic identification, among four subcultures in the USA, was a significant predictor of cultural apparel consumption, and also contributed to the emotions and meaning to the consumption. Meaning that cultural maintenance behaviour was enforced through lower levels of acculturation or assimilation. (Chattaraman & Lennon, 2008)

Fahimi & Fridholm (2004) also mention the tendency of repressed cultures to hang on stronger to their cultural identity. Immigrants that did not belong to a minority in the home country, may also feel the stronger need to develop strong communities and identities with fellow natives. (Fahimi & Fridholm, 2004) the acculturation process is additionally influenced by the motive for migration; if the immigrant does not have an intention of making the hosting country a new home in the longer perspective; then this will influence the degree of resistance to acculturation portrayed. Acculturation can also be influenced by the level of acculturation of second or subsequent generations.

3.4 Culture and marketing

In the area of marketing towards ethnic minorities, many companies outweigh the advantages to the risks of misleading the segment or causing offence. (Solomon et al., 2006)
Fahimi & Fridholm (2004) write that it is of importance to segment the ethnic consumers, and not to view them as one homogenous segment. They suggest using structural, cultural and individual segmentation variables for this purpose. Structural factors include the relationship with the origin country and the level of assimilation to the culture of the hosting country. Higher relationships with the native country will for instance increase usage or purchase of products that intensify the relationship with this country. This aspect also influences the awareness of national brands or retailers. The economic and living situation, and language are other structural factors. Cultural factors include the different dimensions of culture and religion, influencing how the consumers behave and react, as well as regulation of what, how and when of consumption. The individual factors mentioned are age, family situation, lifestyle and other that affect consumption. Self perception is another issue, this could be the perception of being part of the hosting society amongst other. (Fahimi & Fridholm, 2004) Also Burton mentions the importance to understand the intergenerational effects and acculturation of ethnic minorities regarding goods and services of the segment. Meaning that this will help to evaluate whether the segment should be targeted in the same way as the native population or not. (Burton, 2002)

To manage the task successfully of marketing towards ethnic subcultures, it is important to be aware of the cultural differences in perception and cognition (Lundberg, 1991) For instance the perception of symbols, colours and product claims. Also norms concerning decency might vary greatly, for instance the problem with showing bare arms in Thailand and Malaysia and women’s cleavage in the Arab world, or bright coloured merchandise in Japan. (Gilbert, 1999)

Translation of marketing activities into native language can be an effective way to reach the ethnic consumer. However language can also pose problems in the translation, as to not have the same impact or to actually have an unintended meaning. (Albaum & Duerr, 2008). Lundberg (1991) describes other problems aside from language to be overcome before an intercultural interaction can be successful. Most of these barriers lay within the
differentiation of us and them. By integrating and understanding different values and
manners as part of the cultural upbringing this process will be greatly improved.

As with all marketing, it is essential to be aware of the motivation for purchase. These can
be influenced by culture. Different cultures have different symbols, myths, rituals and rites
of passage, that marketers can use, both to increase sales, but also to avoid
miscommunication. Religiosity of cultures also affect consumption and behaviour; what is
considered profane or sacred may vary between cultures and influence consumption. This
also has an impact on the nature of collecting; which is both a rational and emotional
behaviour. The high- or low-context characteristics of the culture in question has to be
taken into consideration. Many minority groups are high-context cultures, with strong oral
traditions and greater emphasis on symbols and gestures - being more sensitive to nuances
beyond the written message. In low-context cultures communication is more explicit,
specific and direct. Research has shown that members of minority groups are more likely to
find an advertising spokesperson from their own group to be more trustworthy than others.
(Solomon et al., 2006) This can be applied to the dimension of individualism, where
individualistic countries are more textual and verbally oriented than collectivist cultures,
that are more visually oriented. (De Mooj & Hofstede, 2002)

When marketing toward different ethnic subcultures it is important to be sensitive to the
various needs of these groups. It may also be of interest to be obvious in the targeting
towards subcultures. Some cultures can easier be targeted if marketed towards, in their
“own” media, or the use of ethnic models. How these models are portrayed and used is
even more important. (Burton, 2000) The level of acculturation is an important indicator
of consumption behaviour, some studies even indicate that these variables even can have a
stronger impact on behaviour than ethnicity. Therefore acculturation makes for an
important variable in the segmentation of ethnic immigrant populations. (Burton, 2000)

When marketing towards ethnic subcultures many marketers use accommodation tactics.
Theses tactics involve the use of ethnic symbols such as ethnic models in their marketing
efforts or the use of the native language of the ethnic group being targeted. By
accommodation tactics the marketer tries to make their product, brand or advertisement more similar to the target segment. This tactic can be both successful, but also be perceived as offensive. (Holland & Gentry, 2005) The intercultural accommodation framework by Holland and Gentry (1999) is a model explaining and predicting the ethnic consumer’s response to targeted marketing as well as the consequences of this reaction, see Figure 5. The central part of the model is the consumer’s response to the marketing effort. (Ibid.)

**FIGURE 5 Model of Intercultural Accommodation**

- The model of intercultural accommodation explains the different variables that affect the ethnic consumer’s response to targeted marketing efforts.

Source: Holland & Gentry, 2005, pp. 70

The model begins with the customer’s perception of the communication effort. Once the customer has perceived the message a reaction is to come, consisting of a cognitive response and an affective response, based on the consumer’s perceived intent of the marketer; the customer makes attributions about the marketer’s intent. These attributions influences the consumer’s affective response to the message. (Holland & Gentry, 2005)
Antecedents, or prior experiences, influence the consumers response and behaviour. The accommodation experience of the consumer, influences the recognition of the message. Also the "newness" of communications influences the recognition of the communication effort, since consumers are more likely to notice new communication stimuli compared to common stimuli. The consumer’s attitude toward prior accommodation efforts influences both attributions and the affect. The knowledge about the agent or organisation (source of the message) or cues giving consumers a perception of the agent. Consumer’s perceptions of the agent influence the attributions and affect of the accommodation effort. The strength of ethnic identification may vary among different cultures and individuals; and is seen as a direct influence on recognition. This aspect also influences the intensity of attributions about the marketers motive; and the intensity of its affective response. The attitudes toward the hosting or mainstream culture is also of great importance to understand consumer reaction and behaviour. This attitude, influences the attributions but also the consumer’s affective response. (Holland & Gentry, 2005)

The consequences of the consumer’s affective response is related to:
- **Evaluative effects** Consumer’s evaluation of the communicator; which is measured through the attitudes toward the brand, company and ad.

- **Communication effectiveness** The effectiveness of the communication, which is measured through its comprehension or recollection of the message. (The article did also have a contradictory proposition predicting that the use of cultural symbols in marketing communications will have an impeding effect on recall.)

- **Reciprocal accommodative behaviours** The consumer’s intention to engage in reciprocal accommodative behaviour. (Holland & Gentry, 2005)
4. EMPIRICAL DATA

In this section the empirical findings of the market research will be presented. First the research and the respondents will briefly be presented.

4.1 The empirical research

The research is based on the responses from 14 respondents interviewed (R1 – R14). To simplify analysis, the participants were divided into four clusters as shown below. In some questions the respondents were asked to rank the importance or opinion of different variables between 1 and 5 to simplify analysis and comparisons, with 1 being the lowest or worst ranking and 5 as the highest or best. In this section the responses will not be explained in numbers, but in the meaning of their response. Detailed information about the respondents and the questionnaire used is shown in Table E and F in Appendix 2 as well as in Appendix 3.

