

**Investigation of Consumer Acculturation in Dining-out: a Comparison
between Recent Chinese Immigrants and Established Chinese Immigrants in
the Greater Toronto Area**

by

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AUTHOR'S DECLARATION

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners. I understand that my thesis may be made electronically available to the public.

ABSTRACT

The interaction between culture and consumption of immigrants is an important research area in a number of fields including consumer behaviour, marketing, and ethnic studies. This article offers a specific look at issues related to the impact of acculturation on dining-out behaviour of Chinese immigrants living in the Greater Toronto Area in Canada, and the influence of individual factor of acculturation process (*i.e.*, ethnic identification, length of residence, and age at immigration). This study focused on the similarities and comparisons between recent Chinese immigrants who have been in Canada for ten years or less and established Chinese immigrants who have been in Canada for more than ten years, in terms of their dining-out behaviour in the Greater Toronto Area.

There were two samples, the recent Chinese immigrants and the established Chinese immigrants in this study. Snowball sampling was applied to recruit the total 30 participants (15 of each sample). The author started to recruit from two participants of each sample among her friends and relatives and asked the interviewers to recommend another two qualified participants. Semi-structures, in-depth interviews were employed in this study to explore the impact of culture, levels of acculturation, ethnic identity, situational factors of ethnic identification and dining-out behaviour. The interviews were audio-recorded by permission and conducted in the participant's preferable language (in English or in Mandarin Chinese). Data analysis was guided by several previous conclusions and model in the literatures and conducted in both qualitative (coding) and quantitative (SPSS) methods.

The findings resulted in some major conclusions. In terms of similarities, it is found that recent Chinese immigrants and established Chinese immigrants obtained restaurants information mostly from friends and relatives. They also searched on internet for other's reviews, menus, and

printable coupons. Secondly, result showed that Chinese immigrants perceived that because they have a long history of food, Chinese people are more willing to try different types of food when immigrated to Canada. Thirdly, situational factors such as peer influences played more significant role on dining-out decision making and self ethnic identifications than parental influences. In terms of differences, data indicated that among Chinese immigrants living in the Greater Toronto Area, recent Chinese immigrants had stronger ethnic identity to their original culture, and dined out more frequently than the established Chinese immigrants. Future, the result suggested that the highest level of Chinese ethnic food purchasing behaviour were reported by highest ethnic identifiers (ones who identified themselves as more Chinese). However, there was another important factor that influenced the levels of acculturation in dining-out behaviour more greatly than the length of immigration: the age at immigration. The study found that Chinese immigrants who immigrated at early age had the highest level of acculturation and identified themselves as more Canadian, while ones who immigrated at late life had the lowest level of acculturation and identifies themselves as more Chinese.

The findings reflected the impact of culture and consumer acculturation in dining-out among Chinese immigrants in the Greater Toronto Area and could potentially contribute to the marketing implications to both ethnic and mainstream restaurant marketers. This study also gives some future thoughts on the exploration of more variables at individual differences, as well as other perspectives of research conducting such as from psychological or economic perspective.

Key words: acculturation; dining-out behaviour; Chinese immigrants; ethnic identity

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CHAPTER ONE

INTRODUCTION

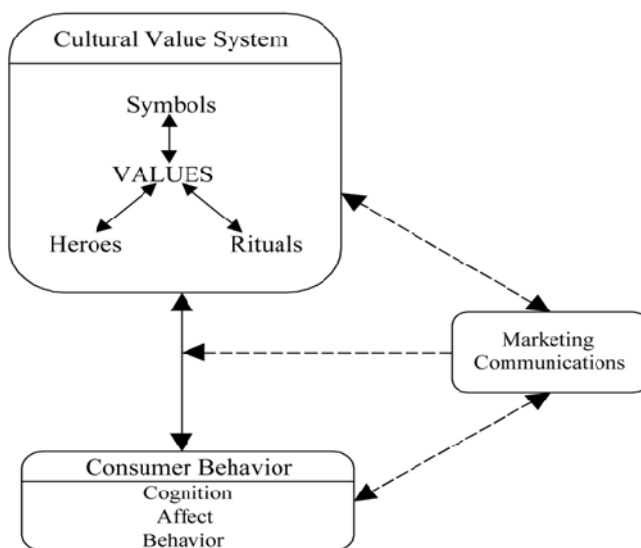
Introduction

The interaction between culture and consumption is an important research area in a number of fields including consumer behaviour, marketing, and ethnic studies. For one thing, research from social psychology suggests that cultural variations have significant impact on the way people see the world and that these views eventually affect their consumption behaviours (Manstead, 1997). Another reason is that marketing literature shows that culture influences the way consumers perceive and behave. (Hall, 1977; McCracken, 1988; Clark, 1990; Lee & Tse, 1994)

In social science, there are two approaches for studies of culture: etic and emic perspectives. Etic approach focuses on the comparison of one culture with another culture from an outsider's view. In contrast, the emic method means examining only one culture from the insider's view (Morris, *et al.*, 1999). Cross-cultural studies have traditionally used Hofstede's (1997) definition of culture "the collective programming of the mind which distinguishes the members of one group or category of people from another" (Hofstede, 1997, p 4). However, culture is defined emically as "the 'lens' through which all phenomena are seen. It determines how these phenomena are apprehended and assimilated. It is the 'blueprint' of human activity. It determines the coordinates of social action and productive activity." (McCracken, 1988, p 73) The advantage of emic approach is that it promotes a complete understanding of the culture of study through deep understanding from an insider. The choice of emic versus etic approaches depends on the nature of research questions, the researcher's resources and training, and the purpose of the study. As an insider of the culture being studied, this study will choose emic approach.

In 2001, Luna and Gupta (2001) presented a model of the mutual interaction of culture and consumer behaviour (see Figure p 2) based on Hofstede's (1997) definition of culture. As the model suggests, an individual's behaviour is a result of that individual's cultural value system for a particular context. Culture affects consumer behaviour, which itself may strengthen the manifestations of culture (values, heroes, rituals, and symbols). The elements of consumer behaviour listed in the model are drawn from the definition of it as "the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives (Bennett, 1995)".

Figure: A model of the Interaction of Culture and Consumer Behaviour



Source: Luna & Gupta, 2001, p 47.

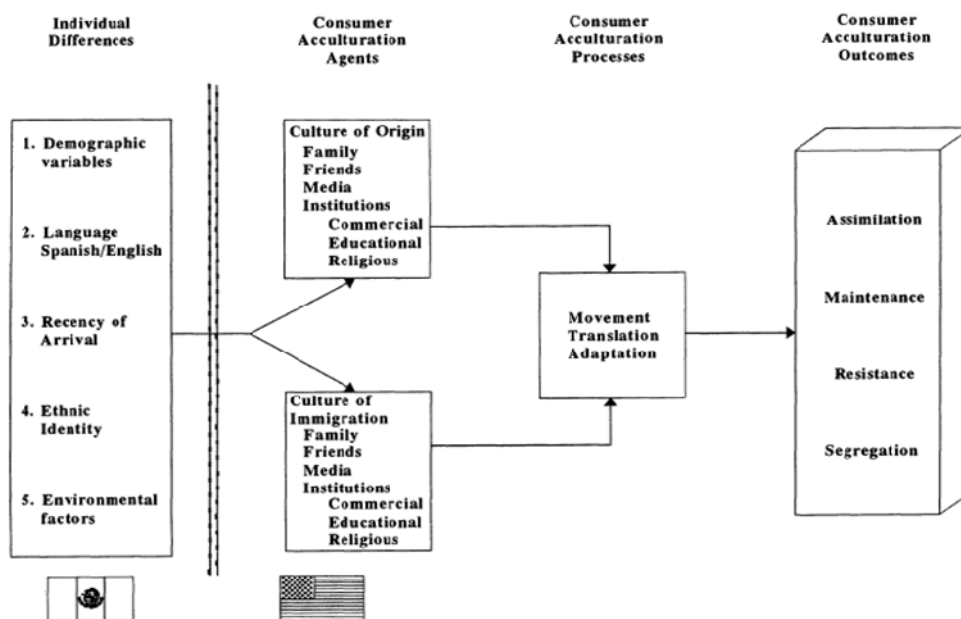
When people move to a different cultural environment, their consumer behaviour may change. This type of change in consumption can be defined as consumer acculturation, the process of movement and adaptation to the consumer cultural environment in one country by persons from

another country (Penaloza, 1994, p 33). For example, immigrant consumers may assimilate to the norms of majority culture, reject the majority norms and retain their original consumption patterns, or selectively adapt to the majority norms. Besides these options, there might be other factors that influence the level of acculturation. Thus, to understand how and why people change their consumption habits is important for marketing implications.

There are three perspectives that appear in the studies of consumer acculturation as Ogden, *et al.* (2004) concluded: (1) the concept of ethnic identity, (2) strength of ethnic affiliation, also called strength of ethnic identification (Webster, 1994), and (3) situational ethnicity (Stayman & Deshpande, 1989). The first two trends are the increasing use of ethnic identity to classify ethnic groups, focusing on the relationship between ethnicity, ethnic identity, and consumer behaviour (Nagel, 1994; Penaloza, 1994; Wang & Lo, 2007). Nagel (1994) suggested that for ethnic groups, questions of history, membership, and culture are the problematic solved by the construction process of shaping the ethnic identity. Wang and Lo (2007) examined the grocery shopping of Chinese immigrant in Toronto and found that the loyalty to ethnic stores is a way of maintaining a sense of belonging to the ethnic community. Penaloza (1994) examined the consumption experiences of Mexican immigrants in the United States and found that the impact of consumer environment in the United States profoundly affected Mexican immigrant “consumer acculturation”. The purchase or usage of many products and services such as clothing, cars, and money in a bank account of Mexican immigrants has been associated with American culture. However, many aspects of their new consumer environment, such as the stores, products, and ways of doing business, were still associated with Mexican culture in the United States. These characteristics of acculturation were included in an empirical model of immigrant consumer acculturation by Penaloza (1994). (see Figure p 4) The model suggested that, firstly, differences

in demographic variables, language, recency of arrival, ethnic identity, and environmental factors will influence consumer behaviour of individuals. Then, situational factors such as the influences of family, friends, media, and institutions (commercial, educational, and religious) of culture of origin and immigration will have an impact on the decision making of consumption. The model also suggested the consistency of movement, translation, and adaptation processes lead to outcome of culture assimilation, maintenance, resistance, and segregation.

Figure: An Empirical Model of Immigrant Consumer Acculturation



Source: Penaloza, 1994, p 48.

Compared to Gupta and Luna’s model of the interaction of culture and consumer behaviour (Figure p 2), Penaloza’s model provides more detailed variables and situational factors affecting the process of acculturation. Penaloza’s model therefore provides a useful and practical

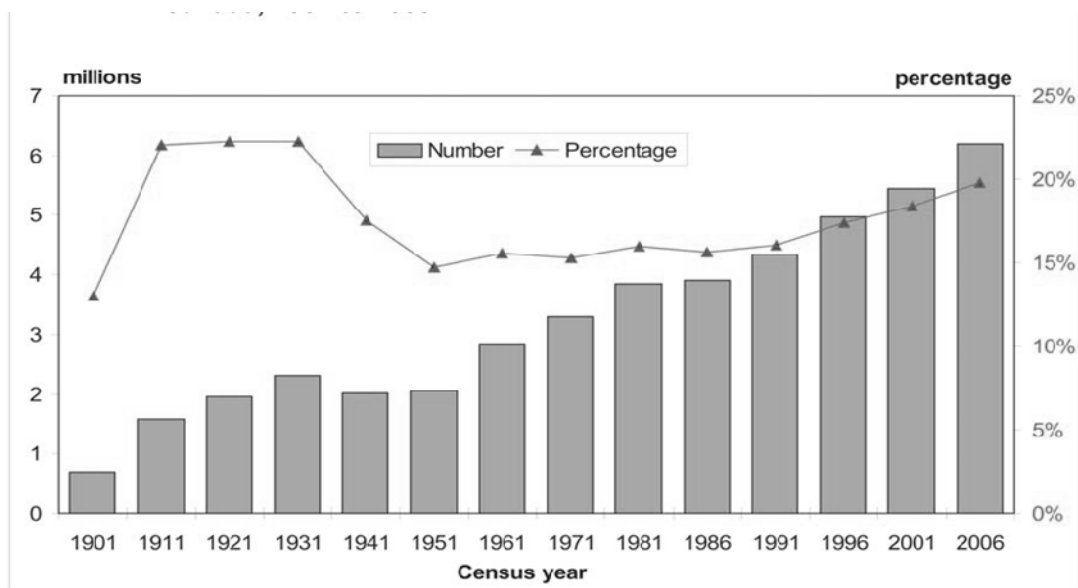
framework for this study in order to examine how immigrants change their culture and consumption behaviours specifically in terms of dining-out.

What is more, the third perspective related to consumer acculturation studies is the situational ethnicity, which refers to the impact of social environment and cultural environment. Stayman and Deshoande (1989) suggest that ethnic identification and behaviour are at least partly situationally determined. In other words, ethnicity is not just who one is, but is reflected in how one feels in and about a particular situation. In other words, ethnicity is not just who one is, but is reflected in how one feels in and about a particular situation. Stayman and Deshpande (1989) analyzed the situational ethnicity within two dimensions, social surroundings and antecedent conditions, on ethnic food consumptions of immigrants. They found Chinese, Mexican, and Anglo subjects had different perceptions of the appropriate food for consumption in situations where business associates were present versus those where parents were present. Further, Xu, *et al.* (2004) discovered the degree to which ethnic identity and socialization factors influence the culturally specific consumption behaviour of Asian American young adults. Their findings indicated that perceived parental cultural identification strengthened ethnic identity as well the shaped consumption patterns of young adults.

Canada, as a multicultural country with a large number of immigrants coming every year, creates a special cultural and social environment with people from different ethnic backgrounds. The 2006 Census reports that immigrants comprise almost 20% of the total living Canadian population. (see Figure p 6) Immigration continues to grow rapidly owing to the immigration policy of the Canadian federal government. The immigration policy is structured around three main categories: (1) economic, the largest portion of immigrants, (2) family reunification, and (3) refugees (Citizenship and Immigrant Canada, 2009). The selection of economic category is based

on a point system that rewards applicants with higher levels of education, job experience, and language skills (*i.e.*, English and French). Skilled workers, professionals, investors, and entrepreneurs are the most common people who meet the requirement of the immigration policy.

