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The possibilities of ethnic marketing among the German national minority in Hungary

Theses of Doctoral Dissertation

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The place of the topic in international and domestic academic literature

According to analyses carried out on consumers one of the major effects determining the consumer image of the new millennium is that *every one belongs to a minority group* (Waldrop, 1990.), which in a marketing sense means the appreciation of the individual treatment as well as the increasing importance of the segments. The approachment of the demands of *lesser consumer groups* has become one of the conditions to a profitable operation. In Prahalad and Krishnan's opinion the goal of the innovation must be the acquisition of some own personal knowledge, therefore to preserve and enhance competitiveness consumers must be given an individual experience (Prahalad-Krishnan, 2008.). In order to plan such an action, corporations need to understand their consumers, and the first step to a better understanding is the *segmentation* of the consumers. According to Snellman (2000) one of the characteristics describing the present period of market segmenting is that the corporations realized that the great market segment in itself cannot guarantee success; the small segment can as well be attractive and can lead to success.

Many of the researches which have been carried out over the past 70 years, as well as arguments and counter-arguments have had a significant effect on corporate activities, nevertheless none of the earlier listed criterion can be said to have lost grounds completely. Examples for all the previously-known criteria are easy to find in textbooks and in marketing literature up until today, and all of them are heartily recommended by the authors (just to mention some of them: Józsa (2000a), Józsa (2000b), Kotler (1997), Hisrich (2000)).

Two directions can be distinguished among the present researches:

- segmentation in terms of *demographic qualities* and
- analyses dealing with lifestyle-researches.

The direction based on demographic qualities is the *nationality/minority* marketing, which might be successful in countries, where several ethnic groups live together with

cultures differing from one another, or if the country has a considerable historical ethnicity (Gyóri, 2003.) In Western Europe, but first and foremost in the US, it is commonly thought that beside the national culture the national minority culture has a significant influence, for this reason there exist various established and applied etnomarketing systems as well. Their main priority is to monitor the changes in the number and the characteristics of the individual minority groups, and by analysing their data they aid the members of the market by developing effective and efficient marketing elements to reach the individual ethnic segments. They bring together minority researches and consultancies in one system. The application of etnomarketing, with the help of the already established databanks makes it possible to conduct local differentiated market research, and the qualitative and quantitative market analyses can be applied to specific target groups. On the basis of their results it becomes possible to set up product offerings aimed at the group, and in communication to use images, linguistic and cultural symbols peculiar to the ethnicity. The system can be made more effective if the development and sustainment take place in cooperation with the ethnic organizations. (Jamal, 2004.; Guion-Kent, 2005. and Grange-Miller, 2005.).

Hungary has 12 acknowledged national and ethnic minorities. Only one of them, the *Roma has been comprehensively analysed* (Töröcsik, 2004; és Töröcsik, 2003); but due to their special social situation the results of the study cannot be applied to other national minorities.

The actuality and objective of the dissertation

This thesis aims to deal with the approach not widely known in Hungary though frequently used in other countries to break down the market into smaller pieces and to establish consumer groups and segments, the *ethnic marketing*. The group second greatest in number was selected to be the object of this study, *the Hungarian German minority* (KSH 2001.). They are characterised as people who acknowledge their membership to an ethnic group, at the same time they identify themselves with the Hungarian nation as a Hungarian citizen. During this research it has been studied how this duality affects the shopping and consumer habits of the German minority.

It was not the aim of this paper to provide a detailed ethnographic description of the German minority; their characteristics are presented in the necessary extent only to gain a better understanding of the research and the results. This research is not product or brand dependent; both the qualitative and quantitative parts are to study the *ethnic identity* and the *general consuming habits* in order to establish the basis required for ethnic marketing.

This essay has intentionally *ignored the analysis of two groups*. First of them to mention is the German community *living alongside the Austro-Hungarian border*. This group's everyday life including their consuming habits is considerably influenced by the proximity of the Austrian population as well as the difference in income levels from that of the national average. (KSH, 2008.) The analysis also ignored the German employees *of corporations operating* in Hungary, and those immigrant German citizens who *purchase Hungarian real estates*, because according to the definition of ethnic minority they are outside the scope of the present study.

The main objective of this research was to reveal to possible ways to characterize the ethnic identity and the set of values of the Hungarian German minority; whether these differ from that of the Hungarian majority; and to define what influence these differences have on their consumer behaviour.

