Ethno Marketing in Germany

Bernd Waldeck[*] and Carla von Gosen[♦]

1 Introduction

More and more European enterprises recognize that the needs of fellow citizens from other cultures must not be neglected. Recognizing this, understanding and responding to existing cultural differences is the basis for ethno marketing. Importance and different aspects of ethno marketing in Germany will be presented.

2 Background

2.1. Groups of foreigners in Germany

In 2006 6.76 m. foreigners lived in Germany. With a total population of 82.5 m. people this accounts to roughly 8%.[21] The exact recording of foreigners living in Germany isn't an easy task. Do we cover only persons with a foreign citizenship or do we include people with dual citizenship? What about people who have been naturalized and hold a German passport only? They are lodged in the statistics as Germans, however retain the culture of their native country. If we look at people with one foreign citizenship only, then we find fellow citizens from the most various countries of origin.

Caused by the economic upturn in the early sixties, Germany experienced an enormous inflow of foreign workers. In those days the idea was that these foreign workers would only stay in Germany for a limited period of time. However, many of them remained in Germany or returned to Germany after a short stay in the "old" native country because they hoped for better opportunities than in the often economically weaker country of origin. In addition, family reunions contributed to an increasing number of foreigners living in Germany. In the years 2002-2005 about 540.000 people were naturalized in Germany, more than 39% of these came from Turkey.[21]

2.2 Culture

2.2.1 Definition

Culture 'provides people with a meaningful context in which to meet, to think about themselves and face the outer world'.[22, p.24] Hofstede defined culture as 'the way in which a group of people solves problems and reconciles dilemmas.'[8] The way we perceive the world around us, the way we think and act, our norms and values are determined by the culture in which we live and which we think about as normal. This system is learned by us and handed down from generation to generation.

But culture can also be represented as a collection of various elements like language, buildings, religion, closing, food etc.

In connection with this, another three concepts shall be defined, viz., "subculture", "ethnic groups" and "multicultural society". A subculture merely refers to a part of the society while culture refers to the whole society. Subcultures are "groups of people with value systems that are based on common experiences of life".[12, p.305] At this a subculture cannot be different only in nationality. It can also be a group of another race or religion. Even the group of Star Trek fans in a society form their own small subculture.[13, p.319] Subcultures are, among others, ethnic minorities. The Spanish speaking population in the United

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[*] Dr. sc.pol.; Professor in Marketing at the University of Applied Sciences at Kiel, Germany
[♦] BA; Master Student at the University of Applied Sciences at Kiel, Germany

States is a particularly large subculture or ethnic group. But also the population of Turkish origin in Germany represents an ethnic group or subculture. "Ethnic" means "belonging to a language and culturally uniform group". Members of an ethnic group strongly feel affiliated with their culture, since they don't live in their native country. Often they disassociate themselves from the culture of the society in which they live. They often continue to use their mother tongue or seek contact preferably with members from their own culture. A multicultural society doesn't only arise by the fact that ethnic groups or subcultures are there. For a multicultural society it is necessary that the cultures "mix". Different cultures simultaneously have an effect on each other. Ethnic groups create a cultural variety by the fact that they contribute to and actively change the culture of the society they live in. "Doner huts", Chinese restaurants, and pizzerias belong to Germany's culinary landscape now, and you cannot think about a Germany without them anymore.[25, p.18]

2.2.2 The influence of culture on consumer behavior

Culture (mostly unconsciously) molds the behavior of every human being. This also includes consumer behavior.

Many cultural elements which can be different form culture to culture can exert a strong influence on consumer behavior. Language, religion, values and symbols shall be considered here.

Language is an extremely essential component of culture. And, indeed, it influences consumer behavior. If the consumer doesn't understand the product specification, he or she won't buy the product. It is just the same with advertising. If the consumer doesn't understand the advertising message due to language barriers, he or she doesn't get attentive. Religion influences consumer behavior of people because it sets limits. The consumption of pork is forbidden for Muslims. For Christians Easter and Christmas are reasons for the consumption of certain food and thus have a fairly strong influence on consumer behavior. [25, p.33]

Values which are part of a culture influence the whole behavior of people. E.g., a strong urge for safety can result in rebuying the same well known products. Safety, as a cultural value may increase the consumption of branded goods.

Symbols of a culture can have a stimulating as well as a repelling affect on consumer behavior. Colors of product packagings should not be chosen so that they trigger negative associations with the consumer. The same applies to brand names or advertising slogans.

3 Ethno-Marketing

3.1 The Concept

Ethno marketing means differentiated marketing with respect to the cultural origin of the target groups. Cultural minorities that live in a certain country will be targeted with a tailored marketing mix. It is important to separate this concept clearly from the concept of intercultural marketing. Ethno marketing refers to the cultural differences which appear within a country. [11, p.207] Intercultural marketing on the other hand tries to find culturally homogeneous country markets. This means that different countries are combined to cultural clusters and targeted with the same marketing mix. Intercultural marketing therefore refers to many country markets which are screened for cultural homogeneity. [11, p.206]

But why should we include another target group into our marketing planning with the help of ethno marketing? Senior citizens, children, teenagers, housewives ... don't we have enough target groups (market segments) yet, to which marketing must be tailored? The reason is that there hardly is another market segment in Germany that grows so heavily and gains importance like the ethnic minorities. It is expected that the number of foreign

citizens will increase from approximately 7 m. in 2006 to over 9.5 m. in 2010. This would correspond to an increase of 18% compared to 2001. [6] The statement that the foreign workers are only on their journey through and that they are only carrying parts of their income to their native countries has never been correct. Subcultures in a society do usually have an extremely strong spending power. The spending power of the Turkish population in Germany amounts to € 16.9 billion. [26]

The group of ethnic minorities represents economically promising target groups, and today's economic situation in Germany calls for addressing of new market segments. Population studies show that in 2050 there will be more people over 60 years of age than less than 15 years. Marketing must adapt to this development. Some years ago marketing for children and teenagers was en vogue. In the future marketing will have to focus on senior citizens. [6] Immigration of young foreign workers will increase when not enough junior employees come from the own country. This target group of ethnic minorities will increase in the future.