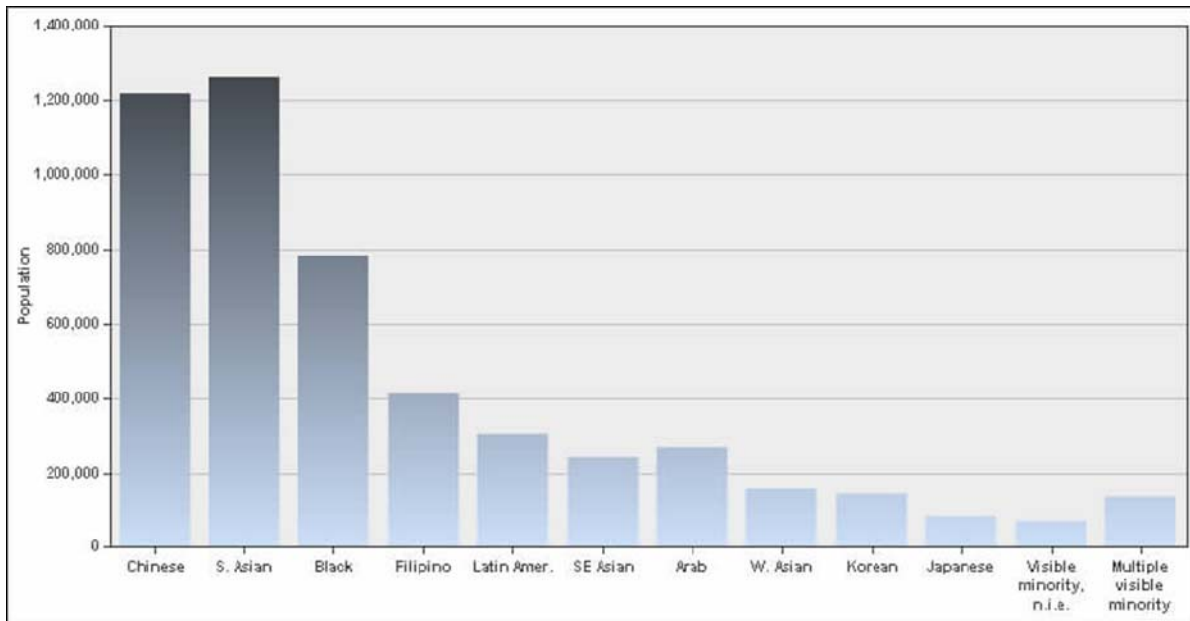
Figure: Numbers and Share of the Foreign-Born Population in Canada, 1901 to 2006



Source: Statistics Canada, 2006a

Immigrants in Canada whose origins are Chinese now comprise the largest visible minority group (2006 Census of Population) (see Figure p 7). Of the nearly 800,000 Chinese immigrants admitted to Canada between 1980 and 2000, a majority (90%) came from four origins: Hong Kong (45.6%), Mainland China (27.7%), Taiwan (11.8%), and Vietnam (5.2%) (Wang & Lo, 2003). With respect to the distribution of Chinese immigrants, Toronto, Vancouver, and Montreal are the three major areas where immigrants like to settle.

Figure: Canada: Visible Minority Population Characteristics for both Sexes



Source: Statistics Canada, 2006b.

This study will focus on the Chinese immigrants who are living in the Greater Toronto Area (GTA), which hosts the largest Chinese ethnic market in North America (Preston, *et al.*, 2003) According to Wang (1999, 2003), in 2003, there were 64 Chinese shopping centers in Toronto, 62 outside the city core, that provided Chinese immigrants with a wide range of consumer merchandise and services including: grocery, dining, electronics, furniture, banking services, medical services game arcades, theatres, and other entertainment. This study will focus on two groups of Chinese immigrants whose original country is mainland China: recent immigrants defined as immigrants who have been living in Canada for ten years or less (Beiser, *et al.*, 1998), and established immigrants who have been living in Canada for over ten years. The reason to use ten years as cut-off point is that some researchers stated that after the first ten years, immigrants' behaviour approximates those of the Canadian-born population (Beiser, *et al.*, 1998). Therefore,

the difference in levels of acculturation of recent immigrants and established immigrants within the same social context in GTA will be studied and compared in this paper.

Study Objectives

This study will compare the recent Chinese immigrants and the established Chinese immigrants to Canada in terms of their consumer behaviour in dining-out in GTA, and will try to explore the impact of culture and acculturation on their consumption decision making.

There are four study objectives of this study:

1. To explore the similarities of recent Chinese immigrants and established Chinese immigrants in GTA in terms of their dining-out behaviour.
2. To investigate how dining-out behaviour of Chinese immigrants who have been in Canada for at least 10 years differs from those who have been in Canada for a shorter period of time.
3. To examine the impact of culture and acculturation on consumer behaviour by using the concept of Penaloza's Model of Consumer Acculturation (1994).
4. To identify the role of situational factors (parents, friends, media) in decision making for dining-out.

Significance of the Study

Until recently, there were few studies looking specifically at the consumer behaviour of Chinese immigrants in Canada (Frideres & Goldenberg, 1982; Wang & Lo, 2007; Lee & Tse, 1994). Lee and Tse (1994) analyzed how Hong Kong immigrants change their consumption behaviour after emigrating to Canada, and the impact of Hong Kong immigrants on the Canadian marketplace. They found that because of the changes in environment, immigrant consumers changed their consumption dramatically. However, although the long-time immigrants are proficient in the

language, have improved financial resources, and have acquired the same array of products, some deep-rooted values may never change. Wang and Lo (2007) explored the grocery-shopping behaviour of suburban middle-class Chinese immigrants in Toronto. They examined the preferences of Chinese immigrants between fast-growing Chinese supermarkets and competing mainstream supermarket chains, and found that Chinese ethnic identity is a consistent and dominant factor affecting immigrants' choices.

What is more, in terms of study of dining-out behaviour, recent literature mainly focuses on behaviour of residents from America and the UK (Warde & Martens, 2000; Steward, *et al.*, 2006; Kant & Graubard, 2004; Warde, *et al.*, 1999). They explored eating-out behaviour such as frequencies, eating habits, and type of food people eat outside home. As a result, eating-out is becoming an important topic to academics, cultural studies, tourism and hospitality, marketing, and home economics, as Warde and Martens discussed in 2000. (Warde & Martens, 2000)

Therefore, this study will contribute to (1) filling the gap of recent literatures of cultural impact on dining-out consumption behaviour of Chinese immigrant in Toronto, (2) filling the gap of recent research on dining-out behaviour of Chinese immigrants in Canada, (3) exploring the similarities and comparing the differences of immigrant dining-out behaviour using ten years as time division, and (4) will help both Chinese ethnic marketers and Canadian marketers understand how acculturation happened on Chinese immigrants in terms of their dining-out behaviour, and develop a more suitable marketing strategies.

CHAPTER TWO

LITERATURE REVIEW

Introduction

Over the decades, the body of literature that explores the relationship between culture and consumption has grown exponentially. While consumer acculturation refers to a process or change of behaviour, ethnic identity refers to a status. As Penaloza and Gilly (1999) suggested, the strength of ethnic identity may influence the level of acculturation. However, situational factors will also influence an individual's culture-specific consumption behaviour such as the influence from family, friend and media. Thus, to understand how immigrants adapt and change their consumption behaviours influenced by acculturation process when they move to a new country is important. The purpose of this chapter is to provide an introduction to the key concepts related to this research, and to discuss previous work associated with the issues of culture and acculturation in consumer behaviour, ethnic identity, as well as the immigrant market segmentation.

The Impact of Culture on Consumer Behaviour

Culture influences consumer behaviour in many ways. This study will focus on three aspects: Culture, Consumer Behaviour, and Immigrant Consumer Acculturation. It is important to understand which aspects of culture have the greatest influence, how consumer behaviour is effected by culture, and the process and behavioural alternation caused by culture change.

Culture and Consumer Behaviour

It has been long recognized that culture influences consumers in many ways such as the behavioural patterns, attitudes, and interpretation of goods (Loudon & Bitta, 1993). Luna and Gupta (2001) proposed a model (see Figure p 2) explaining the interaction of culture, consumer behaviour, and marketing. In terms of how culture influence behaviour, it is recognized that

culture influences behaviour through its manifestations: values, heroes, rituals, and symbols. (Hofstede, 1997) Firstly, it is believed that the term “values” is the most important factors that drive an individual’s behaviour. Emic research focusing on consumption and the meaning of objects in the lives of the individual has used values theory to explain how people organize information in their environment. (Luna & Gupta, 2001) In practical terms, topics applied to “values” could be “What values are considered positive in your consumer’s culture?” or “Are country of origin effects important in your market?” Therefore, values have a central role among other manifestations. Secondly, the term “heroes” means “persons who possess characteristics which are highly prized in a culture and who thus serve as models for behaviour”. (Luna & Gupta, 2001, p 49) Heroes influence consumer behaviour through their connections to certain products and brands, such as Michael Jordan as “hero” and Nike sports apparel. In terms of practical issues, studies could focus on consumer’s perceptions of celebrity in advertising of brands or products. Thirdly, the concept of rituals is interpreted as behaviour of religious or mystical significance, which is also important because these involve the consumption of goods and services. Finally, symbols such as language, pictures, and gestures refer to a broad category that carries a meaning that is unique to a particular group of people. (Luna & Gupta, 2001) As a result, knowing that culture influences consumer behaviour through its values, heroes, rituals, and symbols, we will discuss how these manifestations affect on consumer behaviour.

The concept of consumer behaviour in this study was defined by American Marketing Association as “the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives”(Bennett, 1995). Bennett pointed that “affect” means attitude formation process and its outcomes, such as attitude towards a product or an ethnic group; “cognition” refers to memory structures or self-construal; and

“behaviour” includes individual behaviour patterns and choices such as food purchasing. The most important research area is the study of cultural values and consumer behaviour (Cognition, affect, and behaviour). Varieties of studies have examined the role of cultural values on the attitude formation process, such as the advertising studies, and consumer behaviour studies. What is more, research studies on the impact of culture symbols on consumer behaviour have mainly used language as symbols and discussed about the relationship between language and ethnic identity (Phinney, *et al.*, 2001; Imbens-Bailey, 1996; Bankston & Zhou, 1995). Bankston and Zhou (1995) suggested that there is a strong link between language and ethnic identity. They studied the first and second generation Vietnamese youth from immigrant families in New Orleans and found that ethnic language and ethnic identity are positively related. Imbens-Bailey (1996) also interviewed with first and second generation Armenian to examine the importance of being proficient in American. His result indicated that knowledge of the ancestral language may help maintain ethnic participation, which may in turn reinforce ethnic identity. This finding is also supported by Phinney, *et al.* (2001)

In addition, there is a conceptual framework to study consumer behaviour named ethno-consumerism (Venkatesh, 1995), which uses the categories of behaviour and thoughts originating within a given culture. As Venkatesh stated, ethno-consumerism is the study of consumption from the point of view of the social group or cultural group that is the subject of study. It examines behaviour on the basis of the cultural realities of that group. It studies actions, practices, words, thoughts, language, institutions, and the interconnections among these categories. In his study, he made an important conclusion that recent immigrants are less likely to assimilate into the mainstream of American life; and these newcomers are more likely to retain their cultural identities

Therefore, to explore the impact of culture on immigrant consumption behaviour, there should be a focus of the process of how immigrants change their perception of culture, *i.e.* the understanding of acculturation.

The Concept of Consumer Acculturation

The classical definition of acculturation was presented by Redfield, *et al.* (1936, p 149):

“acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original culture patterns of either or both groups”. Acculturation appears in most immigrant consumer behaviours at both the group and individual levels. (Berry, 1980) Lee (1988) suggested that consumer acculturation is a subset of acculturation and socialization. She concluded that consumer acculturation can be seen as a socialization process in which an immigrant consumer learns the behaviours, attitudes and values of a culture that are different from their culture of origin.

Berry (1990) proposed four varieties of acculturation (see Table p 14) associated with different levels of adoption of the host culture. The four patterns of acculturation were classified based on: (1) the extent to which the individual or group feels a sense of identification with the culture of origin, and (2) the need to relate to the host culture.

Table : Four Varieties of Acculturation

Integration:	The acculturating individual adopts some of the host culture while at the same time holding on to his/her own culture (and helping to change gradually the nature of the host culture)
Separation:	The acculturating individual shuns interactions with the host culture while trying to maintain his/her original culture.
Assimilation:	The acculturating individual adopts the host culture over time while gradually forgetting his/her original culture
Marginalization:	The individual feels rejected by the host culture but has no desire to maintain the culture of origin.

Source: Berry (1990)

Berry and Sam (1997) concluded that the acculturation literature has shown clearly that most immigrants prefer integration, *i.e.*, retaining their culture of origin while having a bicultural or integrated identity: feeling that one is both part of an ethnic group and part of the larger society. By exploring in larger extent, Phinney, *et al.*, (2001) found integration was not necessarily the most important identity patterns. They found that each of the four acculturation categories (Berry, 1990) could be dominant in some groups and some settings based on different attitudes of members of the host society, as well as the characteristics and preference of immigrants interact with official policies.

There are three perspectives appeared in studying consumer acculturation: (1) the concept of ethnic identity, (2) strength of ethnic affiliation and (3) situational ethnicity. The first perspective focuses on the use of ethnic identity to classify ethnic groups. Many factors will influence the self-identification of ethnic identity of immigrants, such as gender, age of migration, and

generation of immigration. (Phinney, *et al.*, 2001) The second perspective also called the strength of ethnic identification (Webster, 1994). Most of the literature focuses on the relationship between ethnic identity and consumer behaviour. (Hirschman, 1981; Penaloza, 1994; Ogden, *et al.*, 2004; Wang & Lo, 2007) The last development in consumer acculturation research has been called situational ethnicity or felt ethnicity (Stayman & Deshpande, 1989). A consumer's level of acculturation on behaviour could exhibit a considerable degree of variation depending on various situational factors.

Ethnic Identity

Ethnic identity is described as the relationship that exists between an individual and a group with whom the individual believes he or she has common ancestry based on shared individual characteristics shared socio-cultural experiences, or both (Alba, 1990). Statistics Canada, 2006b, groups immigrant ethnic groups in Canada into the following categories: Chinese, South Asian, Black, Filipino, Latin American, Southeast Asian, Arab, West Asian, Korean, Japanese, visible minority not included elsewhere, multiple visible minorities and other (*i.e.*, European-origin or 'white' group) The self-identification of ethnicity will be influenced by many factors so that immigrants of same ethnic group may have different self-identification of ethnic identity. Length of settlement, age at immigration, generation of immigration, personal self-esteem, social-cultural surroundings are among the most importance factors. (Lee & Tse, 2004; Phinney, *et al.*, 2001, Lay & Verkuyten, 1999; Phinney, 1990; Berry, 1997).

Lee and Tse (2004) studied new Hong Kong immigrants (who immigrated in the last seven years at the time of the study), long-time Hong Kong immigrants (who had immigrated more than seven years ago), Hong Kong residents, and Anglo-Canadians in Canada and found that the length of settlement influence consumption behaviours of immigrants. The reason for them to study

immigrants from Hong Kong was that at that time, there was a substantial difference between the two cultures (Hong Kong and Canada) so that the impact of cultural differences could be found in individual's consumption behaviours. Also, immigrants from Hong Kong who had immigrated to Canada were voluntary and they could perceived their own culture traditions and alter Canadian way of living such as built shopping area, supermarket for Hong Kong immigrants themselves. (2004. p 3) Focusing on the comparison between new and long-time Hong Kong immigrants, they concluded that long-time immigrants (who have been living in Canada for seven or more years) had significantly higher self-identification as Hong Kong Canadians and lower self-identification as Hong Kong Chinese. Therefore, length of immigration was shown to be positively related to ethnic identity of new social-cultural society.