The actuality of the research is partly given by the economic recession: according to Bauer (2008) in times of economic recessions one of the options of marketing leaders is to use innovation in the analysis of consumers, since a more precise knowledge of the consumer results in a possibility of better positioning. In Hungary market segmenting on an ethnic basis is an innovative idea which can be effective against issues other than a recession. The Hungarian small and medium enterprises are constantly losing ground on the markets due to the more effective and efficient marketing activities of the multinational corporations. However, it is not lucrative for the big corporations to satisfy the demands of smaller market segments, therefore these segments can become safe and profitable markets for smaller enterprises.

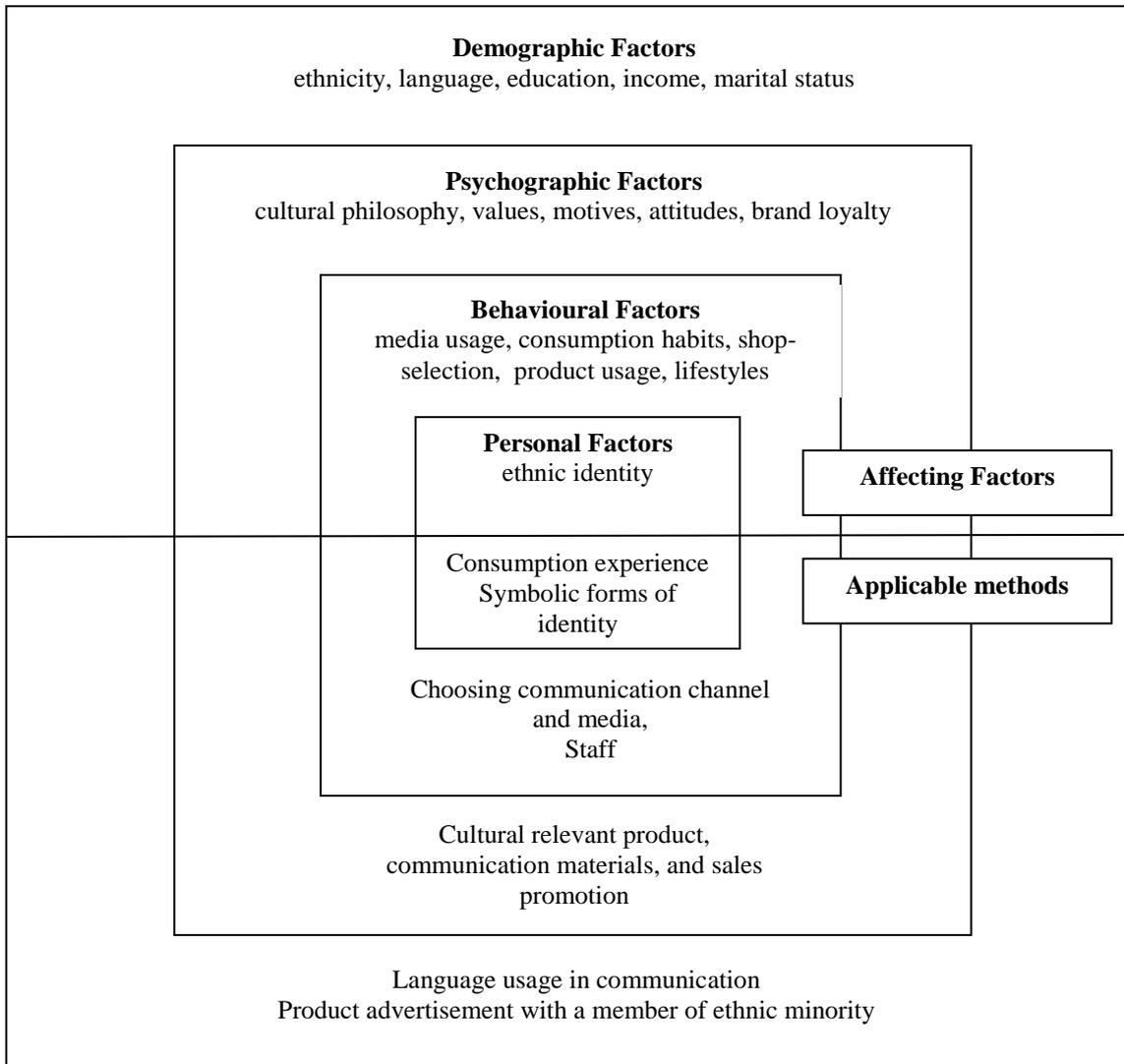
The structure of the dissertation

This dissertation is made up of *ten chapters*. After a short preface where the actuality of the topic is outlined, the first part of the essay presents the *importance, types and possibilities of segmentation*. At this point the evolution of the segmentation theory will be reviewed, and the criteria used in different periods. From these points the market segmentation is emphasized based on culture and ethnic origins. In order to gain a better understanding, this paper also reviews the significance and the role that *culture* fulfils in our everyday lives and presents the models to describe it. These models confirm the idea that culture, more specifically the ethnic culture can be suitable to be applied as a segmentation criterion, since it is anchored deeply in the individual, constant in time, and creates easily distinguishable groups. In confirmation of this part of the theory some practical examples are used to present the hitherto known applications and