

# An Exploration of the Consumer Behaviour of Turkish-German Return Migrants

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## **Abstract**

As a case for the complex effects of globalization on consumer behaviour, this project investigates Turkish-German return migrants. Rooted in theories of acculturation, identity, and structural elements of host and home countries, it is posited that there are individual and macro level influences on differences between return migrants and the majority population. An ethnographic study reveals that there are distinct German artifacts in the homes of Turkish-German return migrants. In a second study, an analysis of interviews with Turkish-German consumers deepens this understanding by showing differences in product and service use. While values often remain German, language is used ambiguously. This is moderated by the level of acculturation in Turkey, which is influenced by the consumer's bicultural identity. A third experimental study is planned, in which causal effects and differences between consumer groups can be investigated.

**Track:** Consumer Behaviour