Phinney, *et al.* (2001) suggested that age or generation at time of immigration was also related to self identity and culture adaption. They argued that when two generations immigrated to a new country, the older generation were more likely to have strong sense of cultural origin, while subsequent generations would face different identity issues and be easier to adapt new culture to their country of settlement. Berry (1997) studied immigration, acculturation, and adaption and found that age at immigration matters. He said that when acculturation starts early, the process is generally smooth; if it begins in later life, there appears to be slower and higher in difficulty in the acculturation process.

Lay and Verkuyten (1999) analyzed ethnic identity and its relation to personal self-esteem by comparing Canadian-born and Foreign-born Chinese adolescents. In their study, a Self-Esteem Scale was employed to examine self-ethnicity identification of participants. The scales contained 16 items that assess respondents' evaluations of their own ethnic groups. (*e.g.* "I feel good about the ethnic group I belong to"; "I am a worthy member of the ethnic group I belong to") The result

indicated that the foreign-born adolescents were more likely to identify themselves as Chinese (rather than Chinese-Canadian) than Canadian-born adolescents. Phinney (1990) agreed with this finding in his study that personal self-esteem has strong relationship with ethnic identity. He added that due to different conceptualizations, definitions, and measures that have been used in the studies of ethnic identity, empirical findings are difficult to compare across studies.

To measure the respondents' level of ethnic identity, a revised scale (see Table p 17) was presented by Roberts, *et al.* (1999) based on the old Multi-group Ethnic Identity Measure (MEIM) Scale (Phinney, 1992). It was designed to access three components of ethnic identity: affirmation and belonging (five items); ethnic identity achievement (seven items, including two negatively worded, four for ethnic identity exploration and three for commitment); and ethnic behaviours (two items). Items were rated on a four-point scale ranging from 1 = *strongly disagree* through 4 = *strongly agree*, so that high scores indicate strong ethnic identity.

Table :Revised (12-item) Multi-group Ethnic Identity Measure

In this country, people come from a lot of different cultures and there are many different words to describe the different backgrounds or ethnic groups that people come from. Some examples of the names of ethnic groups are Hispanic, Black, Asian-American, Native American, Irish-American, and White. These questions are about your ethnicity or your ethnic group and how you feel about it or react to it.

Please fill in: In terms of ethnic group, I consider myself to be _____

Use the numbers below to indicate how much you agree or disagree with each statement.

(4) Strongly agree; (3) Agree; (2) Disagree; (1) Strongly disagree

-
1. I have spent time trying to find out more about my ethnic group, such as its history, traditions, and customs.

 2. I am active in organizations or social groups that include mostly members of my own ethnic group.
 3. I have a clear sense of my ethnic background and what it means for me.
 4. I think a lot about how my life will be affected by my ethnic group membership.
 5. I am happy that I am a member of the group I belong to.
 6. I have a strong sense of belonging to my own ethnic group.
 7. I understand pretty well what my ethnic group membership means to me.

 8. To learn more about my ethnic background, I have often talked to other people about my ethnic group.
 - 9 I have a lot of pride in my ethnic group and its accomplishments.
 10. I participate in cultural practices of my own group, such as special food, music, or customs.
 11. I feel a strong attachment towards my own ethnic group.
 12. I feel good about my cultural or ethnic background.

Procedures and Scoring:

1. The measures should also include an appropriate list from which participants can select a self-label for themselves and each parent.
2. The affirmation/belonging subscale includes items 3, 5, 6, 7, 9, 11, and 12. The exploration subscale includes items 1, 2, 4, 8, and 10. (Item 3 loads on both subscales).

Source: Phinney (1992, p.172)

Because ethnic identity occurs in most characteristics of immigrant's consumption behaviours, research studies have been focusing on the relationship between ethnic identity, ethnicity, and consumer behaviour (Hirschman, 1981; Penaloza, 1994; Carrus, *et al.*, 2009). One of the first

studies that combined ethnic identity and consumer behaviour was carried out by Hirschman (1981). Hirschman found that the strength of Jewish ethnicity was positively related to consumer innovativeness (*e.g.*, the willingness to adopt new products), and consumption information transfer (*e.g.*, the frequency of providing information to other in a particular domain of consumption).

Wang and Lo (2007) explored the relationship between accessibility and ethnic identity in determining store patronage of grocery shopping behaviour among suburban middle-class Chinese immigrants in Toronto, where the group's ethnic economy has become full-fledged. They argued that in traditional economic geography, the interaction between distance and destination size (or accessibility) was considered the most powerful variable in analyzing shopping behaviour. (2007, p 694) However, their study showed that accessibility is not the primary determinant of preference for Chinese stores. In fact, ethnic identity had a much stronger effect on destination choice. In other words, driven by strong ethnic identity, many Chinese who lived in areas with few Chinese stores travelled preferred to travel to the more distant Chinese stores instead of shopping at the more conveniently located mainstream stores in their neighbourhoods.

Carrus, *et al.* (2009) examined the role of ethnic identity in the purchase of ethnic food by an extended theory of planned behaviour (TPB) model. The model comprised five contents: attitude, subjective norm, perceived behaviour control, behavioural intention, and behaviour itself. Results showed that variables such as individual past behaviour, and perceived group norms and ethnic identification seemed to play more significant role than attitude, subjective norms, and perceived control. One of the main conclusions of their study was that the highest levels of ethnic food purchasing behaviour were reported by high ethnic identifiers, while the lowest levels were reported by low ethnic identifiers.

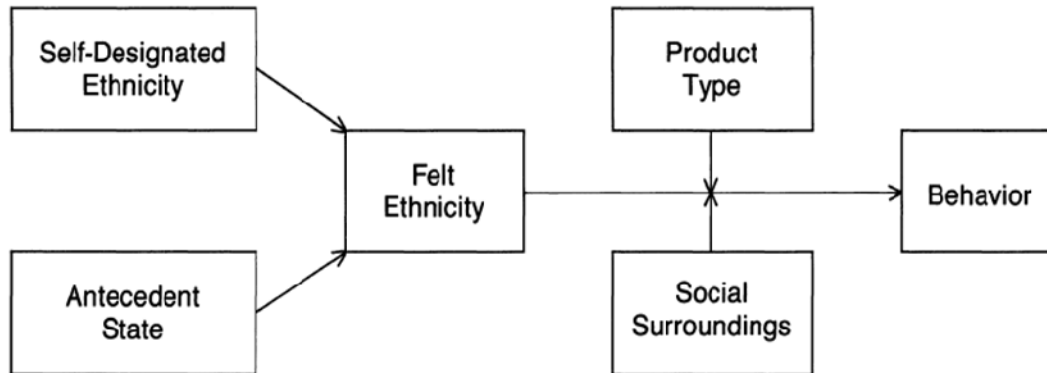
To sum up, Phinney, *et al.* (2001) concluded the role of ethnic identity in the adaptation immigrant consumer behaviour is based on the four varieties of acculturation (integration, assimilation, separation, and marginalization) (Berry, 1990). They suggested that (1) an individual who owns a strong ethnic identity while also identifying with the new society is considered to have an “integrated identity”; (2) an individual who has a strong ethnic identity but does not identify with the new culture has a “separated identity”; (3) one who gives up an ethnic identity and identifies only with the new culture has an “assimilated identity”, and finally (3) individual who identifies with neither has a “marginalized identity.

Situational Ethnicity

Studies suggests that ethnicity is not just who one is, but how one feels in and about a particular situation, i.e., ethnicity and behaviour is at least partly situationally determined. (Stayman & Deshpande, 1989, Xu, *et al.*, 2004; Palumbo & Teich, 2004)

Belk (1975) first defined five objective dimensions of situations: (1) the physical surroundings (*e.g.*, geographic location), (2) social surroundings (*e.g.*, the presence or absence of others), (3) temporal perspective (*e.g.*, time of day), (4) task definition (*e.g.*, information search or product purchase), and (5) antecedent states (*e.g.*, momentary moods or conditions immediately preceding choice). Among these factors, Stayman and Deshpande (1989) concluded that antecedent state and social surroundings serve as the most important moderators in the ethnic food behaviour relationship. They used a model of situational ethnicity and consumption (see Figure p 21) in their study, and found that the product type and social surroundings influenced the food consumption of Chinese, Mexican, and Anglo.

Figure: Proposed Model of Situational Ethnicity and Consumption



Source: Stayman and Deshpande, 1989, p 363.

Xu, *et al.* (2004) then studied the degree to which ethnic identity and socialization factors influence the culture-specific consumption behaviours of Asian-American young adults, in general as well as in specific situational settings. They found ethnic identity of Asian-American young adults is positively related to culture-specific consumption behaviour (food and entertainment behaviour). Regardless of the strength of the individual's sense of ethnic identity, a situational factor influences that individual's culture-specific consumption behaviour.

There were two major factors that were found to influence the level of acculturation: (1) perceived parental influence, and (2) peer influence on ethnic identity. Their study first argued that Asian-American young adults who perceive their parents as less acculturated are expected to have a stronger sense of ethnic identity than those who perceived their parents as highly acculturated. This argument led to the hypothesis: The ethnic identity of an Asian-American young adult is negatively related to his/her perceived parental acculturation level. (2004, p 95) The second argument is about the peer influence on ethnic identity. The study found that Asian-American young adults tended to purchase more culture-specific products when they spent

more time with their ethnic friends than when they were with American mainstream friends. Therefore, the other hypothesis is: The ethnic identity of an Asian American young adult is positively related to his/her ethnic-friendship orientation. (2004, p 96)

Thus, situational factors including parental and peer influences can contribute to the differences in outcome of consumer acculturation and the decision making of consumptions. These two factors will be examined in both recent and established Chinese immigrants living in GTA in this study.

An Empirical Model of Consumer Acculturation

Two major models have been proposed in the English-language research literature to explore the impact of culture on consumer behaviour. (Luna & Gupta, 2001; Penaloza, 1994) Luna and Gupta (2001) developed a model of the interaction of culture and consumer behaviour (Figure p 2) which shows the mutual influences of culture, consumer behaviour, and marketing in a theoretical way. It suggests that culture affects consumer behaviour, which itself may strengthen the manifestations of culture (values, heroes, rituals, and symbols). For example, values could be “freedom”, “pleasure”, “inner harmony”, and “happiness” (Rokeach’s, 1973). Hero refers to the one who can influence people’s purchasing decision. Ritual refers to the behaviour of religious and mystical significance. And symbols are unique to a particular group of people such as language. Therefore, this indicates that an individual’s behaviour is a result of that individual’s cultural value systems. Societal culture as well as regional sub-culture and familial values all influence the formation of an individual’s cultural value systems. Further, there are three interactions of culture in consumer behaviour elements: cognition, affect, and behaviour. Cognition includes any construct or process that refers to memory structures and information process, such as the perception of spokesperson ethnicity. Affect refers to the attitude formation process and its outcomes, such as the attitude

towards spokesperson ethnicity in advertisement. Behaviour includes individual choices and behaviour patterns, such as media usage or food shopping. Lastly, communication in marketing could be seen as an important moderator of the total effect of culture on consumer behaviour.

Compared to Gupta and Luna's model, Penaloza's (1994) Model of Immigrant Consumer Acculturation (Figure 1.2) is more applicable to the current study that provided detailed variables and elements of each process of consumer acculturation. According to this model, there are four stages of consumer acculturation: (1) individual differences, (2) consumer acculturation agents, (3) consumer acculturation processes, and (4) consumer acculturation outcomes. Firstly, individual differences referred to the differential skills of immigrants to adapt new environment when move to a new country including demographic variables, language, recency of arrival, ethnic identity, and environmental factors. Secondly, agents refer to family, friends, media, retail businesses, churches, and schools. Further, consumer acculturation process refers to formed by immigrants' movement from original country to the new one. They experience the translation of language, currency, and social relations and eventually adapt to the new environment. Lastly, the outcomes suggested the final stage of consumer acculturation: assimilation, maintenance, resistance, and segregation. The outcomes also are represented by equalled the four varieties of acculturation as mentioned above (Berry, 1990).

This study will examine some of the concepts in Penaloza's model to measure the impact of culture on immigrant consumer behaviour and try to explore the differences and similarities at the outcomes between recent immigrants and established immigrants.

Immigrant Consumer Behaviour

Studies of immigrant consumer behaviour have mainly focussed on immigrant groups in North America, especially on Mexican, more general Hispanic (*e.g.*, Latin-America) Jewish, European, and Asian (Chinese or Korean) immigrants (Penaloza, 1994; Lee & Tse, 1994; Deshpande, *et al.*, 1986)

Penaloza (1994) compared the consumption patterns of Mexican-Americans and Anglos in the US and found a big difference in shopping preferences, apparently related to differences in language, religion, and deep rooted value of culture. For example, Mexican-Americans preferred to shop where Spanish was spoken; they were also more likely to buy the brands their parents bought and brands they perceived to be more prestigious than were Anglos. Also, Mexican-Americans were more price-conscious and preferred familiar stores to a greater degree than did Anglos.

With respect to the Asian immigrants in North America, researchers found that the immigrant consumers usually reject majority norms and retain their original consumption habits, but still selectively adapt to mainstream cultural norms (Lee & Tse, 1994). Some studies looked specifically at the consumer behaviour of Chinese immigrants in Canada. (Frideres & Goldenberg, 1982; Wang & Lo, 2007; Lee & Tse, 1994). Wang and Lo (2007) explored the grocery-shopping behaviour of suburban middle-class Chinese immigrants in Toronto. They examined the preferences of Chinese immigrants between fast-growing Chinese supermarkets and competing mainstream supermarket chains, and found that driven by strong ethnic identity, many Chinese who lived in areas with few Chinese stores traveled, at least half of the time, to the more distant Chinese stores instead of shopping at the more conveniently located mainstream stores in their neighbourhoods.

Lee and Tse (2004) examined how Hong Kong immigrants change their consumption after immigrating to Canada. They compared four groups of consumers: Anglo-Canadians, new Hong Kong immigrants (who immigrated in the last seven years at the time of the study), long-time Hong Kong immigrants (who immigrated more than seven years ago), and Hong Kong residents. Their study tried to use environmental influence and cultural relevancy as behavioural variables to understand how immigrants change their consumption habits. A number of findings stood out: (1) because of the changes in the environment, immigrant consumers changed their consumption dramatically. They were found to acquire products essential to Canadian life, and abandon consumption habits that were characteristic of Hong Kong; (2) the long-time immigrants had significantly higher self-identification as Hong Kong Canadians and lower self-identification as Hong Kong Chinese than the new immigrants; (3) although long-time immigrants were proficient in the language, and had improved their financial resources, they still behaved differently from native Canadians, suggesting that acculturation may take much longer than had been expect.

What is more, the issue of Chinese immigrants is important to Canadian marketers for the following reasons. First, Chinese immigrant has become a part of micro-culture in Canadian society and acquire the consumption practices of micro-cultures (Chinese ethnic culture). Second, some of these micro-culture-markets are growing faster than the host-culture-market itself. Third, Chinese immigrants maintain many of consumption practices they have in China, and create new international and local business in Canada. Therefore, to understand Chinese immigrant consumption behaviour is important for Canadian marketers in order to develop new businesses targeting this large population in Canada.