successes of ethnic marketing. Then it continues with the summary of the research methods applied in ethnic marketing, presenting its fields, the already applied methods and their results. Then this paper briefly touches upon the subject of describing the characteristics and situation of the Hungarian German minority. In addition to reviewing their history in Hungary a demographic description will be outlined and with the help of sociological studies their present situation and traditions will be described. In this chapter the aforementioned Töröcsik Mária research will be discussed, as it is used as a secondary resource.

After the theoretical summary the *qualitative primary research* and its findings will be presented. This preliminary research was conducted in order to draw up a picture of the general situation of Hungary's German minority. For this reason experts and commoners had been interviewed as well. The results of the in-depth interviews helped to select the areas which are considered to be important to analyze in the survey phase of the research.

Based on the theoretical chapters, I prepared a comprehensive model from the components of the ethnic marketing and the factors affecting them.

Figure 1.: The components of ethnic marketing and its affecting factors



Source: own compilation

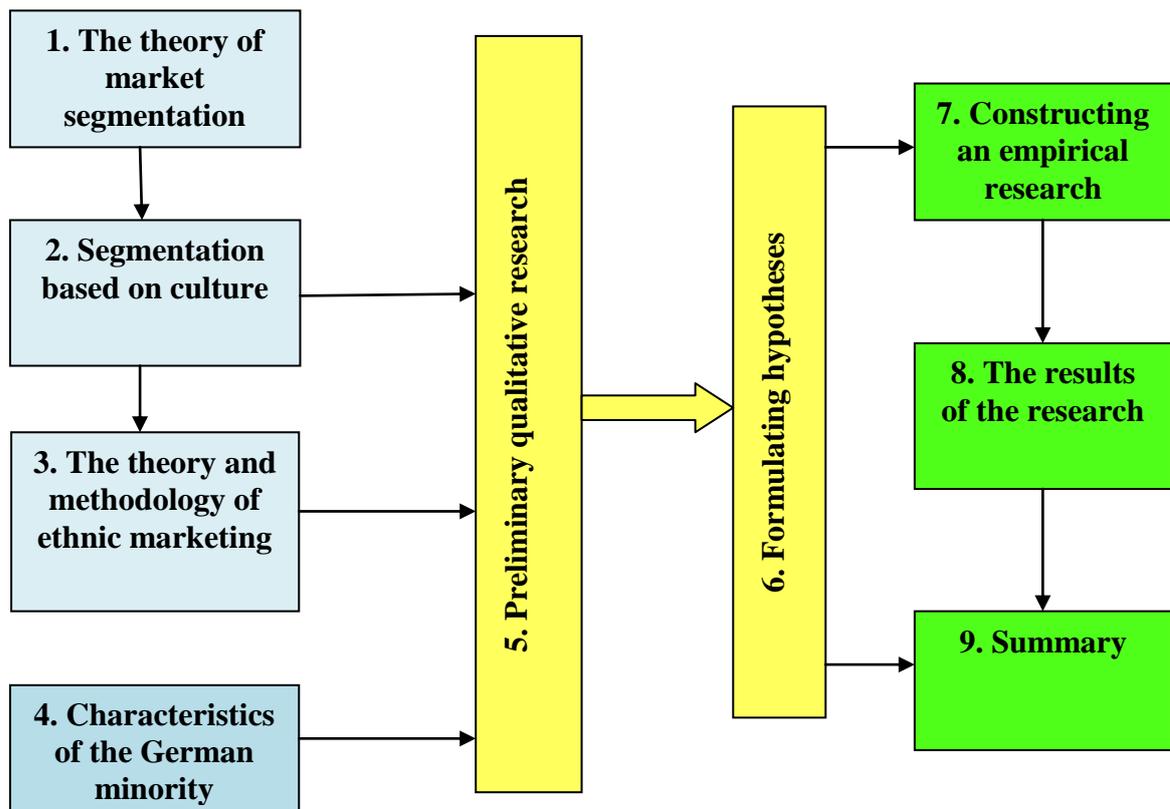
We may see on the upper part of the figure the typical affecting factors of ethnic consumer behaviour which can be used in segmentation. Of course many of them are applicable in traditional segmentation also, their extra meaning is complemented with the ethnic features here. We may see the ethnic marketing devices which can be applied on the level of the given features though on the lower part of the figure. We secure the ethnic consumer the way increasingly near, and the applicable approach methods refine so.