Cluster 1: Country of origin Iraq

(R1) Female, 60 years old, married with three adult children. Has disability pension. Speaks no Swedish, has lived in Sweden for over 12 years

(R2) Female, 44 years old, divorced with three grown up children. Works as function manager. Speaks Swedish fluently, and has lived in Sweden for 20 years

(R3) Female, 20 years old, unmarried with no children. Studies at Komvux (adult education). Speaks Swedish fluently and has lived in Sweden since she was 5 months of age.

Cluster 2: Country of origin former Yugoslavia

(R4) Male, 47 years old, married with three grown up children. Studies to become a nurse. Speaks Swedish fluently and has lived in Sweden for about 20 years. (Kosovo)

(R5) Female, 31 years old, unmarried with no children. Works as a teacher assistant. Speaks Swedish fluently and has lived in Sweden for 15 years. (Bosnia)

(R6) Female, 24 years old, married with one young daughter. Works as a teacher. Speaks
Swedish fluently and has lived in Sweden since she was 4 months of age. (Kosovo)

Cluster 3: Country of origin Poland

(R7) Female, 49 years old, unmarried with two children. Is owner of a Polish grocery store. Speaks Swedish fluently and has lived in Sweden for 18 years.

(R8) Female, 38 years old, cohabitant with 1 child. Is part owner of a Polish convenience store. Speaks Swedish fluently and has lived in Sweden for 17 years.

(R9) Female, 26 years old, cohabitant with no children. Works as a nurse and studies sociology. Speaks Swedish fluently and has lived in Sweden for 21 years.

Cluster 4: Country of origin other

(R10) Male, 32 years old, married with one child. Is a student and unemployed. Speaks Swedish fluently and has lived in Sweden for 18 years. (Uruguay)

(R11) Female, 41 years old, cohabit with two children. Works in a retail store. Speaks Swedish fluently and has lived in Sweden for 16 years. (Brazil)

(R12) Female, 28 years old, married with no children. Studies at Komvux (adult studies). Speaks Swedish well and has lived in Sweden for 1,5 years. (Marocco)

(R13) Female, 32 years old, married with two children. Studies at Komvux (adult studies). Speaks Swedish well and has lived in Sweden for 4 years. (Cameroon)

(R14) Female, 43 years old married with two children. Works in a retail store. Speaks Swedish fluently and has lived in Sweden for 22 years. (Iran)

4.2 Acculturation and ethnic influence

The acculturation of the respondents were studied in different areas, but mostly in the years spent in Sweden, fluency in the Swedish language, how Swedish they felt, the self perceived integration with the Swedish culture, the perception of the original cultural influence, and the understanding of the Swedish language and feeling of belonging. Questions 1 to 4.

The participants of the study vary in their stay in Sweden; ranging from 1,5 years to 24 years; with an average of 16 years for the participants. Despite the time in Sweden no one considered themselves as Swedish, although many was of the perception of being at most
fifty-fifty. One respondent said “I am Swedish citizen, but I still do not feel completely Swedish. You just never forget your roots.” (R4) Another respondent commented on the difficulty to define what is to be considered Swedish and what is not “I come from a middle sized city in Bosnia that is not much different from Malmoe. We associate, dress, think and are social just as Swedes, there is no difference” (R5). Some associated being Swedish with having Swedish friends or partners, others with practising Swedish traditions. All considered themselves to have integrated well with the culture, only one respondent said she had not integrated with the culture (R1). This respondent was also the only one who had not attended any Swedish schooling and was the only one who did not speak Swedish. This integration and understanding of the language was also shown in questions 3 and 4, regarding if they felt that their origin affected their shopping behaviour or if they had difficulties taking part of store activities or offers due to culture or language. Most participants did not experience any difficulties in these aspects. Although some did mention this being an issue in the beginning.

Many of the respondents mentioned the influence from other cultures other than the Swedish. Many also mentioned the difference in acculturation depending on the age. As an adult it became more important to be part of the Swedish society.

### 4.3 Ethnic subcultural behaviour

#### 4.3.1 Shopping

Question number 3 from acculturation: “In what way do you feel that your origin affects your shopping?” also help explaining the differences in consumption between Sweden and their country of origin. One respondents said that Sweden is more materialistic than their culture, and many others also mentioned the spending and price sensitivity being different from Swedes. Another meant that it was more related to income than to culture per se. Mostly the Polish and those from former Yugoslavia felt that there was small to no difference between their country and the Swedish culture, whereas the respondents from outside Europe showed the greatest differences compared to Sweden.
Question number 5 concerning how often the respondents shopped for things other than food, stated the shopping frequency. The result showed an average of one to two times a month. The frequency seemed to be more related to free time than culture or age.

The most common motive for shopping was shown to be very different. The need as a motive was not seen to be influenced by culture but rather to be about income and age. For those who liked to shop for other than need, motives like fun was frequent, but even more so was shopping to express emotions; to feel better about one self or to celebrate.

When asked about the store location, most answered that the location made it easier to shop more often. But if there was a need, the location was not an object. Considering, it is still located in the Malmo area. The access to a car was also an important variable in the issue of distance. But overall it seemed that the respondents were willing to make the effort if they thought that it was worth it, (the product or service was good or in the case of need).

In the question about opening hours most participants referred to their working hours. If they worked late, this variable became more important, making it easier for them to also shop during the week. But for the respondents with much free time, this was not an issue.

In the issue of prices, many of the respondents claimed that prices were an important aspect. But that the need was more important than the price. Although prices were considered by many of the respondents to be of importance; in a larger perspective it seemed to be more in relation to income than to culture. The cluster of respondents that seemed less dependent on price was the former Yugoslavians, followed by the Polish cluster. The respondents from outside of Europe seemed to be the ones most concerned with the price. Also question 13 regards the importance of price; where the respondents were asked to rank the product attributes, price, quality and brand. In this issue the respondents were unanimous in that quality was of highest importance for product choice; only respondent number one ranked another variable as more important (price). Last came the brand for ten out of the 14 respondents. Most unanimous of this ranking was the fourth cluster. Another aspect that the respondents brought up was the importance of the design, not in the aspect
of its appearance, but in its uniqueness. Many of referred to the furniture of IKEA that were to be seen everywhere and therefore less fun.

Service was another aspect that was considered to be very important, but although some respondents chose store because of the service, the majority regarded it only as an important variable to be present in case of need. Most important was the behaviour and knowledge of the personnel; also the availability of personnel was of importance. The aspect of personnel behaviour was also brought up in question 21, where the participants were asked about other issues to be important for their shopping decisions. This brought up the subject of racism, greatly indicating the importance of personnel behaviour to make ethnic minorities feel welcome. The services of childcare was related to the presence of small children, but also to the view of the shopping as an activity, where the whole family can enjoy the stay.