Dining-Out

Dining out is a popular topic for study, and can offer valuable insights to academics for cultural studies, tourism and hospitality, marketing, and home economics. (Warde & Martens, 2000)

Recent literature mainly focuses on dining-out behaviour in UK and America (Warde & Martens, 2000; Steward, *et al.*, 2006; Kant and Graubard, 2004; Warde, *et al.*, 1999) In the study by Warde and Martens (2000), they conducted semi-structured interviews, surveys, and questionnaires were conducted with different group of participants (30 to 108), and the social differentiation, consumption and pleasure of eating-out in the UK were explored. They have a detailed discussion of the principle of eating out, such as the development of the habit of eating out in the UK, patterns of eating out, social consequences of eating out, and so forth. Among these topics, the author found several inspired research area for this study: reasons to eat out (Warde & Martens, 2000, p 47), and patterns of eating out (Warde & Martens, 2000, p 69).

Reason to Dining-Out

Warde and Martens (2000) concluded that there are several reasons to eat out: pleasure, leisure, and necessity. General reasons for eating out according to the respondents included doing something different from everyday routine, getting a break from cooking at home, socialising, celebrating, and preventing starve. Socialising and celebrating special occasions were frequently mentioned and contributed to the “leisure” and “fun” part of eating-out behaviour. As a result, eating out is not only common consumption behaviour or necessity, but also a leisure activity. Furthermore, based on different social and cultural characteristics, people behave differently when dining-out: one important question is “who used difference places and how often they go” (2000, p 69). The study mentioned that different cultural attitudes towards food and eating contribute to different choices of venues or restaurants. For example, eating must match people’s daily

schedule, social support, and cultural traditions. The way people eat, on what events they dine out and the type of food people consume outside home are very distinct among people from different cultural backgrounds. Also, Warde and Martens' study pointed that frequency of eating out is less determined by social and cultural characteristics than by choice of venues. These factors include reasons for eating-out, cultural impacts, and frequency will be all investigated in this study on Chinese immigrants.

Frequency of Dining-out

The frequency of eating-out is related to several influential factors such as income, individual daily schedule, and social-cultural constraints. Income or financial situation is the most important consideration for dining-out behaviour for most of people. Second, individual daily schedule constrains decides what time people eat out, with whom they are dine out, and how frequently they dine out. Lastly, there are social and cultural constraints such as ethnic identifications and cultural traditions that influence the frequency of dining-out. For instance, whether to dine out frequently in a Chinese food restaurant is positively related to age, class, education, ethnic identification, and so on.

In an earlier study by Warde, *et al.* (1999), data concerning the frequency of use of different commercial sources of meals and the social characteristics of customers using different types of restaurant in England were examined. They found that the expression of personal identity is generally connected to codes of social identification. In other words, among different age groups or classes, the pursuit of a variety of consumer experiences is a feature of particular social groups and that some specific component practices express social distinction (Warde, *et al.*, 1999). This study will focus on exploration of the similarity and differences of different age groups, and try to find social distinctions between them.

A report from the Economic Research Service of America (Steward, *et al.*, 2006) examined American's preference for dining-out food, frequency of dining-out, health concern, food expenditure, *etc.* by employing interviews and surveys with 700 participants. They found that U.S. consumers want convenience and an enjoyable dining experience, but also a desire for healthy food. Among many factors that influence restaurants type choices, they have preferences for convenience and quality dining experience, both of which will increase their dining-out frequency as well. Also, Kant and Graubard (2004) explored the trends and nutritional correlates of eating-out behaviour of Americans, and confirmed in their study that higher eating-out frequency was associated with health and nutritional consequences. Their results indicated that in 1999–2000, more Americans ate out, and ate out more frequently than in 1987 and 1992.

To sum up, in order to explore consumer dining-out behaviour, it is important to focus on reason to dine out, factors that influence restaurant choices, and frequency of dining out. Attention to these factors will explain the dining-out behaviour Chinese immigrants in Canada, and fill in the gap of literature about consumer eating-out in Canada to some extent.

Marketing in a Multi-Cultural Marketplace

The significance of understanding ethnic minority sub-cultures to marketing has been recognized by a number of scholars. (Jamal, 2003; Grier,*et al.*, 2006; Cui & Choudhury, 2002) . Jamal (2003) explored the role of marketing in a multicultural marketplace from both ethnic market and mainstream market views. The study proposed a framework for the interplay of marketing, ethnicity, and consumption (see Figure p 29). It showed that while ethnic marketers played their role in establishing and reinforcing the cultural and religious identities, the mainstream marketers facilitated the consumption of mainstream consumer culture among the ethnic participants.

to ethnic salience and ethnicity of spokesperson will lead to an increase in positive attitude toward the brand being advertise”. (Deshpande & Stayman, 1994, p 59)

Also, advertising that combines ethnic characters with ethnic consistent cues, such as culturally-specific assimilation experiences, depictions of ancestral heritage, and other culture symbols, usually get favourable responses among target market members (Grier, *et al.*, 2006). Such strategies required the deep understanding of target ethnic group culture and marketers should discover the core values that determine the decision making of target consumers.

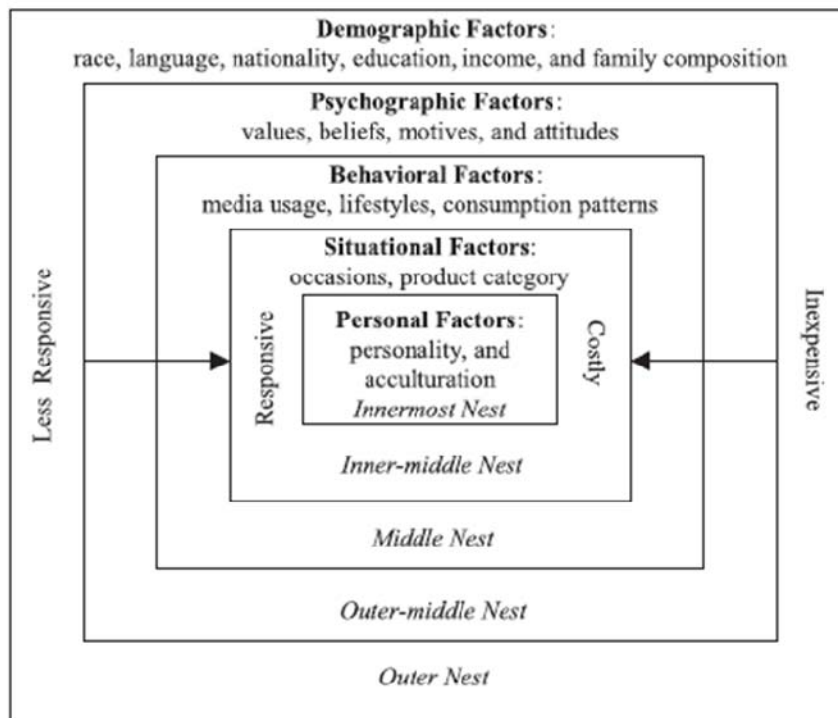
Ethnic Market Segmentation

The growing population and increasing purchasing power of minority consumers in Canada represent significant market opportunities. There is therefore a growing concern among marketers with the impact of ethnic segmentation and differentiated marketing strategies (Faura, 1999). Cui and Choudury (2002) proposed a nested approach to ethnic market segmentation by analyzing the characteristics of the ultimate consumers. (see Figure p 31) The nested approach includes five levels of variables from outer nest to innermost nest, demographics factors, psychographic factors, behavioural factors, situational factors, and personal factors.

The outer nest based on “hard” data such as demographics results in macro-segmentation. Information in the outer nest such as race and nationality is permanent, highly visible and readily available, thus of the least utility. By contrast, the innermost nest of personal attributes relies on “soft” data with personal characteristics of consumers such as acculturation and ethnic identification. These segmentation variables have different cost and effectiveness implications for marketers as the study concluded. Segmentation based on middle nest of behavioural patterns and inner-middle nest of situational factors, and innermost level of personal factors requires extensive research, often costly for the marketers. However, such segmentation contributes to the accuracy

of the targeted marketing and high efficiency and responsive attitude from the consumers (Cui & Choudhury, 2002).

Figure: A Nested Approach to Ethnic Market Segmentation



Source: Cui and Choudhury, 2002, p 58.

This study therefore will focus on the behavioural, situational factors and personal factors of ethnic market segmentation because it aims to explore the ethnic identity, situational ethnicity, and consumption patterns of Chinese immigrants.

Conclusion

Based on the literature review it is suggested that culture play an important role with respect to consumer behaviour. When focusing on the immigrant consumer behaviour, acculturation is the most important topic. The outcome of acculturation, integration, separation, assimilation, or

marginalization, varies from individual to individual. Among the many factors that influence the level of consumer acculturation, some variables such as ethnic identity and situational ethnicity contribute the mass discussion in literature.

However, the perception of ethnic identity, the influence of situational ethnicity, and other factors displayed differently among the same ethnic groups, Chinese immigrants, depends on the time and generation they immigrated. This study aims to use time recency (ten years of residence in Canada) as variables to explore the differences and similarities of consumption behaviour between recent Chinese immigrants and established Chinese immigrants.

In addition, marketing in a multi-cultural world requires the market segmentation and efficient advertisement strategies. For marketers, although it is costly for information requiring of the targeting ethnic group, such as understanding their ethnic identity, consumer acculturation, and consumption patterns, such marketing strategies will likely be more effective, and gain more positive responses from the targeting consumers.

The population of Chinese immigrants makes up the largest proportion of the total population in Canada. Their contribution to consumption and culture influence should not be overlooked. Therefore, it is important to explore the deep relationship between culture and consumer behaviour of Chinese immigrants and test important factors that might influence the process of acculturation.

CHAPTER THREE

METHODS

Introduction

The purpose of this chapter is to describe the research design of the study and to present how the study objectives are to be addressed. The definitions of key terms are listed first and then a brief description of the research method is provided.

Key Terms and Definitions

This study focused on the consumer acculturation in dining-out behaviours of Chinese immigrants. The subjects of this study were divided into two groups in order to make comparisons between recent Chinese immigrants and established Chinese immigrants (see Table p 33).

Table: Key Terms and Definitions

Term	Definition
Immigrant	A person who has been granted the right to live in Canada permanently (Statistics Canada, 2006).
Recent Immigrant	An immigrant who has been living in Canada for ten years or less (Beiser, <i>et al.</i> , 1998).
Established Immigrant	An immigrant who has been living in Canada for ten years or more.
Acculturation	Phenomena which result when groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original culture patterns of either or both groups (Redfield, <i>et al.</i> , 1936).
Ethnic Identity	Relationship that exists between an individual and a group with whom the individual believes he or she has common ancestry based on shared individual characteristics shared socio-cultural experiences, or both (Alba, 1990).
Situational Ethnicity	It refers to the factors that situationally influence ethnicity and behaviour (Stayman & Deshpande, 1989). Such as (1) physical surroundings (<i>e.g.</i> , geographic location), (2) social surroundings (<i>e.g.</i> , the presence or absence of

others), (3) temporal perspective (*e.g.*, time of day), (4) task definition (*e.g.*, information search or product purchase), and (5) antecedent states (*e.g.*, momentary moods or conditions immediately preceding choice) (Berry, 1990).

Dining-out Activity of the consumption of food outside the home. (Warde and Martins, 2000)

Study Samples

The study focused on two samples of Chinese immigrants: (1) recent immigrants (who have been living in Canada for ten years or less), and (2) established immigrants (who have been living in Canada for over ten years). The reason to use ten years as cut-off point is that some researchers stated that after the first ten years immigrants' behaviour approximates those of the Canadian-born population (Beiser, *et al.*, 1997). Each sample employed 15 participants, with snowball sampling. Snowball sampling refers to a sample of individuals drawn from a given finite population. Each individual in the sample should be asked to name k different individuals in the population, where k is a specified integer. (Goodman, 1961) Therefore, in this study, the author picked two qualified participants for each sample and for each sample, each individual was asked to name his or her "two Chinese immigrants friends who have been living in Canada for ten years or less", while "two Chinese immigrants friends who have been living in Canada for more than ten years" for the second sample. A total of 30 participants were collected in the end. These participants varied in their age, gender, social class, English ability, bored country, and recency of arrival.

For the study area of this research, samples were chosen from the Greater Toronto Area (GTA), the 8th largest metropolitan area in North America. In addition to the City of Toronto, GTA includes the Regional Municipalities of York, Halton, Peel, and Durham (see Figure p 35).

Specifically, the author will mainly focus on participants from City of Toronto, Richmond Hill, and Markham (see Figure p 36) because of the large concentration of Chinese population.

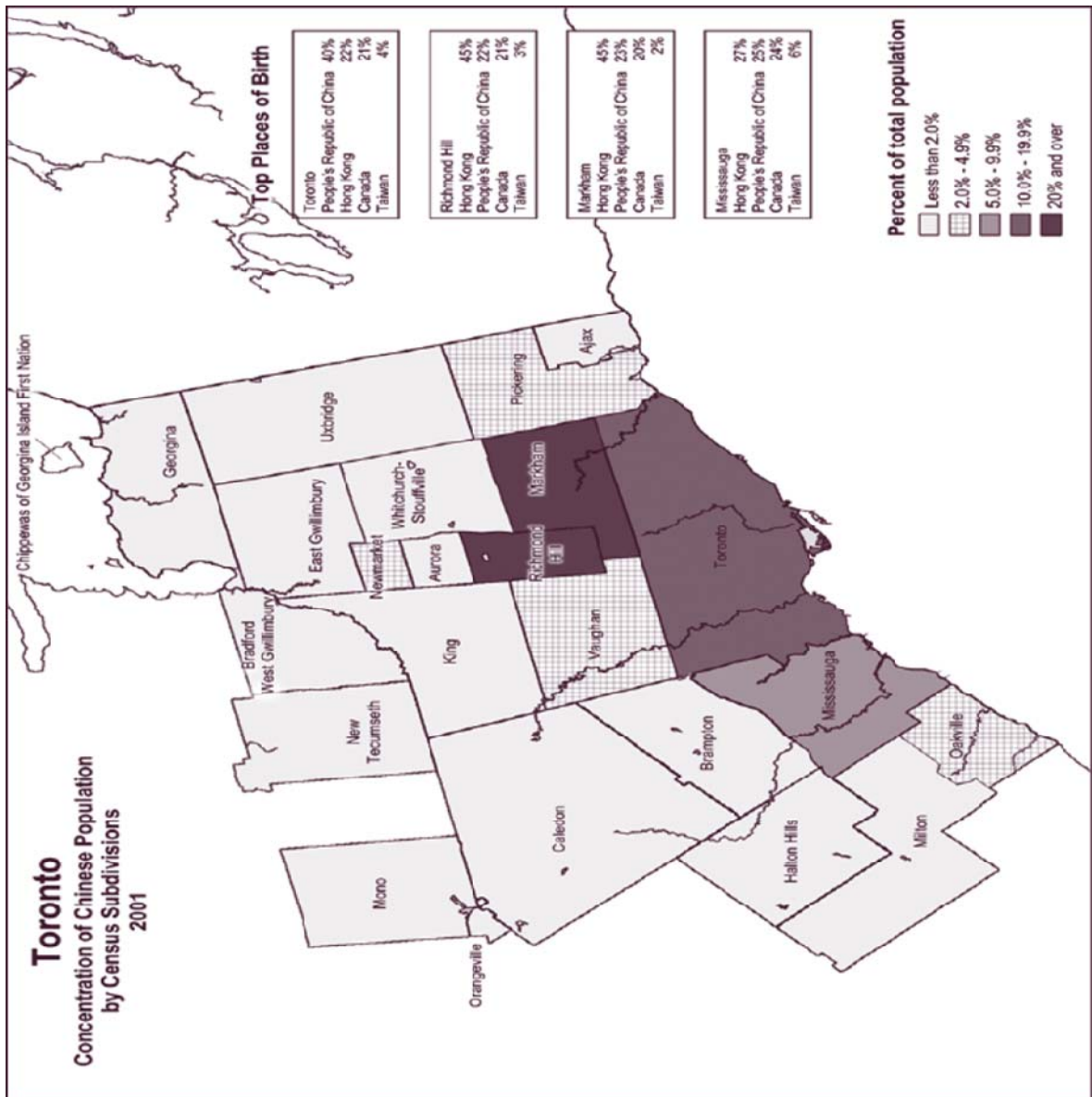
What is more, this study focused on Chinese immigrants who born from mainland China (exclude Hong Kong, Taiwan, and Macao) for the reason that there are language barrier and culture misunderstanding between the interviewer and respondents.