With the help of the literature and the interviews *hypotheses* were created and to test them questionnaire surveys were used, for which the Multigroup Ethnic Identity

Measure method was applied developed by Jean S. Phinney (Phinney, 1992). Besides studying the Hungarian applicability of the ethnic identity measurement scale developed by Phinney, the possible relations will also be analyzed between the scale and the consumer behaviour. In this section of the essay the answers to the following questions will be sought. With what and how is it possible to characterize the *ethnic identity* of the Hungarian German minority? What *set of values* do the German nationalities have and are there any differences from the Hungarian set of values? Does the *brand preference* reflect any German orientation? Are there any differences in the identities of German communities living in different geographical locations? What is the role of ethnic identity in *consuming*? The answers will be discussed on the basis of the conducted researches in this dissertation paper.

Finally, possibilities for the practical uses of the findings will be *summarized*; the limitations of the research will be presented as well as the possible ways to extend it in the future.

Figure 2. The structure of the dissertation

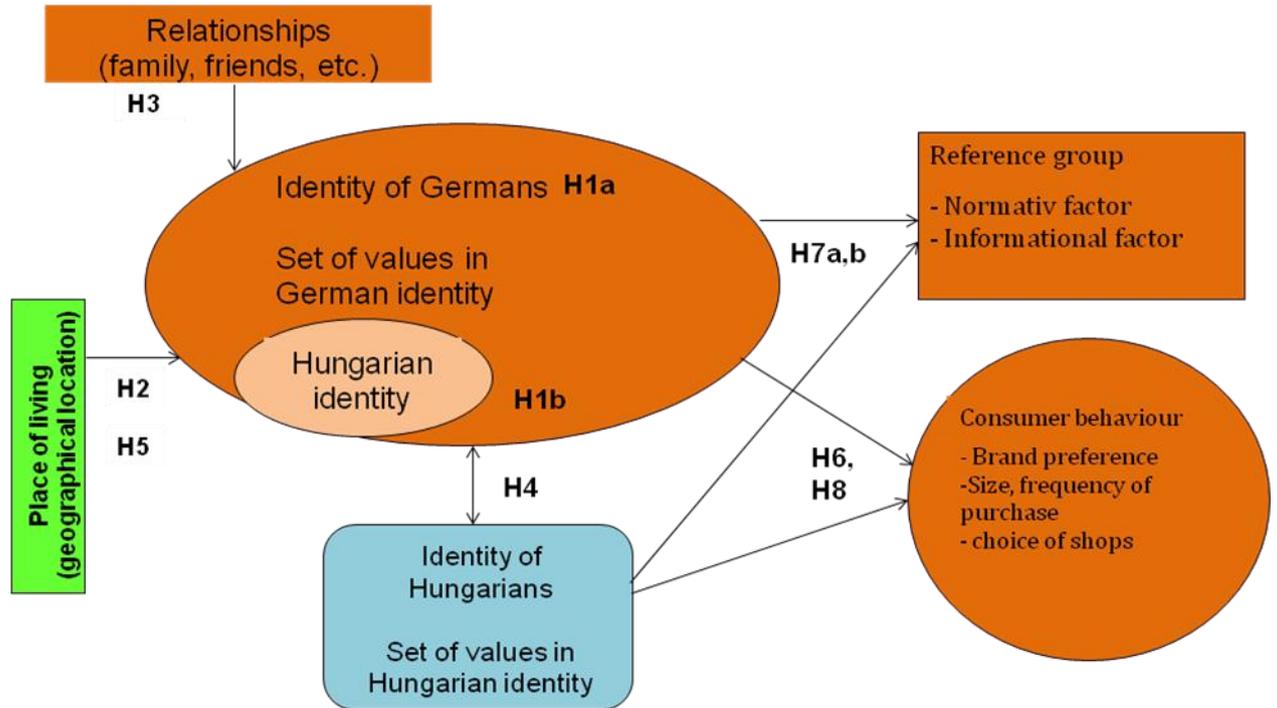


Source: Own compilation

The hypotheses of the research

This dissertation has classified the hypotheses in three groups and summarized them in the following diagram.