The issues of parking and home transportation, was related to the access to a car, but did not seem to be essential services. This can probably be related to the aspect of shopping clothes in stores at a close range to home. One participant also added the service aspect of valuing the time of the customers, by keeping the waiting times to a minimum. The store environment was also seen as an important aspect of the store. The highest ranked environment variable was the ease to find products and allocate self inside the store and as an inspirational environment. The ease to circulate was another important aspect on the store environment. The issue of child friendly was mostly dependent on lifestyle and family formation, but considered less important. Some respondents also commented on the highly organised and neat stores in Sweden compared to their home country, especially the high usage of signs. The cultural difference to be seen in this aspect were cluster number one, that rated the aspect of store environment lower than the other respondents.

When asked to rank the worst shopping scenarios between the product is out of stock, the personnel is not available, or long waiting times; the result was that waiting times was perceived as worst, followed by the product being out of stock and lastly the personnel not being available. Only the respondents from cluster two was unanimous in their ranking of waiting times as worst scenario, followed by personnel not available and last product out of
stock. Also one respondent from cluster 3 ranked product out of stock last, and explained that you can always find the product in another store or order it. The same respondent also commented on waiting time “Sensibility for long waiting times depends on how much time you have” (R8). Other factors that were perceived as bad was campaign products that run out too quickly, loud store ambience, and messy or overfull stores.

On the issue of prior experience, the result varied among the respondents. Most thought however that experience was an important factor. Both this question and in the question number 8 regarding furnishing retailer of preference; showed that many of the respondents frequently returned to the same retailer. One respondent said that she only goes to the retailers she knows will give her what she wants. “You get a closer relationship with the personnel than just seller – customer. You know that they will do everything to help you.” Also the reputation of the store was of importance for store choice. “Prior experience is very important, otherwise you can be cheated or disappointed” (R2). The other respondents that did not find experience to be important, enjoyed looking around and finding new and different things.

As mentioned in question 15, the aspect of nationality and racism is a subject closely related to service and the interaction between personnel and customer. In question 21 the aspect of racism showed that this was an issue that the respondents had themselves or knew others that had been subject to. Also prejudice was an aspect that was mentioned. One respondent said that this was more of a problem for those immigrants that could not speak the language and talk for themselves, but that it otherwise was not an issue (R3). Another respondent claimed that this could also happen if entering a more expensive store and not being dressed as to fit the image of the target customer. However, even if there might be some incidents of racism or prejudice in stores it was not noted in the respondents perceived effect of store nationality on store choice. The choice of store based on nationality was more closely related to quality or guarantee.
4.3.2 Internet & inspiration

The questions 22 and 23, concerning internet usage and Inspiration, showed that the use of Internet as amusement and inspiration was very low amongst participants. When asked if Internet inspired them to shop, only four to five could say that this was the case. Most respondents claimed not to use Internet or to use it only for mailing or in work related situations. Highest was the usage amongst European and younger respondents. But when Internet was used as inspiration it was mostly the retailers homepage that was the inspiration. One respondent also mentioned the club mails as being an inspiration (R2), another mentioned ads on Internet sites such as Facebook (R9). The main inspiration was found in other marketing channels such as commercials on TV and in magazines as well as in the store itself. Also other people, both on the streets or family and friends had a strong influence. Other media was also mentioned such as movies, music and TV-series. On the other hand, on the question if activities and offers attracted them to the store the response was both yes and no. Some meant that that it might have an unconscious affect, others meant that it depended on the need. Mostly however the interest was in discounts and other offers. When asked which activities were the most inspiring the answers varied greatly among the respondents. But mostly activities were mentioned in an area of interest, like sports. Offers on TV and in magazines were also brought up as inspirational. Activities or offers that the respondents found the least inspirational was pushy offers or such that obligated the customer to tie up themselves to the organisation. This could be offers with small typing regulating the deal, but not being explicit to the customer, or pushing more products on the customer, like the 3 for 2 offers.

4.4 IKEA

4.4.1 The store

The question about interest in home furnishing showed that most respondents liked to shop for the home, but regarded it to be more related to need, as in furniture or practical things. For the question about where the respondents go shopping for home furnishing, all
mentioned IKEA in one way or another. This shows of the awareness of IKEA amongst all the participants. Also most liked IKEA, although few claimed to buy furniture at IKEA, but mostly the cheaper and practical things. For furniture the preference was ILVA amongst most participants, also Living was brought up. No cultural differences were to be seen here though. On the question how well the respondents knew IKEA, everyone claimed to know the retailer very well, and most of them had been customers for many years. All but one had been to the new house on Svågertorp. On the question what the motive was for going to IKEA, the most common reason was curiosity for the new store, but also to shop. Many also said they liked IKEA and were frequent visitors to the store. The respondents liked IKEA because of the prices and simple design. On the question “What do you think of IKEA Malmoe and why? “ The responses were “I like IKEA. They have good prices. I am glad we have IKEA in Malmoe” (R14). Another one said “I think IKEA is good. They have everything and they have different prices to match everyone’s need. And they also have a café and restaurant for rest and to enjoy” (R2).

Some customers also commented on IKEA to be well planned in their organisation and ease to circulate, however it was perceived as frustrating when the store plan force the customers to follow a certain path through the store, making it impossible to quickly reach what is needed (Q17, R6 & R14). This issue was also mentioned when asked about their opinion of the store, in general the respondents perceived it to be good. One of the respondents said “the store is good, but it is like a maze, it is difficult to find the way out if you do not follow the main course” Concerning the products most respondents liked the accessories and everyday products the most. As mentioned above, the furniture were rated lower, due to a lower perception in quality and comfort, in these products. Another issue with the products was according to some respondents the sometimes too simple design, but mostly the fact that IKEA’s products were to be seen everywhere. This gave the rank of the products, a middle value. The ranking of the products was also closely related to the opinion of the price. Overall the opinion of IKEA’s prices were good to very good. The interiors were perceived as good to very good as well as inspirational. Some of the comments were that IKEA was not only a place for shopping, but also a place for
inspiration. The location of the store at Svågertorp was by the majority perceived as a better location than Bulltofta, both due to the logistic ease to get to Svågertorp, but also due to the closeness to other interesting retailers in the area, with the most frequent mentioned retailer in the area being ILVA. On the other hand the ranking of the location was also influenced by the closeness to the respondents home, where Svågertorp was not as close as Bulltofta. This gave the location a medium ranking value.

The overall comments about IKEA Malmoe was positive, one respondent even said “I like IKEA, I can not talk badly about IKEA”, with their strengths, being the store environment and their prices. The weaknesses mentioned was the furniture and the difficulty to orientate self in the store. Throughout the interview the aspect of waiting times were considered as important factors when shopping, but were never mentioned as something that the respondents associated with IKEA, although it was perceived as negative when this occurred both at checkout as well as at information- and reclamation disks. On the aspect of service, the perception was good, although the respondents did not think of IKEA as a high service retailer.