Figure: A Map of the Greater Toronto Area with the City of Toronto and the Four Surrounding Regional Municipalities



Source: Wikipedia

Figure: Toronto: Concentration of Chinese Population 2001



Source: Chui, *et al.*, 2005, p 30.

Research Design

Most studies on immigrant consumer behaviours have employed quantitative methods (questionnaires). (Lee & Tse, 2004; Hirschman, 1981; Xu, *et al.*, 2004) Panalozza (1994),

however, employed personal interviews with Mexican informants in her study, and presented an empirical model of consumer acculturation.

The reason for choosing qualitative method (semi-structured interview) and emic research perspective for this study is the background and life experience of the author. The author was born and raised in mainland China, fluent in Mandarin Chinese as mother language and English as second language. She came to Canada at age of 22 after finishing her bachelor degree in China, and studied in recreation and leisure studies program specializing in tourism policy and planning at University of Waterloo at Master Degree level. Being a Chinese student in Canada, she found that there is a high proportion of Chinese immigrant population in Greater Toronto Area, which contributes in all fields of Canadian industries. Among these, she has a special interest in consumer behaviour of dining-out, and culture impacts, immigrant acculturation. As a result, she, as an insider of Chinese culture, has more personal experiences in culture alterations, and consumer acculturations of Chinese immigrants than those who have other culture backgrounds.

For the purpose of this study, a qualitative method (semi-structured interviews) was employed with 30 participants, for the reason that: (1) The main goal of this study is to explore the impact of culture and acculturation on Chinese immigrant consumption behaviour, and to compare the recent Chinese immigrants and the established Chinese immigrants to Canada in terms of their consumer behaviour in GTA, using Penaloza's empirical model of immigrant consumer acculturation. Thus, related interview questions derived from important items of the model were asked to participants; (2) this research analyzed the impact of culture from an emic perspective that promote a better understanding of the culture of study through the insights of an insider. Thus, in-depth interviews explored the rich information of culture impact from participants than questionnaires or surveys.

The semi-structured interviews lasted 30-45 minutes, in the preferred language, English, or Mandarin Chinese of the participants. The reason for using the participant's preferred language to conduct the interviews was that language variable is one of the important factors that influence consumer acculturation. There are a large number of Chinese immigrants living in GTA who have very low ability in using English; even they have been living in Canada for ten years or more. Also, the strength of using participant's preferable language is that to help the study focus on the exploration of main study objects. Therefore, in order to explore the functions of language on consumer acculturation, to get a more representative sample, and to be more focused on the deep understanding of interview content, this study employed interviews in the preferable language of participants.

The interviews were conducted individually in a quiet environment. To be more efficient and concentrated, interviews were audio-recorded with the permission of the participants. The advantage of recording the interview was that (1) it was more efficient for obtaining information, and (2) the interviewer could concentrate on the useful information she want to focus during the interview rather than be distracted by taking notes. However, not every participant was comfortable with recording the interview. The author asked for permission before interviewing, and was prepared for taking notes during the interview instead.

Study Instrument

In order to achieve the study objectives of this study, in-depth interviews were employed, with the questions developed based on Penaloza's Model of Consumer Acculturation (Penaloza, 1994). However, this study did not develop interview questions related to every item in the model, so that only important items related to study objectives were focused on (see Table p 39).

Questions related to how Chinese immigrants change their consumer behaviour after 10 years of immigration were asked only of the second sample of this study, the established Chinese immigrants.

One or two practice interviews were employed before formal interviews because taking notes while conducting an interview is challenging if audio-recording is not allowed by the participants, and more practice will lead to the better data.

Table: Items being study, Related Study Objective.

Items	Related Study Objective
1 Demographic Variables	These are just background information of the samples.
2 Ethnic Identity	Study Objective 2: To examine the impact of culture and acculturation on consumer behaviour by using Penaloza's Model of Consumer Acculturation (1994).
3 Family	Study Objective 4: To identify the role of situational ethnicity in consumption decision making for dining-out.
4 Friends	Study Objective 4: To identify the role of situational ethnicity in the consumption decision making for dining-out.
5 Media	Study Objective 4: To identify the role of situational ethnicity in the consumption decision making for dining-out. These questions also help to provide marketing implications for Chinese ethnic market and Canadian market.

6 Adaption

Research Objective 1: To explore the similarities of new Chinese immigrants and established Chinese immigrants in GTA in terms of their dining-out behaviour.

Research Objective 2: To investigate how dining-out behaviour of Chinese immigrants who have been in Canada for at least 10 years differs from those who have been in Canada for a shorter period of time.

Table: Interview Guide

Part One: Demographic background information

In this section, the researcher would like to know the age, working status, the place the participant living and other general background information about the participants.

Interview Questions:

1. Well, tell me something about yourself, such as your current work. What do you like people to know about you?
2. How long have you been living in GTA? At what age did you immigrate?
3. Did you immigrate with your family or just yourself? Are you living with them right now?
4. How and when did you decide to come to Canada? How do you like living in Canada?
5. Where do you live right now? What are some things you like about your community? How do you think of your community?
6. Which school did you go to? Did you make many friends there?

Part Two: Ethnic Identity

This section focuses on the impact of culture and acculturation on consumer behaviour – how ethnic group participants identify themselves and, in particular, insights into their dining-out behaviours.

Interview Questions:

1. Where were you born and raised?
2. Do you consider yourself more like Canadian or Chinese, or Chinese-Canadian?
3. Do you have strong belonging feels of your ethnic group?
4. Do you have many friends here in Canada? Are most of them Chinese? Do you have many friends who were born in Canada?
5. How about your parents? Do you think they get along well with people born in Canada? Do you think they are more Canadian than you are?
6. How's your English? Do you find you still have difficulties in communications during in daily life? If you go to a Chinese food restaurant, will you order the dishes in Chinese or English? Would you like to tell me why?

Part Three: Situational Ethnicity-Family, friends, and media impact.

This section of interview explores the role of situational ethnicity in consumption decision making for dining-out. These questions also help to provide marketing implications for Chinese ethnic market and Canadian market.

Interview Questions:

1. Tell me about a typical dining-out experience. For example, could you describe your last dinner out in as much detail as possible? Where did you go? Who decided to go there? What did you order? What was the occasion? Was this typical of your dining experiences?
2. Do you like the same food as your parents? Do you always eat with them or are you are more likely to dine-out with friends?
3. What do you usually do with friends when you are dining-out? Do you like to share information about good restaurants?
4. Tell me some of your favourite restaurants in Toronto. How do you know them? What about them do you especially like?
5. If you dine out with friends born in Canada, do you like to recommend Chinese restaurants to them?
6. When you watch TV, do you pay attention to the food and restaurant advertising?

7. Do you listen to the radio for restaurant advertising? Which station is your favourite? Do you like the Chinese channel in Toronto?
8. Do you surf the Internet often? Do you look for reviews about restaurants? Which website do you usually go to?
9. Do you like to see a restaurant using a Chinese spokesperson in their advertisement? Does it make any difference to you?

Part Four: Adaption (Consumer Acculturation)

This section will explore the process how people have adapted to the new environment in terms of dining-out behaviour, and compare recent Chinese immigrants and established Chinese immigrants in the GTA in terms of their dining-out behaviour.

Interview Questions:

1. How often do you eat out? How does this compare to your dining-out behaviour when you lived in China? If there is a change, why?
 2. Which factors do you think is the most important for your decision making when dining-out?
 3. How important are cost, time, and the location of restaurant in your decision to dine out or which restaurant to choose?
 4. Which type of food do you like now? Is there a change?
 5. Do you like western food? Tell me something about your favourite local restaurants.
 6. Do you think ten years is a milestone for immigrants dining-out behaviour?
 7. How do you think your culture background influence the way you are eating out?
-

Process of Analysis

The data collected from interviews was analyzed by means of coding patterns and themes.

Coding the content of a transcript involved two general phases: (1) preliminary coding, and (2) meta-coding (Smith, 2009). Preliminary coding involved identifying initial ideas about what is being said. Meta-coding referred to a deeper identification of the themes that the preliminary codes reflect in the transcript. Coding stripes can be made visible in the margins of documents so

that the researcher can see, at a glance, which codes have been used where (Welsh, 2002). After preliminary coding and meta-coding, the author was “able to present the findings in terms of the meta-themes she’s identified, explaining the meaning and significance of each meta-theme, and perhaps illustrating it with relevant, anonymous quotations from the interview transcripts” (Smith, 2009) .

For demographic and dining-out frequency, and other statistical data, the author used research software SPSS (Statistical Package for the Social Sciences) for statistical analysis. The result charts provided visual assist for the study to the readers.

CHAPTER FOUR

FINDINGS

Demographic Profile of the Sample

All the names of respondents have been changed in the table and following paragraphs in order to protect their privacy. The use of English names was pseudonyms to protect sources from participants. Majority of participants appeared to be acculturated in language that 26 out of 30 chose to be interviewed in English.

Name	Gender	Age At Immigrant	Length of immigration (Years)	Living area	W/ or w/o family	Work or study	Ethnic identity
Cathy	female	17	9	Downtown Toronto	parents	study	Mix
Christine	female	22	3	Toronto	parents	study	Chinese
Denny	male	21	7	Mississauga	parents	work	Chinese
Sherry	female	26+	4	Downtown Toronto	alone	work	Chinese
Pen	male	21	7	Mississauga	alone	work	Chinese
Sheldon	male	17	8	Toronto	alone	work	Half-half
Lindy	female	18	9	Downtown Toronto	alone	work	Chinese
Mary	female	12	9	Mississauga	parents	study	Mix
Wendy	female	19	6	North York	alone	study	Mix
Kevin	male	20	5	Mississauga	alone	study	Chinese
Katy	female	23	1	Toronto	alone	study	Chinese
April	female	24	3	Markham	parents	study	Chinese
Tim	male	30	5	North York	alone	work	Chinese
David	male	20	1	Toronto	alone	study	Mix
Rose	female	25	2	Toronto	alone	study	Mix

Table: Demographic Profile of Established Chinese Immigrants							
Name	Gender	Age at immigrant	Length of immigration (years)	Living area	W/ or w/o family	Work or study	Ethnic identity
Peter	male	13	10	Scarborough	parents	work	Half-half
Sam	female	30+	11	Scarborough	husband and kid	work	Chinese
Alex	male	33	12	North York	wife, kid	work	Chinese
Johnny	male	30+	10	Downtown Toronto	wife, kid	work	Mix
Stefani	female	39	10	Downtown Toronto	husband, kid	work	Chinese
Ken	male	13	13	Mississauga	parents	work	Both
Betty	female	14	11	Richmond	parents, husband	study	Half-half
Seth	male	1	23	Markham	parents	study	Canadian
Ellen	female	10	14	Toronto Midtown	parents	study	Mix
Lee	female	37	11	Mississauga	husband, kid	work	Chinese
Trump	Male	3	15	Mississauga	parents	study	Canadian
Roxy	Male	50+	14	Mississauga	Children and wife	retired	Chinese
Mandy	Female	50	20	Mississauga	Husband, children	retired	Chinese
Jay	Male	38	12	Mississauga	wife and kid	work	Both
May	Female	35	12	Mississauga	kids	work	Chinese

A total of 30 interviews were conducted. According to the Table (p 44) , in the recent Chinese immigrants participants - 80% (12/15) were Canadian citizens and 20% (3/15) were permanent residents. Based on gender, the sample was almost equally distributed between males and females. Only five respondents had family living in Canada. Six of the participants were working full-time; while nine are still in school. The average time in Canada was 5.2 years.

Among the established Chinese immigrants participants (see Table p 45) - 100% (15/15) were Canadian citizens living in the GTA. The sample was also almost equally distributed based on gender and all of them have family in Canada. Nine of the respondents were working full-time; two of them were retired living in a seniors' home, and four were pursuing a university degree. All the participants were born in mainland China and have been living in Canada for an average of 13.2 years.

Similarities

Word-of-Mouth vs. Media Influence

Table : Restaurant Information Obtaining Channels					
	Word of Mouth	Internet	Radio	Television	Newspaper
Recent Chinese immigrant	15/15	10/15	0/15	0/15	1/15
Established Chinese immigrant	15/15	14/15	0/15	0/15	0/15

The study indicates that in terms of how Chinese immigrants obtain information on restaurants they dine out, there are several channels such as restaurant advertisements published in newspapers, radio, television, and the internet. Also, they sometimes try restaurants they happen to pass by. However, from the above table (p 46), all thirty participants noted they hear about good

restaurants from friends and relatives. Thus, word-of-mouth is the most common way of learning about restaurants. They like to share and recommend each other which restaurant is good, the location, and even the recommended dishes.

Usually we will first decide which type of food we would like to eat and then think about which restaurant we used to dine out is good, or ask around friends. It is easy to come out with restaurants names because I have been living here for so long that I am familiar with most featured restaurants. As a daily conversation topic, I shared restaurant information with friends. But if we decide to dine out in a complete new restaurant that we have never been there, internet is the most used channels. (Betty)

The Internet is the most common resource for people to look for news, entertainment, and other information. The younger generation, especially, watches television shows, movies and news online instead of conventional television broadcasts. Not surprisingly, results show that 24 out of 30 of the participants look for restaurants reviews online when they decide to dine out in restaurants that they have never been to. There are plenty of websites offering reviews, restaurant information, and coupons, such as *www.dine.to*, *chowhound.show.com*, *yorkbbs*, and *menupalace.com*.