Figure 3. Summary of the research hypotheses



Source: Own compilation

Hypotheses regarding identity

Four hypotheses have been developed on identity in this paper.

Rosenbaum and Montoya (2007), Lee and colleagues (2002) concluded that ethnical identity is an important component of the factors defining consumer behaviour. For this reason before conducting any kind of research on consumer behaviour or their influencing factors it is important to understand the identity of the analysed subjects. Based on previously carried out researches Phinney's MEIM (Multigroup Ethnic Identity Measure) (1992) technique can be applicable, but this has not been tested with a national minority which has been living together with the minority for centuries. In addition to prolonged coexistence, present circumstances also contribute to the fact that

a person can belong to various groups at the same time (Csepeli, 1997) thus in the case of the German minority the presence of a dual identity should be analysed as well.

H1a. The ethnical identity of the surveyed people can be characterized by Phinney's MEIM scale.

H1b. Beside German ethnical identity the Hungarian national identity is present at the respondents.

Turner (1975), Niedermüller (1989) and Bindorffer (2001) unanimously agree in their papers that ethnical identity exists as a subjective desire to belong to an ethnical group, whose number and relative location influences the degree of the desire to belong. In the Hungarian ethnic marketing the significance of this factor resides in the fact that in Hungary, German minority groups can be found in three, geographically distinguishable areas with different density and numbers, consequently it becomes possible to segment the market on geographic bases.

H2. There is a significant relation between the respondents' ethnical identity and the place where they live: German people from Baranya County have the strongest identity, while Germans around Budapest have the weakest identity.

Every single person's self image and identity is the result of a socializing process. During this socialization family, friends and other relationships count as influence factors (Erikson, 1964; Phinney, 1998). The efficiency of the family, as the former leading factor in the individual's socialization process has become questionable (Bindorffer, 2001), though it undoubtedly affects the ethnic identity.

H3 The respondents' ethnic identity is influenced by the nature and composition of their present social network as well as the one they had in their childhood; and this points out that the influence of their parents is stronger than that of their friends on their ethnic identity.

Hypotheses regarding the set of values

In this paper two tests have been carried out on the sets of values.

Since the 1980s researches on values have been observed with increasing interest by social sciences and by marketing as well. According to Schultze (1998) the individual's place in society is primarily determined by their set of values and the corresponding lifestyle. Hawkins and his co-authors concluded (Hawkins-Best-Coney, 1992; Hofmeister-Tóth – Törőcsik, 1996) that the relation between the costumers' behaviour and their set of values can be realized on the fields of consuming, shopping and communication. The knowledge of the values preferred by the costumers makes it possible to increase the efficiency of the communication towards the target group and to separate the individual segments.

H4. The set of values of the respondents with German ethnic identity is significantly differ from that of the Hungarian reference group; in the case of respondents with German identity the appreciation of work, social cohesion, diligence, and frugality are more important than to the Hungarian respondents.

H5. There has not been identified any significant relation between the set of values of the respondents with German ethnic identity and the location of their dwelling.

Hypotheses regarding consumer behaviour

In this area four hypotheses have been developed.

Chattamaran and colleagues (2008) concluded that certain products can often symbolize identity. During their analyses they established that members of a national minority even in the case of a weaker identity frequently chose products associated with the given culture; consequently the cultural belonging of the product is able to affect people even if they have a weak attachment to the analysed nationality.

H6. The stronger ethnic identity a German responder has the more likely it is that he prefers German brands during his shopping.

Among the factors influencing the consumers' behaviour in Solomon's definition the belonging to a national minority can have a considerable significance. The definition states that a reference group can be „an actual or fictional individual or group, which bears a major relevance to the individual's values, desires and beliefs” (Solomon 1994, p. 365. in Tárkányi, 2007, p. 16). It is even easier to recognize the realization of a national minority as a reference group, if on the basis of the findings of Bearden, Netemeyer and Teel (1989) the factors analyzing the reference group's effects are classified in two groups: normative and informational influencing factors. While the elements which possess informational influence are related to active information seeking and to the observation of other, relevant people, the elements possessing normative influence are derived from a desire for identification with a person or group which expresses the analyzed individual's norms, values and attitudes.

H7a. Among the respondents with German ethnic identity the reference groups produce more substantial effects than among the Hungarian respondents.