4.4.2 The local homepage

As shown from the response patterns from the question related to Internet usage as inspiration, the respondents were not frequent users of the Internet in general. On the question “Have you ever been to IKEA Malmoe’s homepage on the Internet?”, most respondents were not even aware of the existence of the local page. Only four respondents had actually seen the homepage of IKEA Malmoe. They majority had only used the main homepage of IKEA of Sweden or the catalogue, to find products or to be inspired. The overall impression was that the homepage was good information wise, but concerning inspiration and attracting them to the store the page was lacked, in contrast to the catalogue that had a great inspirational and attractive nature. Another aspect was the activities and offers. Since most respondents were not aware of the local page, the offers and activities were most often only taken part of if they by coincidence where in the store at the
point. Although the nature of the activities and offers were perceived as fairly good, the interest was not very high. When asked which activities and offers were of highest interest, the response was mostly offers, but also campaigns were of interest. The respondents were of the opinion that activities were fun, but was dependent on time and area of interest or need. On the question “What would you like to see on the local homepage to attract you?” many different responses were obtained. But the most frequent issues were concerning inspiration. One respondent suggested more pictures and colour on the first page “something to attract the eye” (R8). Other suggestions were to have more inspirational information of current offers and activities to be displayed on this page, “or maybe a monthly, most purchased product displayed” (R6). The information such as opening hours and the map with directions were not perceived as important as inspiration. Another respondent wanted to see more pictures from the house, making a more visual picture of the store and its activities, for instance the restaurant and the children’s playroom. “I would have liked layout and activities with less family orientation, maybe something more adapted towards singles or cohabitants.” (R9). When interaction on the homepage was suggested, the respondents seemed to like the idea. Blogs would be an interesting element, but the interest seemed to be more towards taking part of other customers’ opinion or experience. For instance, it was desirable to have the possibility to comment products and activities, in relation to these.
5. ANALYSIS

In this section the empirical material will be analysed between the clusters and in comparison with the theoretical framework. First the acculturation influence will be analysed, then the ethnic subcultural behaviour; and lastly culture and marketing.

5.1 Acculturation influence

To establish the acculturation level of the respondents several questions were asked, such as how long they had lived in Sweden and if they were fluent in the Swedish language, aspects which are both relevant to acculturation as stated by Solomon et al. The results confirmed this relation between the language and the acculturation. All respondents considered themselves to have integrated well with the culture, except for the only participant who did not speak the language. One interesting issue that came up was the acculturation agents of the respondents. Due to the fact that most of the respondents lived in areas with high density of immigrants, the acculturation agents were often of other cultures. This delayed the acculturation process to the Swedish culture. Many of the respondents meant that it was not until they started working or studying on a higher level that the acculturation really started, although they had been part of the society earlier, but not in the same way. Regarding assimilation and integration as Burton talked about, the respondents mentioned the feeling of being Swedish on some level, but that the originating culture would always be part of them. Most of the respondents did however feel more foreign than Swedish. In comparison of the clusters, the difference in acculturation and ethnic influence was more dependent on individual factors than on cultural.

5.2 Ethnic subcultural behaviour

Many of the issues discussed concerning general shopping and preference was not seen to be dependent on origin, but rather on life situation. There were no patterns to be seen for the three larger groups. The most common motive for shopping varied through the respondents. The need as a motive was not seen to be influenced by culture but rather to be
about income and age. For those who liked to shop for other than need, the motive of entertainment was frequent, but even more so was shopping to express emotions; to feel better about one self or to celebrate. Two respondent even mentioned shopping as a way to get out of the home or as an activity, to hang with friends. These motives were also stated by Gilber. It was however difficult to notice a relation between age and frequency of shopping. This aspect seemed to be more related towards free time and interest.

When it came to store selection many aspects may influence the choice. McGoldrick mentions the most important attributes varies depending on the task amongst other. This was also the finding in this research. In the value equation McGoldrick mentions different variables to be more positive and others being negative. He mentions product quality, choice and availability, convenient opening hours, good service and pleasant environment to be the benefiting attributes. These aspects were taken into consideration in the research. The findings showed that product quality was seen to be the most important aspect for the respondents. Next came prices and service, depending on the income. Also the store environment was highly valued. Additional aspects was uniqueness and personal style in the product design. The aspects of opening hours and location, were mostly seen as convenience aspects, but the respondents meant that if they felt the product or store was worth it, this was not an issue. McGoldrick also talked about the costs for consumers; such as in money, time, effort, stress and risk. These aspects were also confirmed by the respondents in their response regarding price and prior experience. However the overall perception was that the benefiting aspects on store selection was more important than the costs; as long as the respondents perceived value from the product or store. In the Figure (Figure 2) about the different purchase involvement levels depending on product type, Gilbert stated the product category of shopping as a medium involvement. The findings supported the characteristic of this purchase to be focused on price, quality and value comparisons.

Many of the respondents valued prior experience, and often returned to the same stores. Both McGoldrick and Gilbert states several aspect influencing store patronage. Many of
these were also mentioned as important by the respondents, such as reputation of the retailer, as well as the expectation of value, merchandise and experience.

In the aspect of the native cultural influence on ethnic subcultural behaviour, this was not shown to be a very prominent aspect. In fact, most of the variables were more dependent on lifestyle, age or social class. This showed that in the area for marketing towards ethnic subcultures it is more the immediate influencing factors that are to be taken into consideration rather than the country of origin. Meaning that the largest aspect to take into consideration, in regard to national culture, is the acculturation level to the Swedish culture, and possibly to other national cultures in their surroundings. This was also stated by the respondents on the question “In what way do you feel that your origin affects your shopping?” In this question most of the respondents answered that they did not perceive the origin to be a variable. Some did however say that this was the case earlier, or that it could influence the purchase of food. The respondents neither showed any preferences for stores of their own culture, or any resistance towards Swedish stores. According to the four dimensions of Hofstede, (power distance, individuality, masculinity and uncertainty avoidance) the clusters of this research are rated as follows:

**Cluster 1 (Iraq)***
- High Power distance
- Medium to low Individuality score (Collectivist)
- Medium Masculinity score
- Medium Uncertainty avoidance score

**Cluster 2 (Former Yugoslavia)***
- High Power distance
- Low Individuality score (Collectivist)
- Low Masculinity score (Feminine)
- Medium Uncertainty avoidance score
Cluster 3 (Poland) - Not included –

Cluster 4 (Non European; mostly Latin America and Africa)

Latin America
- High to medium Power distance
- Low Individuality score (Collectivist)
- Medium to low Masculinity score (Feminine)
- Medium to High Uncertainty avoidance score

Africa
- High to medium Power distance
- Low Individuality score (Collectivist)
- Medium Masculinity score
- Medium Uncertainty avoidance score

To be compared with the Swedish scores:

Sweden
- Low Power distance
- High Individuality score
- Low Masculinity score (Feminine)
- Low Uncertainty avoidance score

The comparison with the Swedish score is to show the difference between the native - and hosting culture, according to the cultural dimensions, had it had a greater influence.

The aspects of age and income was seen to be very influential on the consumption behaviour. However the influence of religion on cultural consumption behaviour; was not mentioned by any of the respondents. When it comes to the gender, this could have been a factor of interest, however it was proven to be difficult to acquire male respondents; which unfortunately made it difficult to evaluate this aspect.
Craig & Douglas talk about the cultural pluralism and hybridisation due to globalisation and multiculturalism. This was an aspect that was noted in the research as the respondents both talked about the difficulty to differentiate between what is Swedish and what is not. The respondents also talked about other cultural aside from the Swedish culture to have influenced them.

Discrimination was brought up during the interviews as an important aspect of service, Hofstede (1991) talks abut this aspect as influencing the assimilation process. This was however not noted in the findings for this research.