People sometimes share similar taste on food so that I kind of trust review online. I like to read people's blogs about their dining experience at restaurants and then decided to try which several new restaurants I've never been before. If they are good or really bad, I'll tell my friends immediately. (Lindy)

Compared to restaurant reviews or dishes pictures, I'm more into menus! I usually checked the whole list of dishes on the menus online and decided whether to go to this restaurant or not. (Ellen)

Also, most of the participants use Google to search for restaurants by inputting key words such as “Chinese restaurant in Markham”, or “French café in downtown Toronto”. They check the menu before going to the restaurant for price, pictures, and the other details. One of the participants, Seth, mentioned in the interview that “*If I decide to go to western food restaurants, like those fancy restaurants, I will check the price first to make sure I can afford that. And then I'll check up the*

menus and coupons online.” As a result, coupons appear to play a considerable role on decision-making in dining out. From the interviews it can be seen that people like to check coupons for Western restaurants. For example, Montana’s Steakhouse sometimes has dining package including movie tickets that allow diners to save money.

From the table (p 36), none of the 30 participants gathered restaurant information from radio and television. In terms of gathering restaurant information from newspapers, it is showed from the interviews that only one of the participants reported using newspapers as a source of restaurant information.

I haven’t paid attention on advertisement on television or radio. I guess they might have some advertisements for western food restaurants on television or radio, but not for my favourite Chinese food restaurants. I occasionally check Chinese newspapers for new restaurant but most of time, I heard of them from friends. (Lee)

I never think of restaurants advertisement on radio because I didn’t listen to radio at all. My friends listen to them only when they are driving because nowadays internet can give us everything including news, music, and other entertainment information. Listen to radio is too old fashion for me and my friends, I think. (Cathy)

Therefore, among several channels, the most influential element on dining-out behaviour among Chinese immigrant is the word-of-mouth rather than advertisements via media.

Cultural Impact on Consumer Acculturation

Chinese cuisine is often perceived as representative of Chinese culture, or an authentic cultural marker (Wu & Cheung, 2002). Dating back to ancient China, food played a central role in Chinese people’s life (Simoons, 1991). Simoons studied Chinese food from cultural and historical perspectives and found that there were varieties of food and eating habits (why and how people eat, which foods they eat, and with whom they eat, *etc.*) in Chinese culture. For instant, in terms of staple foods people eat, residents in southern China prefer to eat rice while northern people like to

eat wheaten food such as steamed bread, noodles and dumplings. People from Sichuan province, Hunan province, and Hubei province prefer spicy dishes, while people in middle eastern China like sweet dishes, people from north eastern like salty dishes. However, there is a continuous movement of population in China because of education and working opportunities that each province lives people from different places. Individual, social and culture traditions influenced the way people eat, the food people consume, and other eating habits. As a result, it is a common understanding that Chinese people are more willing to try different food. From the interviews, 28 out of 30 of the participants mentioned that they are more willing to try different kinds of food when dining-out because they are Chinese. Sam told the author, “*We (Chinese) have so many ways of cooking dishes such as fried, boiled, steamed, stirred, and so forth. So we have more choices of food to eat than Canadians. They eat much simpler than us.*”

Chinese culture influences the way we are eating. People have different eating habits and totally different styles of food choice from province to province in China. I came from Guangzhou and used to eat Cantonese food in China, however, I could try many northern styles of food in my hometown because generally Chinese people like to eat and create a diverse food market. Gladly, when I came to Canada I found I can find all styles of Chinese food restaurant in Toronto, although they are somehow Canadian Chinese food. At the same time, I am eager to try other kinds of food like Italian food, French food, and traditional western food. So I definitely believed that because China has a long history of food culture, Chinese people is more willing to try different kinds of food. (Christine)

Another cultural impact on dining-out behaviour for Chinese immigrants is the tradition of sharing food at the table with friends and family. It is not the unique habits of Chinese, but compared to most Canadians, Chinese people are recognized for sharing food at restaurants or at home. Most respondents mentioned the differences on food serving between Chinese food restaurant and western food restaurant. Also, in terms of restaurant settings, most respondents said that Chinese food restaurants look much brighter than western-style restaurants. “*Chinese*

people share food and always chat with each other while dining, so the lights in the restaurants are bright enough for them to see the food and friends.” Lee concluded. Therefore, there are two significant differences that concluded from the interviews:

- 1) Chinese like to share food at the round table that everyone can talk during the meal; while western food is normally served individually and with certain orders (drinks, appetizer, main course, and dessert);
- 2) The restaurant setting of Chinese food is much brighter in light than western food.

In Chinese culture, round stands for reunion and perfect, such as the moon cake, a snack Chinese people eat on Mid-Autumn Day (Wikipedia) for family reunion. The round shape of moon cake means the happy gathering of family members and the best wishes for future days. With Tables in Chinese food restaurants are usually round-shaped. (Chen, 1990) Therefore, round-shaped table is a convention that reflects both practicalities of easily sharing food as well as reflecting the importance of the circle in Chinese symbology. Chinese meat and vegetable dishes, soup, and rice are served separately in plates that Chinese like to share with each other when dining out. *“The round table and the bright light provide an easy way for everyone sitting around to get the food from their own seat. We like to talk with everybody while eating, creating a happy and warm atmosphere for the meal. That is why Chinese people have the traditions for round tables”*, Betty explained replied to the interviewer. When asked about the Chinese food in Canada, Tim mentioned that in terms of styles of cooking and ingredients, Chinese food has been Canadianized for years.

During the five years I stayed in Canada, I found that more and more Canadians prefer to dine in at the Chinese food restaurants. However, I noticed that most of them order the same dishes such as sweet and sour pork, spring rolls, and stirred noodles, which we seldom ordered. As a result, nearly all the Chinese food restaurants added those dishes in order to welcome foreigner diners.

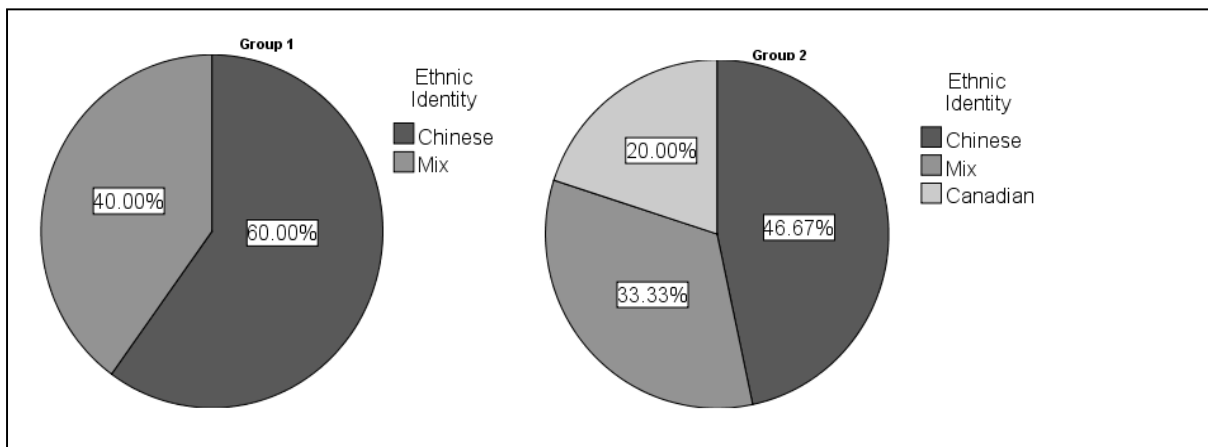
Plus, I found that Chinese restaurants offer dishes that combined meat and vegetable, and rice or noodles together in one plate, so that people don't have to share. They kind of ruin the Chinese food culture. But as long as the food tastes keep similar, I still like to dine in the Chinese food restaurants here. (Tim)

Comparison between Recent Chinese Immigrants and Established Chinese Immigrants

The study started to compare the differences between recent Chinese immigrants and established Chinese immigrants based on the literatures on the distinction of the immigrant behaviour before and after ten years. The following are the major findings.

Ethnic Identity and Acculturation

Figure: Ethnic Identity of Two Samples



Ethnic identity is one of the individual differences from Penaloza's Model (Penaloza, 1994) that influence the level of consumer acculturation. When immigrants move to another country, they retain their ethnic identity although they changed their citizenship. From the Figure (p 51) it showed that in the first group, there are 9 out of 15 of the respondents identified themselves as "Chinese"; 6 out of 15 identified themselves as "mixed" (Chinese-Canadian); and none of them identified themselves as "Canadian". In the other group, 7 out of 15 participants thought themselves as Chinese; 6 out of 15 identified themselves as "mix" (Chinese Canadian); and 2 out of 15 said

themselves as Canadian. Chinese immigrants who immigrated within the last ten years have a stronger ethnic identity to their original culture, reflecting a lower level of acculturation, an observation consistent with the findings of Penaloza (1994). Those who immigrated more than 10 years have a stronger level of acculturation.

When asked about which situational factors has the most impact on self-identification, most parents and children mentioned that they have different ethnic identity from their children and parents. The result of previous study showed that 25 out of 30 participants assumed their parents or children a different ethnic identity. *“I am a Canadian, but my parents are definitely Chinese. They will consider themselves Chinese too.”* Trump told the author. *“My kid is more Chinese-Canadian because she grown up here and has more Canadian friends. I consider myself still a Chinese.”* Lee mentioned. At the same time, most participants mentioned their social life with friends when asked *“why do you think you are Chinese/Chinese-Canadian/Canadian?”*

Parental ethnicity didn't influence the way I consider myself at all, I am a Canadian cause I grown up and went to schools in Canada. I made friends with similar background. I feel like they are more influential on the self ethnic identification because we are one similar group of people sharing similar culture background.(Sheldon)

As a result, peer influence plays more important role than parental influence on self ethnic identity.

The ethnic identity of Chinese immigrants is reflected in dining-out behaviours. People with a stronger Chinese identity (16 out of 30) eat out only at Chinese food restaurants and other similar Asian food restaurants. *“I'm definitely Chinese although I have been living here for 11 years. I preserved all my eating habits, I cooked Chinese food at home, and dine out at Chinese food restaurants even they are far away from my house.”* April said, *“I know I feel comfortable eating Chinese food and I know that I miss Chinese food all the time.”* Another respondent Katy said to the author that he liked spicy food because he came from southern China where people loved to eat

spicy food. *“There isn’t much spicy food chooses in western food restaurant and tastes really different. So I still eat out at Chinese food restaurants or some Thai food restaurants.”* Rose mentioned another important dining behaviour of Chinese, *“Chinese people like to have vegetable dishes, fried, stirred, and several other ways to be cooked. That’s the way we like to eat. But I found salad is almost the only way I can get vegetables in western food restaurants. So till now, I still like to eat at Chinese food restaurants, more vegetable choices.”*

By contrast, Trump, a university student, who identifies himself as Canadian said he never dines out in Chinese food restaurants because he considers steak, potato, burgers, and salads are what Canadian like to eat. *“As a Canadian, I should eat like a Canadian, and my friends don’t eat Chinese food, too.”* Such eating concerns influenced by friends also illustrates that the essential role that peer influence played.

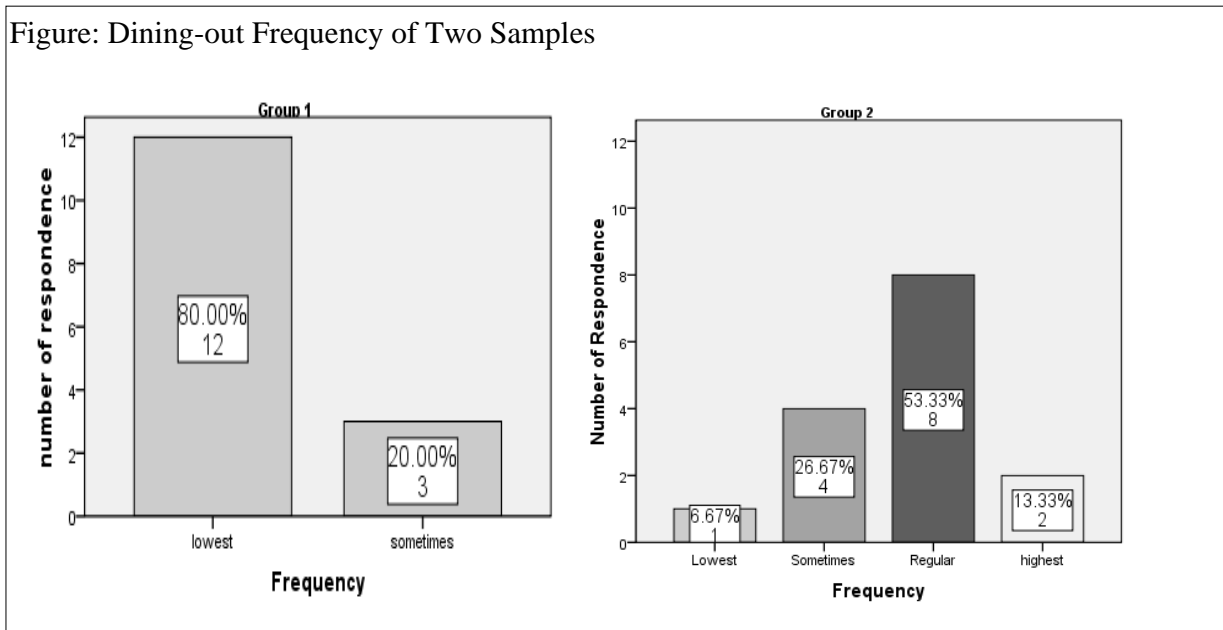
To sum up, the role of ethnic identity in the purchase of ethnic food has been examined in the study that Chinese immigrants who identified themselves as more Chinese has the highest levels of dine out in Chinese food restaurants, while ones considered themselves more Canadian consume more western food. As Carrus, *et al.* (2009) predicted, the highest levels of ethnic food purchasing behaviour were reported by high ethnic identifiers, while the lowest levels were reported by low ethnic identifiers.

Dining-out Frequency and Acculturation

SPSS 16.0 was employed to analyze the dining-out frequency of Chinese immigrants. The frequency answered by the participants ranged from 0 times per week to 14 times per week. After collapsing specific frequency into four categories, lowest frequency (0-3 times/week), sometimes (4-6 times/week), regular (7-10 times/ week), and highest frequency (11-14 times/ week), the results (Figure p 54) shows in Group One, 12 out of 15 of the respondents are in the lowest

frequency of dining-out, three respondents sometimes eat out. By contrast, there is only one participant of lowest frequency in Group Two, four participants sometimes dine out, 8 out of 15 are regularly dining-out, and finally two of the participants consume in restaurants nearly every day, which in the highest frequency categories.

Figure: Dining-out Frequency of Two Samples



In short, the data indicated that Chinese immigrants who lived in GTA for 10 ten years or less dine out more frequently in average than Chinese immigrants who immigrated more than 10 years ago. There are several factors that affect the frequency of dining-out, as noted by the respondents.

When asked about the most important elements that influence their decision-making for eating out, taste was the most important factor, followed by health consciousness, price, and hygienic condition of the restaurant, time limit, and location. Among the respondents in Group One, most of them are students and recent graduates, single, living by themselves in rental houses in GTA. Thus, they have no enough time to cook, or lack of cooking ability. *“I don’t know how to cook. I eat out every day, including the fast food consumed during lunch break for work.”* Lindy told the

interviewer, *“I dine out with different group of friends, mostly go to Chinese food restaurants because I like the Chinese food taste and more vegetable choices.”* By contrast, most respondents from Group Two preferred to cook at home, reducing the frequency of dining-out.