H7b. The respondents with German identity are more affected by the normative elements; while in the case of the Hungarian respondents the effects of the informational influence are stronger.

From the retailers' aspect the basic characteristics of the purchases are the selection of place and the type of shop, the frequency of the purchases and the degree of spending in each case. According to Michon and Chebat's (2004) results which they obtained in a research among Canadians, there are differences in these factors among people belonging to different nationalities even if they have the same shopping opportunities.

H8. The respondents with German identity are characterized by more frequent purchases and an occasional lower degree of spending; with regard to groceries they prefer smaller shops and markets to a greater extent than the Hungarians; in the case of purchases of clothing and consumer durables they are more typical to choose retail outlets.

The methodology of research

In the preliminary, exploring phase of the research the method of personal in-depth interview was selected, since in the case of researchers it was possible to treat all the surveyed as an expert on the subject and they were able to feel that their opinion does count; while in the case of the German minority they were able to communicate their ethnic identity, their experiences and image of the social reality in their own words, in their own interpretation, this way it was possible to gain an insight of their personal experiences about identity and assimilation. With this method the opinions of sociologists, minority government officers, minority researchers and minority members (11 people altogether) were analysed in connection with the situation, identity and opportunities of the German minority.

Afterwards, a quantitative analysis was conducted. *Opinion research* was selected as an application method in the case of both majorities. Among the German minority *personal interview* was included in the survey. This method is the most suitable to acquire the *highest response rate*, moreover, the analysed topic required to create a private atmosphere with the surveyed individuals; and only a personal interview can make this possible. The survey took place between autumn 2008 and spring 2009. The selected German minority organizations were contacted, and during their programs and gatherings they filled out the questionnaires in groups.

In the case of the Hungarian reference group due to the scattered locations of the sample elements *electronic surveys* were carried out via e-mail. The sample was compiled with the help of the database purchased by the KSH. The individuals selected for the sample were previously given a phone call to grant their approval, then the questionnaires were sent out via e-mail. The survey took place in spring 2009.

The methodological features of the questionnaire survey are summarized in table 1.

Table 1. The methodological features of the questionnaire survey

Aspect	German minority research	Hungarian reference group research
Method of inquiry	Personal questionnaire survey	Electronic survey via e-mail
Area of research	Baranya, Tolna, Pest and Veszprém counties	Hungary
Objective of research	Exploring the identities and consumer characteristics of the surveyed	Exploring the consumer characteristics of the surveyed
Time of research	2008. autumn-2009. spring	2009. spring
Range of survey	People admittedly belonging to the German minority or attached to German culture over 15	Hungarian population over 15
Method of selection	judgement sampling	quota sampling
Number of questions	47	34
Number of valid questionnaires	299	140
Number of invalid questionnaires	43	12
Evaluation tool	SPSS software	SPSS software

Source: Own compilation based on Keller, 2010.

Measurement methods

It was an important aspect during the questionnaire compilation to apply scales frequently used in international and domestic literature whose reliability and validity has already been tested. At Kahle's List of Values (Kahle-Timmer, 1983) as well as at Hawkins and colleagues' list of values (Hawkins-Best-Coney, 1992) all the values have been analysed, since the objective was to obtain the analysis of the widest possible range of values, and their possible variances. In both cases measurement methods were applied in accordance with the suggestions of the literature: at the LOV values the analysed values were ranked, while in the other group the respondents were able to mark their opinion on a seven-point semantic differential scale. Phinney's MEIM scale (Multigroup Ethnic Identity Measure) was also untouched, since one of the objectives of the research was to examine whether a scale tested and approved in international research is suitable for *domestic researches* as well. In this case a four-point Likert scale was applied. The even-numbered category made it possible for the respondents not to remain neutral about the statement. Out of the 17 elements of the scale devised by Suinn and colleagues (Suinn et al. 1987) to measure the attachment to a minority only those were retained which were *applicable to the German minority*. Since in the original research first, second and third generation immigrants were analysed, several questions referred to the characteristic differences and relations between the generations. These questions in case of a minority which has been living together with the national majority are *uninterpretable*. Again, Likert scale was applied, but the agreement was measured on a five-point scale. The original elements of the SUSCEP scale were retained, though instead of seven, a six-point Likert scale was applied, because it was important to avoid neutral answers. The scale compiled by TNS to analyze the effects of brand origin first was devised for Hungarian consumers. The statements about the products and the domestic nature of the related advertisements are not relevant to the German minority, thus these questions were left out of this analysis. However the number of categories in the Likert scale remained five as in the original.