5.3 Culture and marketing

5.3.1 General

Fahimi & Fridholm talk about the importance of segmenting the ethnic consumers, using structural, cultural and individual factors. The findings of the research concluded with this, since segmenting only on the variable of ethnic subculture will give a variety of different consumers. The structures as recommended by the authors also concludes with this research; that structural factors such as the acculturation level and individual factors of lifestyle and age. On the other hand few variables was found on the cultural factors, although this could be due to the fact that many respondents them self are unaware of their behaviour and its cultural influence, making it difficult to isolate the cultural factors.

Burton talks about the value of integrating and understanding cultural differences to overcome the differentiation of us and them. The issue of racism and prejudice as experienced by some of the respondents, are some of the aspects that could be avoided with the greater understanding of cultural differences.

In the theoretical framework many issues were discussed in regard to marketing towards ethnic subcultures, such as the language, placing the message where it can best be receive by the target customer and the use of ethnic models. Although the native culture was difficult to be of influence on the behaviour, all respondents claimed to have strong emotional links
to the native culture. Which indicates that even if this may not be an effective variable for segmenting; it could however be used as a marketing strategy to target the segment. According to Holland & Gentry the first step in marketing towards ethnic subcultures is to make them aware of the message and of the fact that they are being targeted.

5.3.2 The store

Although all the respondents were aware of IKEA and had a positive attitude towards the retailer, most of them mentioned the smaller products aside from furniture to be the product category of choice. In comparison to the dimensions of Hofstede, this could be compared to the dimension of uncertainty avoidance. All three clusters showed a medium value on this scale, which could partly explain the interest in furniture that was more unique and perceived as more special.

The responses concerning price showed that the respondents valued price in comparison to the attained quality, but also function and design were mentioned. Related to IKEA the ease to assemble the product was another issue for the value and perception of the product. Which indicates an interest for convenience.

5.3.3 Internet & Inspiration

Hofstede & De Mooij mention the impact of GNP on the consumption. As the wealth increases so does the consumption; although the products and behaviour will vary due to cultural differences. The difference in internet usage could therefore be due to the cultural impact from the native culture, although the wealth experienced in Sweden could be the reason for owning a computer. The usage of internet for leisure and personal reasons was in the research of Hofstede & De Mooij to be related to low masculinity and uncertainty avoidance. The three clusters that were included in the framework of Hofstede, and comparable to this dimension did not concord to this. Most of the respondents claimed not to use Internet for this purpose although the second cluster showed low values of masculinity; and all three clusters were rated a medium value on the uncertainty avoidance
scale. In the questions regarding the homepage of IKEA the respondents showed tendencies to being of high-context nature as mentioned by Solomon et al. the respondents talked about pictures and inspirational stores to attract them to shop. Hofstede & De Mooij explained the issue of high context with low individualistic value. However this was neither confirmed by the findings, since the respondents from cluster two, from former Yugoslavia, did not claim to use Internet more than the other participants, although this culture was rated collectivist.

The interest of the participants to have interaction on the page also showed the great interest to take part of prior experiences or opinions of other customers, to eliminate risk, or out of curiosity. Also the reputation of the store was important, which was especially shown in the questions concerning Internet and forums. One respondent said that the benefits with forums is that you can learn from other peoples experiences. This can be related both to Hofstede’s dimension of uncertainty avoidance, but also to decrease the negative attribute of stress as mentioned by McGoldrick, or as one of the factors influencing store patronage as stated by Gilbert (1999).
6. CONCLUSION & RECOMMENDATIONS

In this section the conclusion of the research will be presented and the research questions will be answered; also the recommendations for IKEA Malmoe will be presented in this section.

6.1 Conclusion

Culture has a high impact on human behaviour. In the subject of international retailing or marketing this knowledge is essential to succeed abroad. Several researchers such as Hofstede have identified characteristics or dimensions that differ between national cultures, helping marketers understand the different consumption behaviour throughout the world. When marketing towards ethnic subcultures or immigrants however it becomes more difficult, since the level of acculturation or adoption to the hosting culture also has to be taken into consideration. This is not only dependent on the time spent in the country, but is also on the integration in the hosting country as well as the fluency and understanding of the national language. When marketing towards ethnic subcultures many different aspects has to be taken into account aside from the acculturation and the country of origin. The research showed that aspects like age, income and lifestyle sometimes can be more influential on consumption than the native culture. It was also found that multicultural societies can erase the boundaries between cultures, making it more difficult to establish what elements belong to which culture. The aspect of the national culture does however have an affective influence on behaviour, making it an important factor when marketing towards ethnic subcultures.

- What are the consumption behaviour of ethnic subcultures?

Based on the results from this study it is not possible to state one behaviour that is applicable to all ethnic subcultures. Ethnic subcultures should not be seen as one homogenous segment, but rather as a variety of different individuals with different needs and behaviour depending on the age, income, lifestyle and acculturation amongst other.
- Which major aspects influencing ethnic subcultural consumption behaviour has to be taken into consideration when marketing towards this segment?

The most important aspect when marketing towards ethnic subcultures is the acculturation level. Also the aspects such as age, generation and social class are of great influence; and to some extent also religion. This research showed that although the national culture of origin is an important factor to consider, it is not as influential on behaviour as the factors, as stated above. Native culture could however be used to get the attention of the ethnic subcultural customer, since this aspect is more an affective aspect of behaviour.

- How can ethnic subcultures be attracted through local marketing, to become customers at retailers such as IKEA Malmoe?

When marketing towards ethnic subcultures, many aspects were mentioned. Most importantly it is essential to make sure the customer understands and receives the message, this could be achieved by marketing in different languages and in different places. One way of targeting ethnic subcultures is the use of ethnic models, or of the culturally related symbols, heroes and rituals. When it comes to marketing on the internet, local and ethnic sites could used. The company in question could also show itself as visible in ethnic subcultural contexts.

Other aspects like service and personnel are important issues in the store, for the ethnic consumer to feel welcome and appreciated.

6.2 Practical recommendation for IKEA Malmoe

All of the respondents where very familiar with IKEA, in fact none of the respondents were unaware of the retailer and started talking about IKEA on their own as a retailer they compared other furnishing stores to. Most of them did have a positive attitude towards IKEA. The negative aspects that where found was that many of the respondents did not prefer IKEA as a furnishing retailer, but rather as a home decoration retailer.
The store as a marketing channel is perceived as positive and inspiring. IKEA Malmoe should however see their store as an activity, where families might go to enjoy the day with the whole family. This view of IKEA could be further emphasised through services and happenings. IKEA Malmoe should also understand the value of making it easier for customers to do faster shopping. This may include better localisation through the store with more shortcuts and faster checkouts. Most of the respondents also mentioned the quality with products and in particular the larger furniture to be a side to IKEA that was less positive. This could be addressed by further emphasising the quality and return policy.

The research showed that most of the respondents were unaware of the local homepage of IKEA Malmoe. By marketing the page in the store, this channel could gain a higher awareness. The page as it is today is very informative and easy to navigate. However it lacked in inspiration. The research showed that many of the respondents wanted more inspiration and presentations of local happenings and activities rather than information. The suggestions where to have local offers and activities displayed on the first page. Also in this channel it is important that IKEA is aware of the visit to the store as a family activity. This could be emphasised with pictures of the store, as an inspiration of what can be done. Interaction was proposed as examples for change, and was positively regarded, such as a forum mostly –where customers can discuss IKEA matters on the page.