We still like cook bring lunchbox or cook and eat at home, as we did back in China years ago. ...I can't get full by salad and burgers and I really can't eat cheese. I doubt whether they wash thoroughly the vegetable and meat in Chinese food restaurant here, and the high fat and oil used in the dishes. So I prefer cook at home and eat less oily food. (Alex)

Roxy also added, *“As an old guy, I keep all the eating habits as before, cook at home and eat very little for every meal in order to keep healthy.”* These responses showed that people care health and like to keep their eating habits among established immigrants, while recent immigrants dine out more frequently because of the time limited for their meal break.

Another important finding of acculturation is the maintenance of people's preference for Asian cuisines among Chinese immigrants living in GTA. Asian cuisines such as Japanese, Korean, Thai, Vietnam, and especially Chinese food were strongly preferred by 29 out of 30 of the respondents. Cultural traditions and eating habits contribute to the maintenance of consumer acculturation outcomes as suggested by Penaloza's model (Penaloza, 1994). Twenty-eight of 30 of the respondents mentioned that they liked to dine out in Asian restaurants because the dishes taste similar to Chinese food: it is seen as healthier than fast food, and less expensive than steak or sea food restaurants.

Finally, whether or not ten years is a milestone of consumer acculturation to those participants, the study found that most respondents assumed that the acculturation process happened immediately after immigration, so that ten years is conservative. Most respondent could not reply

to these questions and therefore the lack of information showed the limitation of this study that the sample is not big enough to come to a conclusion.

*In my opinion, the acculturation process happened immediately after I immigrated here because I have to change and fit in this society. I have not thought about the exactly time for the huge change before, but I think it won't take ten years for a milestone."*Lee said.

Acculturation and Dining-out: Age at Immigration

The author found that during the interviews and process of data analysis, no significance distinctions between recent Chinese immigrants and established Chinese immigrants based on the ten years immigration. This might be due to the years of immigrants of the participants were close to ten years. However, there is an important factors found in this study, the age at immigration. This factor influenced the levels of acculturation more significantly than the length of immigration. Also, this finding was consistent with the literature of Berry's (1997) hypothesis. Individuals begin the acculturation process with a number of personal characteristics of both a demographic and social nature (Berry, 1997. p 17). Age, gender, education level, or living area will have impact on the result of different levels of acculturation from individual to individual. (*e.g.* higher education is predictive of lower stress on acculturation; richness might contribute to more frequency on dining-out behaviour) In particular age, people will have known relationship to the way acculturation processes. For example, Berry concluded that the process of acculturation generally goes smoothly if the process begins when a person is young (*e.g.*, prior to entry into primary school); the older youth often meet problems in the process; and acculturation is most difficult for people at old age. However, he could not explain the exact reasons for these conclusions but offered some hypotheses, such as personal adaptability to many circumstance is greatest during youth. Changing a lifetime of habits and attitudes of adult is much more difficult.

From the previous interviews of recent Chinese immigrants and established Chinese immigrants, there is an important finding that can explain similar phenomena of consumer acculturation and age-the impact of age at immigration is more important than the years that people have been immigrated.

From the personal background interviews, three groups of respondents were identified on the basis of age at immigration. Group A (20 respondents out of 30) indicates people who immigrated to Canada at early age (*e.g.*, came for schooling); Group B (8 out of 30) contains people who came here at middle age (*e.g.* came for working), the last one Group C (2 out of 30) refers people who came here at later life (*e.g.* came for retirement and family reunion).

Group A

The first group are Chinese immigrants who came to Canada at 1 to 29 years old. They attended Canadian schools and learned English since early life. This group has the highest level of acculturation in dining-out behaviour from which one can conclude: Chinese immigrants who came to Canada at early life have the highest level in consumer acculturation in dining-out as reflected in their regular consumption of both western and Chinese foods at restaurants.

There are several reasons for such behaviour. First, there is no language barrier for Chinese immigrants who immigrated at early life so that they have better adapted to society, making more local friends, and having more opportunities to choose various restaurants instead of only Chinese food restaurants than ones who immigrated at middle and older age. This group of people are normally attending local schools and universities after immigration so that the school life will also help them to adapt. *“I attend all my schools in here (Canada) so I make most Canadian friends. They influence my eating habits a lot so I like to dine out in local restaurants such as the*

steakhouse, burger restaurants, and other western food restaurants.” Trump, an 18 year old university student told the interviewee.

Before high school, I have no Chinese friends because I cannot speak Chinese. I ate out with friends at western food restaurants most of time. But when I went to university I met more Chinese colleagues and started to learn Chinese, so that I went to Chinese food restaurants and Japanese food restaurants a lot with my classmates. (Betty)

Therefore, peer influence plays an important role on dining-out behaviour among those Chinese immigrants who came here at early age. In addition, as Berry (1997) mentioned, it is true that personal adaptability is greatest at during youth. As a result, this group of people are easy to change their former eating habits to more Canadian eating habits than people at middle age or older age. Seth, a 23 year-old student who immigrated to Canada with his family when a young child said that his parents influenced his eating habits since by cooking Chinese dishes at home. *“My mom cooked Chinese food at home most of time when I was a kid. She definitely influenced the food I ate at that time.”* However, when he grown up and had the ability to dine out with friends at school, his eating habits changed immediately. He got to know western food and other Asian food and loved them very much. As a result, he dines not only in Chinese restaurants, but also other styles of restaurant while his family still keep their preference for Chinese food restaurants. *“It is hard for them to change because they have been used to Chinese food for so long. Their friends here are mostly Chinese immigrants with the similar background, so they still have the same food as they did in China.”* Seth mentioned.

Therefore, study indicated that Chinese immigrant who immigrated at early age has the highest acculturation level in dining-out.

Group B

The second group includes participants who immigrated to Canada for work in their 30s and 40s. Most of them immigrated with their companies and children in order to seek a better living environment for the family and higher quality of education for the children. These immigrants generally are skilled workers who have had a difficult time adapting to the new society because of the social-cultural difference and language barriers. They prefer to cook at home or go only to Chinese restaurants.

I have been living in China for so long that I cannot change my eating habits and culture traditions. So I made only Chinese friends and eat out at only Chinese food restaurants. But overall, I prefer to cook at home, just like I did in China. I have no idea with western food restaurants. I sometimes eat out at western food restaurants with my child or with my co-workers for socialized. I enjoyed the dining-out experience in western food restaurants but just consider it as fun—actually I cannot feel real full by western food. I'm still more comfortable eating Chinese food. (Johnny)

This group of Chinese immigrants has already fit in the working environment in Canada, having a stable job, no language different for work, and also have children go to Canadian school. They have their own social circles and a nearly fixed living style. Thus,

- 1) Those Chinese immigrants who immigrated at middle age dine out less frequently.
- 2) When they do dine out, they tend to choose Chinese restaurants exclusively.

One of the reasons is that they have to work during daytime and be responsible for the family after work, such as to do the household, cook for other family members, take care of the children, and so forth. Their dining-out behaviour occurs mostly on weekends with family, or occasionally with co-workers during weekday. *“My child’s eating habits influence me a lot since we immigrated here.”* A 45 year-old dad Alex told the interviewer, *“I eat out in western food restaurants with my child once or twice a week during weekends. I never tried food like steak and burger until my child*

brings me to the restaurants.” Stefani, a full-time working mother said that she also consumes at western food restaurants once or twice a week with her children because they like Canadian style food. “I will never consider of dining-out at steakhouse or pizza restaurant until my kid asked me to go with him. He is not old enough to go by himself.”

As a result, parental influence on dining-out behaviour plays a less important role on children’s dining habits. By contrast, children’s eating habits changes the way their parents eat out.

Group C

Only two respondents comprise the third group: people who immigrated to Canada in their 50s or 60s. One of them, Roxy, came to Canada to join his adult offspring after his retirement back in China. He lives at a nursing home in Mississauga with his wife, holding the Old Age Security Pension from the Government of Canada. “*Canada is our second motherland,*” Roxy said to the interviewer. He mentioned that he and his wife came to Canada for a better retirement environment and were very happy living here.

We are still identifying ourselves as Chinese because we lived nearly our whole lives in China and preserved cultural behaviour. But Canada treats us as the senior so well although we haven’t contribute to the society at all in our youth time. We appreciate the society so much and want to adapt as possible as we could. ...we cooked at home most of time because it’s more convenient for us who don’t speak English and are old. I sometimes go to nearby Chinese food restaurant with my wife. Because I have a senior club and we have social activities once a month. We choose to go to Chinese food buffet when going with group of people cause for healthy concern, it’s easier to choose vegetable dishes. Or else, it’s hard to order all the food people want from the menu.(Roxy)

However, In terms of the dining-out behaviour, he agrees that people who came here at later life are facing higher difficulty in the process of consumer acculturation. The difficulty in adapting leads to two tentative conclusions:

- 1) Chinese immigrants who immigrated at their older age prefer to go to Chinese food restaurants near their residence;
- 2) They like to go to Chinese restaurants that offer buffets when dining-out with group of people.

The reasons are clearly explained by both of the older participants: language barriers and health concerns. They claimed that because they got immigrated to Canada at older age, it was very difficult for them to learn a new language and to order dishes in English. Therefore, the seniors themselves rarely dine out in western restaurants alone but sometimes go with their children. Also, they prefer nearby Chinese restaurants so that they can walk there. It is also possible that people who immigrated in their later life like to go to Chinese restaurants that offer buffets when dining with group of people so they can choose more vegetable dishes for health reasons. In Chinese culture, it is crucial for the old to learn regimen, which means how to live longer. The old can choose the food and amount they want at Chinese food buffet. The most common way in eating habit is to eat less meat and more vegetables. For the old, they concern health much more important than the dining experience such as whether they are full for the meal, taste of the food, diversity of the dishes. Thus, when they came to Canada and faced less vegetable dishes options for western food, they stick to Chinese food and buffet when dine out with group of people so that they can pick the vegetable dishes as they want. When asked about the popularity of buffets, the participants also mentioned that the price for seniors is reasonable. *“Those buffet restaurants offer discount for seniors which attract us.”* Mandy said.

To sum up, age at immigration has an important impact on the level of consumer acculturation dining-out among Chinese immigrants. It results in the distinct dining-out characteristics among

three groups of participants: people who immigrated to Canada at early age; people who came here at middle age, and the one who came here at later life.

CHAPTER FIVE

DISCUSSIONS AND CONCLUSIONS

Discussions and Conclusions

The relationship between culture and consumer acculturation has been studied in this thesis on dining-out behaviour of Chinese living in GTA Canada. Certain items from Penaloza's model of consumer acculturation (Penaloza, 1994) were used as concepts in the context of two groups of participants: recent Chinese immigrants and established Chinese immigrants. By comparing them, similarities and differences in dining-out behaviour have been found.

Ethnic Identity and Food Purchasing

The study examined the role of ethnic identity in dining-out behaviour among Chinese immigrants living in GTA. Using Phinney, *et al.* (2001) classification on ethnic identity, the study found that 16 participants had a separated identity, that they had a strong Chinese ethnic identity but did not identify with Canadian culture. Twenty out of the 30 of the participants had an integrated identity, which means they owned a strong Chinese ethnic identity while also identified with the new society. Lastly, there were two participants who gave up Chinese ethnic identity and identified only with Canadian culture have the assimilated identity. There was no participant in the fourth category, "marginalized identity".

The result showed that the highest preference of Chinese ethnic food was reported by respondents who most strongly expressed their ethnic identity, while the lowest level was reported by those with the lowest ethnic identifiers. In other words, Chinese immigrants who consider themselves as more Chinese has the highest levels of dining-out in Chinese food restaurants, while ones considered themselves more Canadian consume more western-style food. Sixteen out of 30 participants who considered themselves as "*definitely Chinese*" preferred Chinese ethnic food

restaurants or Asian food restaurants, while two participants who claimed themselves as Canadian dined out in most local food restaurants.

In terms of situational factors, the study found that peer influence plays an important role on dining-out decision making, rather than parental influence. It is true that parents influenced the food they eat at childhood, however, when people grown up and had the ability to eat out by themselves, they had their new social-cultural surroundings for dining-out behaviour other than just family dining-out. As a result, friends played a large role in dining decisions. The presence of children also influenced parents' dining decisions. Chinese parents tended to increase their frequency of dining-out because they had to accompany their children, who were likely to dine out.

Dining-out Frequency

In order to explore how dining-out behaviour of recent Chinese immigrants differs from established Chinese immigrants, dining-out frequency was compared among two samples of participants. The study found that Chinese immigrants who lived in GTA for 10 years or less dine out more frequently on average than Chinese immigrants who immigrated more than 10 years ago.

The frequency of dining out given by thirty participants ranged from 0 times per week to 14 times per week. After collapsing it into four categories, lowest frequency (0-3 times/week), sometimes (4-6 times/week), regular (7-10 times/ week), and highest frequency (11-14 times/ week), the result shows that among recent Chinese immigrants, 12 out of 15 of the respondents were in the lowest frequency of dining-out, 3 respondents sometimes ate out. On the other hand, there was one participants of lowest frequency among established Chinese immigrants, 4 participants sometimes dined out, 8 out of 15 regularly dined out, and finally two of the participants were in the highest frequency categories.

However, the author did not find in the study whether or not ten-year is a milestone for immigrant acculturation as Beiser, *et al.* (1998) pointed. Most respondents said that they consider ten years too long as an acculturation period. Respondents suggested that assimilation happened right after they meet the difficulty in fitting the new society and the acculturation period was less than ten years. However, this finding might be an artefact of the specific personalities of the individuals interviewed.

Restaurant Information

The most important channel of gathering restaurant information among Chinese immigrants living in GTA was from friends and relatives. All 30 respondents mentioned that they recommend to and heard from friends or relatives about restaurants information including location, special dishes, price, dining environment, and so forth. When deciding where to dine out, people liked to ask friends and relatives first. The other important medium was the internet, official restaurants websites, and restaurant reviews. Only one of the participants referred to newspaper advertisements. None of respondents paid attention to advertisement on radio or television.

Culture Impact

When immigrants move to a new society, their consumer behaviour changes, so does their dining-out behaviour. Among factors that influence their level of acculturation, culture is the most important one. China has a long history of food that eating used to and still be the biggest thing in people's daily life. Having the largest population in the world, China contains of a large variety of food traditions and eating habits from north to south, west to east, since Chinese people from different provinces have different eating habits including how they eat, which food they eat, and with whom they eat. As population moves within China, there is a similarity that concluded by the

participant in this study that Chinese people like to try all different kind of food because they have long history of food.