Regarding the other parts of the questionnaire, mainly *closed questions* were used. The first, *identity-surveying part* of the questionnaire contains questions mostly with discrete evaluation scale, completed by variables referring to the nature of relationships

measured on a nominative scale. The last question of the first part is a thematic table, where the factors defined by Bindorffer (2001) should be connected to nationality.

The second section provides an analysis of the *basic costumer and purchase characteristics* partly with nominal variables, partly with the above mentioned Likert scales. This section contains a question analyzing brand-knowledge and brand-identifying ability.

The third section analyses the *media and culture consumption* as well as the spare time habits with closed, nominal variables, with open questions and in forms of charts.

The final part contains questions analysing *demographic criteria*. The study of gender, age, income, education, household size and marital status was included in this section.

Data analysing

Data analysis was conducted with SPSS statistics software. To test the hypotheses apart from the *one variable statistics*, *multivariate statistics* was applied, namely the factor and cluster analysis; furthermore to explore the relations between the single variables crosstab and variance analysis and regression calculations were used. To test two independent samples Welch-probe was applied which is used for testing null hypothesis and identical with t-probe. The *necessary condition analyses* were performed in every statistical process regarding the following: the cell frequency at crosstab analysis (the expected value can be less than five in maximum 20% of the cells); the variable nominality at variance analysis and the dispersion homogeneity with Levene-test; the normal distribution of error factors and the homoscedasticity at the regression analysis; and the multicollinearity at the factor analysis. The study of the salient values in every analysis was performed.

The findings of the research

Based on the analyses the following theses were formulated:

- T1a.** It is possible to characterize the ethnic identity of the Hungarian German minority with Phinney's MEIM scale.
- T1b.** Beside the German ethnic minority the Hungarian national identity is present at the respondents.
- T2.** There is a significant relationship between the ethnic identity and the geographic location of the respondents: Germans from Pest County has the strongest identity while Germans from the Bakony has the weakest identity.
- T3.** The respondents' ethnic identity is influenced by their childhoods' and present social network and its composition; in which the influence of the parents is stronger than that of their friends.
- T4.** The set of values of the respondents with German identity considerably differ from that of the Hungarians. The German nationalities ranked higher in importance the joy of work than the Hungarian respondents. The German ethnic community is characterized by the dominance of adults, the women's more considerable role-taking, and the prioritization of traditions and the elderly.
- T5.** The set of values of the respondents with German identity does not depend on the geographical location of their dwelling; the values of the 3 studied areas are identical.
- T6.** The degree of a German respondent's attachment to German brands and its preference to other brands is parallel to the strength of the respondent's ethnic identity.
- T7a.** There is no significant difference between the German and Hungarian respondents in the way how they are influenced by the reference groups: the respondents from both nationalities behaved negatively towards reference groups.
- T7b.** Among the elements of the reference groups the normative values representing the desire to be identified with the group has a greater influence on German

nationalities; while the influence of informational elements related to active information seeking is identical in the case of both nationalities.

T8. The costumers with German identity buy the groceries 2 or 3 times a week, occasionally spending 1.500-3.000 HUF, or 5.000-10.000 HUF. In the case of garments the frequency of purchases is more than two months, this time spending 7.500-10.000 HUF, and as opposed to Hungarians they prefer shopping in Chinese shops in company. It is more typical to German people than to Hungarians to purchase consumer durables in retail outlets.

Conclusions

There has been no analysis carried out in Hungary among the German minority, which has studied their characteristics in a qualitative and quantitative way in such a wide scale.

The new and novel findings of the dissertation:

In this paper an internationally tested scale was applied from the aspect of identity to a minority group which has been living together with the majority for a long time, and its practicability and validity has been presented. With its help the members of the Hungarian German minority have been classified in four clusters on the basis of identity, three of which regarding national belonging are undoubtedly distinguished from the national majority. The components of the German national identity have been identified, and with the help of thematization the typically Hungarian and German elements have been distinguished. It has been pointed out the in contrast with the former ideas and theories, identity is not an age-related category, and that in the case of the analysed minority regional differences can be found.

During the value analysis it has been explored which values are different in the Hungarian and the German communities apart from the already existing stereotypical features, and it has been pointed out that as compared to the Hungarian national majority, German people are characterized by a higher appreciation of work, stronger attachment to traditions in the community, the considerable role-taking of the women

and the elderly and the exclusion of children from decision making. Based on the conducted analyses it can be stated that in this aspect there are no regional differences.