None of the customers however had a resistance towards IKEA Malmoe because of its Swedish roots, this was only viewed as positive.

The recommendation for IKEA is to work with the ethnic subcultural consumers not as one homogenous segment but as a diversity of needs and tastes in the market. Meaning that there is not one way to reach the ethnic subcultural consumer but many different. As it lies in the interest of IKEA to attract a greater cultural diversity amongst customers, this diversity should also be reflected in IKEA, not only in their furnishing styles and personnel, but also in their marketing. Some customers might want to see a homepage as inspirational as the IKEA catalogue, others do not use the Internet at all. Some customers want to
interact with IKEA and other customers on the homepage; and others just want a quick run through the store. But mostly it is important to offer a variety of marketing efforts in a variety of marketing channels. To attract this ethnic customer it should be more obvious that they are being targeted as says Holland & Gentry, 2005. Let it be noted with an array of colours and pictures, let IKEA Malmoe be as diverse in its marketing expression as is their market.
CHAPTER 7
RECOMMENDATIONS

7. LIMITATIONS & PROPOSED CONTINUED STUDIES

7.1 Suggestions for continued studies

The research of ethnic subcultural behaviour is a wide subject that is affected by several factors. To fully understand the consumption behaviour of ethnic subcultures it is essential to deeper understand the culture of origin as well as the effect and level of acculturation. Due to limitations in time and money this research only studied the patterns of immigrant behaviour. To fully understand the ethnic subcultural consumer it is important to more thoroughly research the origin cultures of different groups in the context of subcultures, and the affect of acculturation and other variables, such as age, income and lifestyle. The research should be made on a group as homogenous as possible except from culture to make the cultural comparison more evident. Also it could be of interest to see the cultural aspect in comparison with the hosting culture, to establish the behavioural difference due to the ethnic subcultural influence.

7.1 Limitations

To fully understand the consumption behaviour of ethnic subcultures it is essential to deeper understand the culture of origin as well as the effect and level of acculturation. Due to limitations in time and money this research only studied the patterns of immigrant behaviour. This research is limited to only looking at ethnic subcultures from a national view. Another limitation with this study is the uneven division between the genders. This issue was due to the difficulty to attain male participants. Most of the willing subjects were female, whom with an interest talked about their shopping habits. Men on the other side were not as interested. Another limitation is the aspect of religion. Which could be an interesting factor but was in this study not taken into consideration, since, it was perceived as an area that is per se, part of the ethnic culture but not of interest to research further since the focus was on the national culture.
LIST OF REFERENCES

Literature


Articles


**Internet**


SCB (2008a) "Var 8:e invandrare tar emot en anhörig”

SCB (2008b) "Invandrarna koncentreras till storstäderna”

SCB (2008c) "Skillnaderna i barnafödandet minskar mellan utrikes och inrikes födda”


**Other**

Malmö Stadskontor, Elisabeth Pålsson, Department of Community planning Malmoe

IKEA Malmoe, Karin Wingren, Manager, local market Malmoe
TABLE A

Habitants with foreign background in major cities in Sweden – Development (2009-01-01)
(As of January 1st of each year)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<td><strong>Malmö</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Born abroad</td>
<td>36 415</td>
<td>48 233</td>
<td>58 498</td>
<td>68 406</td>
<td>79 389</td>
<td>83 209</td>
</tr>
<tr>
<td>(% of habitants)</td>
<td>(16 %)</td>
<td>(20 %)</td>
<td>(23 %)</td>
<td>(25 %)</td>
<td>(28 %)</td>
<td>(29 %)</td>
</tr>
<tr>
<td>** Göteborg**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Born abroad</td>
<td>60 847</td>
<td>76 540</td>
<td>85 216</td>
<td>95 551</td>
<td>103 015</td>
<td>107 130</td>
</tr>
<tr>
<td>(% of habitants)</td>
<td>(14 %)</td>
<td>(17 %)</td>
<td>(18 %)</td>
<td>(20 %)</td>
<td>(21 %)</td>
<td>(21 %)</td>
</tr>
<tr>
<td>** Stockholm**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Born abroad</td>
<td>98 548</td>
<td>118 412</td>
<td>135 618</td>
<td>150 272</td>
<td>166 746</td>
<td>172 772</td>
</tr>
<tr>
<td>(% of habitants)</td>
<td>(15 %)</td>
<td>(17 %)</td>
<td>(18 %)</td>
<td>(20 %)</td>
<td>(21 %)</td>
<td>(21 %)</td>
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<tr>
<td><strong>Sweden</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Born abroad</td>
<td>758 454</td>
<td>922 055</td>
<td>981 633</td>
<td>1 100 262</td>
<td>1 277 770</td>
<td>1 281 581</td>
</tr>
<tr>
<td>(% of population)</td>
<td>(8 %)</td>
<td>(10 %)</td>
<td>(13 %)</td>
<td>(14 %)</td>
<td>(15 %)</td>
<td>(16 %)</td>
</tr>
</tbody>
</table>

Source: SCB (Statistiska Centralbyrån) Malmö stadskontor, Dep. of community planning, Elisabeth Pålsson, 2009

TABLE B

Malmo habitants born abroad (2010-01-01)
The largest groups born abroad from a total of 174 countries represented

<table>
<thead>
<tr>
<th>Country of birth</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iraq</td>
<td>9 465</td>
</tr>
<tr>
<td>Denmark</td>
<td>9 174</td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>8 530</td>
</tr>
<tr>
<td>Poland</td>
<td>6 903</td>
</tr>
<tr>
<td>Bosnia and Herzegovina</td>
<td>5 920</td>
</tr>
</tbody>
</table>

Source: SCB (Statistiska Centralbyrån) Malmö stadskontor, Dep. of community planning, Elisabeth Pålsson, 2010

TABLE C

Malmo habitants (2010-01-01)

<table>
<thead>
<tr>
<th></th>
<th>Quantity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Born abroad (immigrants)</td>
<td>87 554</td>
<td>30% (29.7)</td>
</tr>
<tr>
<td>Born in Sweden with both parents born abroad</td>
<td>28 276</td>
<td>10% (9.6)</td>
</tr>
<tr>
<td>Total habitants with foreign background</td>
<td>115 830</td>
<td>39% (39.4)</td>
</tr>
</tbody>
</table>

Total population of Malmo 293 909

Source: SCB (Statistiska Centralbyrån) Malmö stadskontor, Dep. of community planning, Elisabeth Pålsson, 2010
## TABLE D