Age at Immigration Matters

The author found a more interesting and important factors that influence more significantly than length of immigration, the age at immigration. As a result, based on Penaloza's Model (1994) of consumer acculturation, variable that influence the level of acculturation, age, has been found important in this study. The older they were at immigration, the more difficult they found the process of consumer acculturation in dining-out behaviour. Three groups of participants were identified. Group A contains twenty Chinese immigrants whose age at immigration range from 1 to 29 who came for schooling. Because they grown up in Canada, went to school in Canada, and made friends in Canada, they meet least difficulties in acculturation in dining-out, which turned out to be the highest adaption level in dining-out behaviour. The study of Group A also found that among factors that influenced decision making, peer influence played the most important role. Group B consists of eight respondents who came for work at their 30s and 40s. The study found that compared to Group A, they had less frequency of dining-out and are more likely to dine at Chinese food restaurants because they preserved some Chinese culture and eating traditions and have adapted only a little to Canadian society. However, Group C includes only two Chinese immigrants who came for retirement and family reunion. It observed that they have the lowest dining-out acculturation. Old age often carries challenges in learning a new language, getting access to restaurants, and adapting to new social surroundings. Therefore, the older immigrants liked to dine in nearby Chinese food restaurants. What is more, they nearly preserved all their former eating habits from China, and had not adapted to western-styled food. Further, in terms of meat and vegetable dish options, and for health reasons, older immigrants preferred Chinese food

buffets, which offers more choices of vegetable and other healthier food. In Chinese cuisine, there are several ways of cooking food, such as boiled, fried, deep-fried, stewed, and steamed. Among these, steamed, stewed and boiled meats or vegetables are comparatively lower in fat than fried versions of the same ingredients. As a result, seniors prefer dishes that are cooked in the above methods. Moreover, lower prices at buffets for seniors also contribute to their preference for buffets.

This finding is supported by Berry's study (1997) on immigration, acculturation, and adaptation. Berry concluded that when acculturation starts early, the process is generally smooth; if it begins in later life, there appears to be slower adaptation and higher levels of difficulty in the acculturation process. Similarly, for the target participants in this study, the older they were when they immigrated, the lower level of consumer acculturation in dining-out behaviour they had.

Marketing Implications

Regardless of the limitation of the small sample sizes in this study, there are some implications that these findings may have for marketing strategy. The increasing population of Chinese immigrants contributes to a variety of marketing opportunities. Based on Cui and Choudhury's nested approach to ethnic market segmentation (Cui & Choudhury, 2002), this study found behavioural factors including media usage, and consumption patterns play the most important role on dining-out behaviour of Chinese immigrants. This finding contributes to more accuracy of the targeted marketing strategy for both Chinese ethnic restaurant marketers and Canadian local restaurant marketers.

First, according to restaurant information gathering channels, this study found that word-of-mouth and the Internet are the preferred media by which Chinese immigrants get information on which restaurants to patronize. They largely ignore radio and television

advertisements. As a result, marketing promotion and programs should aim to the increase advertisements on the Internet rather than radio and television. For example, respondents said that they trust reviews on the Internet and they have some certain websites to go for restaurants information. Thus, marketing team should analyze the most viewed restaurants information website and maintain good comments on the reviews board. Also, coupons and restaurants' websites are popular with Internet viewers. Marketers could pay more attention to website design and increase promotion strategies on printable coupons to draw more new customers and keep old customers. This strategy is especially important for Canadian local restaurant marketers because respondents mentioned that they will consider price and food most important for Canadian local restaurants.

Second, among several factors that influence dining-out decision making, food quality is most important, followed by health consciousness, price, hygienic conditions of the restaurant, time required to travel to the restaurant, and location. Food quality relates to many factors such as the cook skills, the ingredient, food freshness, flavours, *etc.* However, individual taste preferences are also important. Therefore, restaurants should hire skilled cooks and higher quality of ingredient should be used at the same time in order to attract more customers. Having good reviews and reputations among Chinese immigrants will enhance success career among Chinese food restaurants. What is more, location to Chinese immigrants living in GTA is generally not a limitation for restaurant choice, but health consciousness and price are important. Chinese food restaurants located nearby or faraway from heavy Chinese immigrant residence area could increase their advertisements on the Internet in order to let more people know their locations and food.

Finally, the results suggest that the Chinese immigrant consumption pattern, including the link between ethnic identification and willingness to purchase in ethnical food restaurants might lead marketers to pursue identity-related strategies in the promotion of market goods. Marketers who want to understand consumers in a more detailed and comprehensive manner may find it useful to view ethnicity as a cause of consumption patterns, rather than simply as a correlate of item purchasing. (Hirschman, 1981)

CHAPTER SIX

LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

Limitations

Given the fact that the study was done with a small sample, the generalizability of the results is limited. Also, there is a high possibility that income might have a considerable effect on the relationship between acculturation and dining-out behaviour, however, this study did not include interview questions about annual income for the participants because of privacy concerns.

Further, this study examined only Chinese immigrants from mainland China. There might be big differences in dining-out behaviour and acculturation levels among Chinese immigrants born in Taiwan, Hong Kong, and Macao because people from these regions have been exposed to the influences of different cultures for a longer period of time, while people from mainland has just started to interact with foreigners since its Reform of Opening Policy in late 1970s.

Recommendations for Future Research

This study suggests that Chinese immigrants dining-out behaviours are closely associated with their ethnic culture, and their levels of acculturation. One of the Study Objects was to explore whether ten years is a milestone for immigrant's acculturation, which based on the statement of Beiser, *et al.* (1998) that "after the first ten years, immigrants' behaviour approximates those of the Canadian-born population". However, the result of this study showed that participants felt it took less than ten years for integration, although there was no agreement on the number of years required. This finding might be due to the limitation of study sample. Future work should be based on a larger sample with Chinese immigrants who were born in mainland China, Hong Kong, Taiwan, and Macao, because among established Chinese immigrants in Greater Toronto Area, there is a large population of Hong Kong and Taiwan origins, who have contributed to local and

ethnic business for years. Also, the study found that age at immigrations is very important, it would be useful to explore a larger number of age groups among recent and established Chinese immigrants, instead of dividing the sample by length of immigration.

Another recommendation for future study is further exploration of ethnic identity. Ethnicity and ethnic identity have been studied by scholars for years and reported to be significant in terms of consumer behaviour. They are directly related to the cultural impact and consumer acculturation on immigrant consumption and dining-out behaviour. This study employed semi-structured interviews and examined self-identification of ethnicity to thirty participants. It will be particularly interesting to conduct research using both the revised scale by Phinney (1992) which based on the Multi-group Ethnic Identity Measure (MEIM) Scale of Roberts, *et al.* (1999) and semi-structured interviews to participants.

Future, this study could give some future thought on the impact of dining-out behaviour when ethnic group tourists traveling in Canada. For example, future research could study on marketing strategies of local and ethnic restaurant marketers targeting Chinese ethnic tourists, and to explore the impact of culture of Chinese tourists on behaviour involving culinary tourism.

Finally, this study was conducted from sociological approach. Future research could explore more variables in individual differences such as different personalities and motivations of dining-out by using psychological approach, or to explore the economic impacts from economic perspectives.

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APPENDICES

Appendix A

Telephone Script

P = Potential Participant; I = Interviewer

I - May I please speak to [name of potential participant]?

P - Hello, [name of potential participant] speaking. How may I help you?

I - My name is Christina (Tianmu Yang) and I am a Master student in the department of Recreation and Leisure Studies at the University of Waterloo. I am currently conducting research under the supervision of Dr. Stephen Smith on investigation of dining out behaviour of Chinese immigrants living in the Greater Toronto Area. As part of my thesis research, I am conducting interviews with Chinese immigrants living in the GTA to discover the culture influence on their dining out behaviour, and to explore whether ten years of residence makes a difference in restaurant and other dining out choices.

Before giving you more information, I would like to confirm with you if you meet our study criteria. We are looking for two groups of Chinese immigrants from mainland China. One is living in Canada ten years or less, the other is living in Canada for more than ten years. They must be living in the Greater Toronto Area since immigration. Well, I was wondering which group are you belonging to?

P- Sorry, I am not the person you are looking for.

OR

P- Yes, I have been immigrated for (the number) years.

I- Ok, thank you. (Classify this participant to group 1 or 2)

As you played a key role in this study, I would like to speak with you about your eating habits, restaurant preferences, and other information about daily dining out behaviour. Is this a convenient time to give you further information about the interviews?

P - No, could you call back later (agree on a more convenient time to call person back).

OR

P - Yes, could you provide me with some more information regarding the interviews you will be conducting?

I - Background Information:

- I will be undertaking interviews starting in October 15th.
- The interview would last about 30-45 minutes and would be arranged for a time convenient to your schedule.
- Involvement in this interview is entirely voluntary and there are no known or anticipated risks to participation in this study.
- The questions are quite general (for example, how often do you eat out?).
- You may decline to answer any of the interview questions you do not wish to answer and may terminate the interview at any time.
- With your permission, the interview will be tape-recorded to facilitate collection of information, and later transcribed for analysis.
- All information you provide will be considered confidential.
- The data collected will be kept in a secure location and disposed of in 2 years time.
- If you have any questions regarding this study, or would like additional information to assist you in reaching a decision about participation, please feel free to contact Stephen Smith at 519-888-4567, Ext. 84045
- I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision about participation is yours. Should you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes in the Office of Research Ethics at 519-888-4567, Ext. 36005 or ssykes@uwaterloo.ca.
- After all of the data have been analyzed, you will receive an executive summary of the research results if you ask for it.

With your permission, I would like to email/fax you a consent letter which has all of these details along with contact names and numbers on it to help assist you in making a decision about your participation in this study.

P - No thank you.

OR

P - Sure (get contact information from potential participant i.e., email address/fax number).

I - Thank you very much for your time. May I call you in 2 or 3 days to see if you are interested in being interviewed? Once again, if you have any questions or concerns please do not hesitate to contact me at my research office number 519-888-4567 ext. 84045.

P - Good-bye.

I - Good-bye.

Appendix B

Information Letter

University of Waterloo

Date

Dear (*insert participant's name*):

This letter is an invitation to consider participating in a study I am conducting as part of my Master's degree in the Department of Recreation and Leisure Studies at the University of Waterloo under the supervision of Professor Stephen L. J. Smith. I would like to provide you with more information about this project and what your involvement would entail if you decide to take part.

Over the years, the interaction between culture and consumption has become an important research area in a number of fields including consumer behaviour, marketing, and ethnic studies. When people move to a different cultural environment, their consumer behaviours often changed. This type of change in consumption is referred to as consumer acculturation. As an important expression of culture, the dining-out behaviour of immigrants may provide insights into how immigrants adapt to their new culture. The purpose of this study, therefore, is to investigate consumer acculturation in dining out behaviour.

The study will focus on the comparison of the dining out behaviour between recent Chinese immigrants (who have been living in Canada for ten years or less) and established Chinese immigrants (who have been living in Canada for more than ten years) living in the Greater Toronto Area. I am interested in exploring how Chinese immigrant culture influences dining out behaviour when they moved to Canada, and whether ten years of residence makes a difference in restaurant and other dining choices. I would like to include you as one of the participants in my study. Because you are actively involved in the life in the Greater Toronto Area, you are well-suited to speak to the various issues, such as eating habits, restaurant preferences, and other information about restaurant consumption behaviours.

Participation in this study is voluntary. It will involve an interview of approximately 30 to 45 minutes in a place mutually agreed upon, and in your preferred language (English or Mandarin Chinese). You may decline to answer any of the interview questions if you so wish during the course of the interview. Further, you may decide to withdraw from this study at any time without any negative consequences. With your permission, I will audio-record the interview to facilitate the interview, and later transcribed for analysis. However, should you prefer, I will make handwritten notes during the interview only.

Shortly after the interview has been completed, I will send you a copy of the transcript or my notes to give you an opportunity to confirm the accuracy of our conversation and to add or clarify any points that you wish. All information you provide will be completely confidential. Your name will not appear in any thesis or report resulting from this study, however, with your permission anonymous quotations may be used. Data collected during this study will be retained for 2 years in a locked office in my supervisor's office in the BMH- 2109 at University of Waterloo. Only

researchers associated with this project will have access. All electronic data on the student researcher's personal computer will be password protected for security of the information. There are no known or anticipated risks to you as a participant in this study. After 2 years, the audio-recordings, paper records, and electronic data will be confidentially erased and destroyed.

If you have any questions regarding this study, or would like additional information to assist you in reaching a decision about participation, please contact me at 647-995-5410 or by email at t22yang@uwaterloo.ca. You can also contact my supervisor, Professor Stephen L. J. Smith at 519-888-4567 ext. 84045 or email sjsmith@healthy.uwaterloo.ca.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at 519-888-4567 Ext. 36005 or ssykes@uwaterloo.ca.

I hope that the results of my study will be of benefit to Chinese ethnic restaurant marketers and local restaurant marketers when they develop their marketing strategies to Chinese immigrants, as well as to the broader research community.

I very much look forward to speaking with you and thank you in advance for your assistance in this project.

Yours Sincerely,

Christina Tianmu Yang, MA Graduate Student

Department of Recreation and Leisure Studies

University of Waterloo

t22yang@uwaterloo.ca

Consent Form

I have read the information presented in the information letter about a study being conducted by Tianmu Yang of the Department of Recreation and Leisure Studies at the University of Waterloo under the supervision of Dr. Stephen Smith. I have had the opportunity to ask any questions related to this study, to receive satisfactory answers to my questions, and any additional details I wanted.

I am aware that I have the option of allowing my interview to be audio recorded to ensure an accurate recording of my responses.

I am also aware that excerpts from the interview may be included in the thesis and/or publications to come from this research, with the understanding that the quotations will be anonymous.

I was informed that I may withdraw my consent at any time without penalty by advising the researcher.

This project has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. I was informed that if I have any comments or concerns resulting from my participation in this study, I may contact the Director, Office of Research Ethics at 519-888-4567 ext. 36005.

With full knowledge of all foregoing, I agree, of my own free will, to participate in this study.

YES NO

I agree to have my interview audio recorded.

YES NO

I agree to the use of anonymous quotations in any thesis or publication that comes of this research.

YES NO

Participant Name: _____ (Please print)

Participant Signature: _____

Witness Name: _____ (Please print)

Witness Signature: _____

Date: _____

Appendix C

Feedback Letter

University of Waterloo

Date

Dear (*Insert Name of Participant*),

I would like to thank you for your participation in this study. As a reminder, the purpose of this study is to investigate consumer acculturation in dining out behaviour by comparing recent Chinese immigrants (who have been living in Canada for ten years or less) and established Chinese immigrants living in the Greater Toronto Area in Canada.

The data collected during interviews will contribute to a better understanding of culture impact on the way Chinese immigrants dining out in the Greater Toronto Area and a practical implication of marketing strategies for Chinese ethnic restaurants and Canadian restaurants.

Please remember that any data pertaining to you as an individual participant will be kept confidential. Once all the data are collected and analyzed for this project, I plan on sharing this information with the research community through seminars, conferences, presentations, and journal articles. If you are interested in receiving more information regarding the results of this study, or if you have any questions or concerns, please contact me at either the phone number or email address listed at the bottom of the page. If you would like a summary of the results, please let me know now by providing me with your email address. I will offer an executive summary of the report if you ask for it. The study is expected to be completed by July, 2010.

As with all University of Waterloo projects involving human participants, this project was reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo. Should you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes in the Office of Research Ethics at 519-888-4567, Ext., 36005 or ssykes@uwaterloo.ca.

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