With regards to consumer behaviour in brand preference the attachment of German people to German brands was definitely detectable. Although in the area of reference groups the findings concluded that the influencing effects coming from other people, though stronger than the respective values in Hungarians, is still fairly weak. In the case of shopping habits the German minority goes shopping less frequently, however they spend more than Hungarians do. While in the case of clothing articles the German minority typically prefers Chinese clothes shops, regarding the purchase of consumer durables they prefer retail outlets to a greater extent than Hungarian people.

From the aspect of practical utilization the followings can be concluded from this thesis. It has been pointed out that the German national minority represents a significant separate group which deserves the attention of corporations. Their identity is easily distinguishable and measurable. Their difference in the set of values from that of the national majority makes it possible to handle them as a separate market segment with a simple segmentation method; and the clusters defined with the help of identity suggest that further subdivisions can be formed. The location based section of the research pointed out that the segmentation can be completed with geographical criteria. On the basis of the strength of identity it would be advisable to aim the German minority in Pest County first, primarily the age groups between 25-36 and 51-65, since they have the strongest attachment to their ethnic background. Based on the analysis of the set of values and the psychological thematization, the communication should be directed towards the historical features, the attachment to traditions should be emphasized as well as the positive merits of diligence and frugality. Since in the natural thematization the village received greater German/Bavarian description, it would be advisable to introduce products offered to German nationalities in a minor settlement. During the analysis of cultural topics it became clear that the areas connected to the preserving of tradition obviously indicate German orientation. In a market environment this becomes fully exploitable by widening the range of similar services and by organizing events. The situational analysis concluded that it is still not trouble-free to admit one's identity, hence creating an accepting atmosphere can facilitate the strengthening of the

attachment to the nationality and its presence in everyday life, thus in the consumer behaviour as well.

The latter obviously goes beyond the capabilities of the economic sphere, it is still important to mention, since the present tendency of standardization and law approximation suggest that a positive environment is expected to evolve regarding national identities. The German minority's expectations in this direction are reflected in the fact that during the demographic thematization at the future evaluation there was a significant increase in the use of the epithets 'German/Bavarian'; this means that in the expectations of the minority the role of being an ethnic is going to become more important in the future.

Regarding its brand preference, the German minority can not only be influenced by products matching their unique value preferences, but by German brands as well, since given the opportunity they choose those products over other brands. This statement is mainly useful for trading corporations. Although it is also important to note that only a very small section of the minority is aware of the origins of the purchased products. Therefore it is advisable for those who would like to exploit this brand preference to emphasize the origin of the product during the communication with the target group, as well as its German qualities, this way facilitating the decision making process in the minority customer. It is also practical to complete this with the right choice of shop type; as the findings of this research suggest that it is worthwhile to set up retail establishments of an outlet nature.

At present the German national minority makes up 1.18-2.3% of the Hungarian population (data from population census, and minority organization estimate). This number is too low to arouse the interest of multinational corporations; but big enough to help some small and medium enterprises with making a living and to provide them with a growing and safe market in the long term.

The limitations of the research and the directions of extension

It is necessary to mention the following limitations of the research:

- Urban Germans were not subjects of this analysis, thus its findings cannot be generalized on the entire German minority; they are only valid in the settlements below the town level.
- The research excluded the employees of the German corporations stationing in Hungary, as they do not fall under the term of minority.
- Brand preference was analysed in general without a specific brand name.
- Shopping habits were evaluated in three areas: groceries, clothing, and consumer durables.
- During the analysis of brand preference, reference group effects and shopping habits, only the influencing effect of the identity was studied; although these can be influenced from various other aspects.
- The influence of a situation on identity admitting was analysed in general, without describing specific situations.

The possible directions of research in the future:

- As a result of the presence of German corporations in Hungary, the number of immigrant German workers and property owners through estate purchases are constantly growing; it would be worthwhile to extend the research on that area.
- The analysis of the urban Germans might result in useful findings; by all means it would be wise to explore their differences and similarities with those of the rural minorities.
- Analysing the effect of specific situations might help to improve the efficiency of communication.
- The contents of the values need to be studied as well with quantitative methods to conduct a more thorough analysis of the differences among them.
- The research can be carried out in an extended product range as well as brand specifically.

- The possible uses of the findings can be extended if the analysed areas are also extended with attitude analysis regarding advertisements and with the study of media using habits.
- In order to select the most cost efficient strategy, it would be worthwhile to conduct researches among other minority groups, and to find their common motivating factors and features, then to apply the findings in the respective marketing activities.

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