### National rankings in the five cultural dimensions

*(Based on the points received on one of the opposing poles)*

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Individualism</th>
<th>Uncertainty Avoidance</th>
<th>Power distance</th>
<th>Masculinity</th>
<th>Long term orientation</th>
</tr>
</thead>
<tbody>
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<td>Arab-countries</td>
<td>26/27</td>
<td>27</td>
<td>7</td>
<td>23</td>
<td>-</td>
</tr>
<tr>
<td>Argentina</td>
<td>22/23</td>
<td>10/15</td>
<td>35/36</td>
<td>20/21</td>
<td>-</td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>37</td>
<td>41</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Austria</td>
<td>18</td>
<td>24/25</td>
<td>53</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>11</td>
</tr>
<tr>
<td>Belgium</td>
<td>8</td>
<td>5/6</td>
<td>20</td>
<td>22</td>
<td>-</td>
</tr>
<tr>
<td>Brazil</td>
<td>26/27</td>
<td>21/22</td>
<td>14</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Canada</td>
<td>4/5</td>
<td>41/42</td>
<td>39</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>Chile</td>
<td>38</td>
<td>10/15</td>
<td>24/25</td>
<td>46</td>
<td>-</td>
</tr>
<tr>
<td>Colombia</td>
<td>49</td>
<td>20</td>
<td>17</td>
<td>11/12</td>
<td>-</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>46</td>
<td>10/15</td>
<td>42/44</td>
<td>48/49</td>
<td>-</td>
</tr>
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<td>Denmark</td>
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<td>51</td>
<td>51</td>
<td>50</td>
<td>-</td>
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<td>East Africa</td>
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<td>21/23</td>
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<td>Ecuador</td>
<td>52</td>
<td>28</td>
<td>8/9</td>
<td>13/14</td>
<td>-</td>
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<tr>
<td>El Salvador</td>
<td>42</td>
<td>5/6</td>
<td>18/19</td>
<td>40</td>
<td>-</td>
</tr>
<tr>
<td>Finland</td>
<td>17</td>
<td>31/32</td>
<td>46</td>
<td>47</td>
<td>-</td>
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<tr>
<td>France</td>
<td>10/11</td>
<td>10/15</td>
<td>15/16</td>
<td>35/36</td>
<td>-</td>
</tr>
<tr>
<td>Germany (West)</td>
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<td>29</td>
<td>42/44</td>
<td>9/10</td>
<td>14</td>
</tr>
<tr>
<td>Greece</td>
<td>30</td>
<td>1</td>
<td>27/28</td>
<td>18/19</td>
<td>-</td>
</tr>
<tr>
<td>Guatemala</td>
<td>53</td>
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<td>2/3</td>
<td>43</td>
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<td>Holland</td>
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<td>40</td>
<td>51</td>
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<td>15/16</td>
<td>18/19</td>
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<td>India</td>
<td>21</td>
<td>45</td>
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<td>20/21</td>
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<td>Indonesia</td>
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<td>49</td>
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<td>24</td>
<td>31/32</td>
<td>29/30</td>
<td>35/36</td>
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<td>Israel</td>
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<td>19</td>
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</tr>
<tr>
<td>Italy</td>
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<td>23</td>
<td>34</td>
<td>4/5</td>
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<tr>
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<td>52</td>
<td>37</td>
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</tr>
<tr>
<td>Japan</td>
<td>22/23</td>
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<td>46</td>
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<td>25/26</td>
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</tr>
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</table>

*Continues on next side…*

= Additional countries for the fifth dimension

Source: Hofstede, 1991
### TABLE D  … continued

National rankings in the five cultural dimensions  
*(Based on the points received on one of the opposing poles)*

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Individualism</th>
<th>Uncertainty Avoidance</th>
<th>Power distance</th>
<th>Masculinity</th>
<th>Longterm orientation</th>
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</thead>
<tbody>
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<td>Nigeria</td>
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<td>-</td>
<td>22</td>
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<td>38</td>
<td>47/48</td>
<td>52</td>
<td>-</td>
</tr>
<tr>
<td>Panama</td>
<td>51</td>
<td>10/15</td>
<td>2/3</td>
<td>34</td>
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<td>33</td>
<td>25/26</td>
<td>23</td>
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<td>21/23</td>
<td>37/38</td>
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<td>18/19</td>
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<td>9/10</td>
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<td>29</td>
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</tr>
<tr>
<td>Yugoslavia</td>
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<td>12</td>
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= Additional countries for the fifth dimension

Source: Hofstede, 1991
APPENDIX 2. The respondents

<table>
<thead>
<tr>
<th>No.</th>
<th>Gender</th>
<th>Age</th>
<th>Marital status</th>
<th>Children</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Female</td>
<td>60 years</td>
<td>Married</td>
<td>3</td>
<td>Disability pension</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>44 years</td>
<td>Divorced</td>
<td>3</td>
<td>Function manager</td>
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<tr>
<td>3</td>
<td>Female</td>
<td>20 years</td>
<td>Unmarried</td>
<td>0</td>
<td>Student</td>
</tr>
<tr>
<td>4</td>
<td>Male</td>
<td>47 years</td>
<td>Married</td>
<td>3</td>
<td>Nurse student</td>
</tr>
<tr>
<td>5</td>
<td>Female</td>
<td>31 years</td>
<td>Unmarried</td>
<td>0</td>
<td>Teacher assistant</td>
</tr>
<tr>
<td>6</td>
<td>Female</td>
<td>24 years</td>
<td>Married</td>
<td>1</td>
<td>Teacher (Math/SFI)</td>
</tr>
<tr>
<td>7</td>
<td>Female</td>
<td>49 years</td>
<td>Married</td>
<td>2</td>
<td>Store owner</td>
</tr>
<tr>
<td>8</td>
<td>Female</td>
<td>38 years</td>
<td>Cohabitant</td>
<td>1</td>
<td>Part owner store</td>
</tr>
<tr>
<td>9</td>
<td>Female</td>
<td>26 years</td>
<td>Cohabitant</td>
<td>0</td>
<td>Student/ Nurse</td>
</tr>
<tr>
<td>10</td>
<td>Male</td>
<td>32 years</td>
<td>Married</td>
<td>1</td>
<td>Student/ Unemployed</td>
</tr>
<tr>
<td>11</td>
<td>Female</td>
<td>41 years</td>
<td>Cohabitant</td>
<td>2</td>
<td>Retail sales</td>
</tr>
<tr>
<td>12</td>
<td>Female</td>
<td>28 years</td>
<td>Married</td>
<td>0</td>
<td>Student</td>
</tr>
<tr>
<td>13</td>
<td>Female</td>
<td>32 years</td>
<td>Married</td>
<td>2</td>
<td>Student</td>
</tr>
<tr>
<td>14</td>
<td>Female</td>
<td>43 years</td>
<td>Married</td>
<td>2</td>
<td>Retail sales</td>
</tr>
</tbody>
</table>

Source: Engström, 2010
## TABLE F

### Ethnic background

<table>
<thead>
<tr>
<th>No.</th>
<th>Fluency in Swedish</th>
<th>Country of origin</th>
<th>Years in Sweden</th>
<th>Interview Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No Swedish</td>
<td>Iraq</td>
<td>+ 12 years</td>
<td>English</td>
</tr>
<tr>
<td>2</td>
<td>Almost fluent</td>
<td>Iraq</td>
<td>20 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>3</td>
<td>Fluent</td>
<td>Iraq</td>
<td>20 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>4</td>
<td>Fluent</td>
<td>Kosovo</td>
<td>ca 20 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>5</td>
<td>Almost fluent</td>
<td>Bosnia</td>
<td>15 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>6</td>
<td>Fluent</td>
<td>Kosovo</td>
<td>24 Years</td>
<td>Swedish</td>
</tr>
<tr>
<td>7</td>
<td>Almost fluent</td>
<td>Poland</td>
<td>18 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>8</td>
<td>Almost fluent</td>
<td>Poland</td>
<td>17 years</td>
<td>Swedish</td>
</tr>
<tr>
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<td>Uruguay</td>
<td>18 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>11</td>
<td>Almost fluent</td>
<td>Brazil</td>
<td>16 years</td>
<td>Swedish</td>
</tr>
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<td>12</td>
<td>Good /a little</td>
<td>Marocco</td>
<td>1,5 years</td>
<td>Swedish</td>
</tr>
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<td>Good</td>
<td>Cameroon</td>
<td>4 years</td>
<td>Swedish</td>
</tr>
<tr>
<td>14</td>
<td>Almost fluent</td>
<td>Iran</td>
<td>22 years</td>
<td>Swedish</td>
</tr>
</tbody>
</table>

