

Cultural adaptation and consumer acculturation - double filter approach

Eszter Bogáromi

Corvinus University of Budapest

Erzsebet Malota

Associate Professor, Corvinus University Budapest

Tamás László

Eötvös Loránd University Faculty of Social Science

Cite as:

Bogáromi Eszter, Malota Erzsebet, László Tamás (2022), Cultural adaptation and consumer acculturation - double filter approach. *Proceedings of the European Marketing Academy*, 51st, (107832)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Cultural adaptation and consumer acculturation - double filter approach

Abstract

The present paper explores consumer acculturation from two sides, facilitated by a special methodology. 107 semi structured interviews with foreigners living in the host country investigated their assimilation process and changing consumption habits. The interviews were carried out by university students, their knowledge of cultural differences and the main discourse elements in their topic description were also analyzed. Through these two filters, the analysis reveals various culture shock effects and acculturation strategies, and significant factors that define consumer acculturation. Also, analyzing the student reports reveals the knowledge and viewpoint of the host society. The research is unique for its large sample size, for the broad spectrum of the respondents' county of origin, for combining assimilation with consumption habits, and for the joint use and analysis of the double filter specified above.

Keywords: *culture shock; consumer acculturation; consumption habits*

Track: Consumer Behaviour