**Fluency in Swedish** As stated by the respondent

Source: Engstöm, 2010
APPENDIX 3 Interview Questions/ Intervjufrågor

RESPONDENT/ RESPONDENT

Gender/ _______________ Age/ _______________
Kön Ålder

Marital status/ __________ Children/ __________
Civilstatus Barn

Occupation/ _______________ Fluency in Swedish/ _______________
Sysselsättning Förståelse för det svenska språket

Country of origin/ _______________ Years in Sweden/ __________
Ursprungsland År i Sverige

Interview Language/ Intervjuspråk: _______________________

1. CULTURAL/ KULTURELLT

Acculturation/ Ackulturation

1. How Swedish do you feel?
   Hur svensk känner du dig?

2. Would you say you been integrated with the Swedish culture?
   Skulle du säga att du har integrerats med den svenska kulturen?
Ethnic influence/ Etnisk påverkan

3. In what way do you feel that your origin affects your shopping?
   På vilket sätt skulle du säga att ditt ursprung påverkar hur du handlar?

4. Do you feel that it is hard for you to take part of offers and activities of stores, because of your origin or the language? Why?
   Anser du att det är svårt för dig att ta del av erbjudanden eller aktiviteter i butiker på grund av ditt ursprung eller språket och i så fall varför?

1. GENERAL/ GENERELLT

Shopping Behaviour/Shopping Beteende

5. How often would you say you shop? (per week, per month)
   Hur ofta skulle du säga att du handlar?

6. What is your most frequent motive for shopping? (leisure, need)
   Vilket är ditt vanligaste motiv för att handla? (nöje, behov)

7. How great is your interest for furnishing and home decoration? (on a scale 1-5)
   Hur stort är ditt inredningsintresse?

8. When you shop for furnishing or home decoration where do you go and why?
   När du handlar inredning var handlar du då och varför?
9. **How important is the store location for your shopping?** *(on a scale 1-5)*
   Hur viktig är butikens läge för ditt handlande?

10. **How important are the opening hours for your shopping?** *(on a scale 1-5)*
    Hur viktiga är öppettiderna för ditt handlande?

11. **How important are prices for your shopping?** *(on a scale 1-5)*
    Hur viktigt är priser för ditt handlande?

12. **How important is a wide product assortment?** *(on a scale 1-5)*
    Hur viktigt är ett stort produktassortiment?

13. **Range the following, which product attribute is most important and why?**
    Rangordna följande, vilken produktattribut är viktigast och varför?

    - **Price**
    Pris

    - **Quality**
    Kvalitet

    - **Brand/Designer**
    Varumärke/Designer

    - **Other**
    Annat
14. **How important is service for you? (on a scale 1-5)**
   Hur viktigt är service för dig?

15. **Range the following, which service attribute is most important and why?**
   Rangordna följande, vilken aspekt av service är viktigast och varför?

   - **Staff availability**
     Personal tillgänglighet
   - **Ways of the staff**
     Personalens beteende/kunskap
   - **Home transportation**
     Hemstransport
   - **Car parking**
     Parkering
   - **Childcare**
     Barnpassning
   - **Other**
     Annat

16. **How important is the store environment for you? (on a scale 1-5)**
   Hur viktigt är butiksmiljön för dig?

17. **Range the following, which store environment attribute is most important and why?**
   Rangordna följande, vilken aspekt av butiksmiljö är viktigast och varför?

   - **That it is inspirational**
     Att den ger inspiration
   - **That it is child friendly**
     Att den är barnvänlig
18. **Range the following, which is worst for you and why?**
   Rangeordna följande, vilket är värst för dig och varför?

   - **Product is not in stock**
     Produkten är slut

   - **Personnel not available**
     Personalen är ej tillgänglig

   - **Long waiting time in general**
     Långa väntetider

   - **Other**
     Annat

19. **How important is prior experience for your shopping?** (of store/product)
   Hur viktigt är tidigare erfarenhet för ditt handlande? (av butik/produkt)

20. **Is the nationality of the store of importance for your choice of store and why?**
    (size)
   Är nationaliteten på butiken av vikt för ditt val av butik och varför? (Storlek)

21. **Is there anything else you would say affect your shopping decisions and in that case what?**
    Är det något annat du anser påverkar dina val vid handlandet och i så fall vad?
Internet usage & inspiration/Internet användning & inspiration

22. Does the Internet inspire you to shop?
   Inspirerar internet dig att handla?

23. **What type of Internet sites inspires you?** *(Company/blogs/forum?)*
   Vilka typer av Internet sidor inspirerar dig? *(Företagssidor/bloggar/forum?)*

24. **Where else do you get your inspiration from?** *(magazines, friends, TV, ads)*
   Var får din övriga inspiration ifrån? *(tidningar, vänner, tv, reklam)*

25. **Does activities and offers attract you to shop?**
   Blir du inspirerad till att handla av aktiviteter och erbjudande?

26. **Which kind of activities or offers inspires you the most?**
   Vilka slags aktiviteter och erbjudanden inspirerar dig mest?

27. **Which kind of activities or offers do you not get inspired of?**
   Vilka slags aktiviteter eller erbjudanden blir du inte inspirerad av?
3. IKEA

*IKEA related consumption* / *IKEA relaterad konsumtion*

28. How well do you know IKEA?  
   Hur väl känner du till IKEA?

---

29. Have you been to IKEA Malmö and what was the reason? *(Svågertorp)*  
   Har du varit på IKEA Malmö och av vilken anledning?

---

30. Do you usually shop at IKEA Malmö and why?  
   Handlar du ofta på IKEA Malmö och varför?

---

31. What do you think of IKEA Malmö and why?  
   Vad anser du om IKEA Malmö och varför?

---

32. Range the following from 1 to 5, what do you think of the following aspects and why? *(1=very bad, 5=very good)*  
   Rangordna följande från 1 till 5, vad tycker du om följande aspekter och varför?  
   *(1=väldigt dåligt, 5=väldigt bra)*

   - **Products**  
     Produkter

   - **Interiors**  
     Interiör

   - **Store**  
     Varuhuset
The local homepage/ Den lokala hemsidan

33. Have you ever been to IKEA Malmoe’s homepage on the Internet?
   Har du besökt IKEA Malmös lokala hemsida på Internet?

34. What did you think is good/bad about it?
   Vad tycker du är bra/dåligt?

35. Does it attract you to the store and why?
   Attraherar den dig till varuhuset och varför?

36. Which activities and offers are of your interest?
   Vilka aktiviteter eller erbjudanden intresserar dig?

37. What would you like to see on the local homepage to attract you?
   Vad skulle du vilja se på den lokala hemsidan för att attrahera dig?