3.2 Target groups

Ethno marketing means to address target groups from other cultures. Ethnic groups or subcultures within a country hereby become target groups. It is certainly important that the selected target groups are of a certain size so that marketing measures can be profitable. The next figure shows the distribution of ethnic groups in Germany. (The number of Russian speaking citizens is an estimate because no official figures are available.)

Figure 1: Ethnic target groups in Germany 2005 (in million) [21]
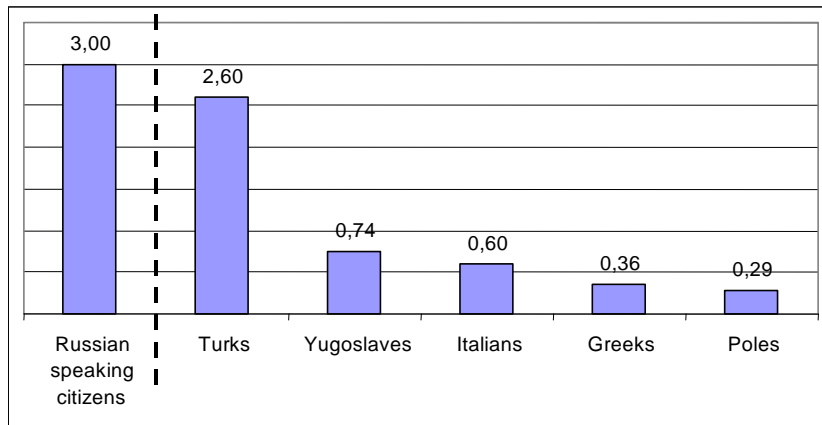
Due to these numbers two target groups come into consideration in Germany: the Turkish and the Russian speaking citizens.

3.2.1 Turks living in Germany

In 2005 the Turkish population amounted to 2.6 m. in Germany. This means that more than 3% of the total population of Germany are of Turkish descent and that the Turks are the largest foreign section of the population in Germany. Labelling of this group isn't easy since many names can be found here. There are people with exclusively Turkish citizenship, there others with dual citizenship, and a third group with only a German passport. People born in Germany are "Germans". Thus, people born in Turkey but living in Germany are "Turks", "Turkish citizens", TIGs (Turks in Germany) or German Turks. The citizenship isn't important in this case since they all share the same cultural (Turkish) background regardless whether they have a Turkish or a German passport.

Turkish households are larger in comparison with their German counterparts. While German families consist of 2.2 persons on the average, the average family size of the German Turks is 4 persons. [26]

A comparison of households with five and more persons makes this even clearer. In Germany there are about 30% of Turkish households but only 5% of German households with five and more persons. [3] Family and children do have another importance in Turkey than in Germany. To have children and to care for a family is not a question of the financial situation or present circumstances - it is natural. The age distribution of the German Turks shows that these are distinctively younger than the German citizens. This also becomes obvious in a comparison of the group of children less than 6 years of age. With 11.9% the TIGs show a notably higher rate than the German with 5.9%.[3] See the following figure.

Figure 2: Comparison of the German Turkish and German age structures (2006)
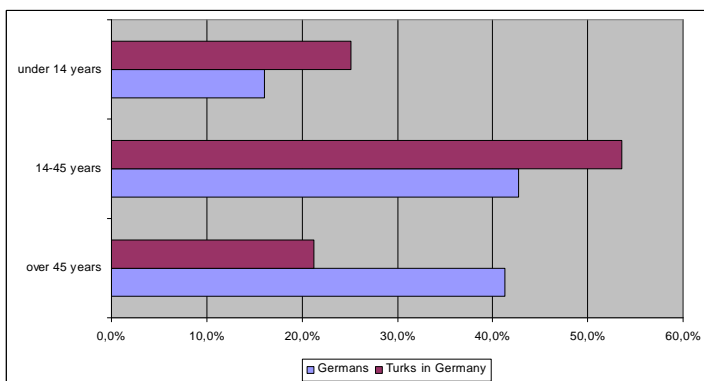
Three generations can be identified within the group of the German Turks:

Table 1: Three generations of Turks in Germany [23]

	1. Generation	2. Generation	3. Generation
Age	> 45 years	20 - 45 years	< 20 years
Integration Level	low	high	high
German language proficiency	bad	medium	good
Education Level	low	high	high
Bonds with Turkey	close	medium	loose
Consumer Behavior	economical	critical	consumption-driven

Turks aged 45 and older belong to the first generation. These are the former immigrants who came as foreign workers many years ago. They form the smallest group and account for 10% of the German Turkish population.[15] Bonds with Turkey are still very close in this group. Due to their low level of German language proficiency and their close bonds with Turkey their integration into the German society is on a low level.[19, p.61] In addition, these former foreign workers stand out due to their economical consumer behaviour. Their original intention was to stay in Germany for a limited time only. They came to Germany about 40 years ago, left their families behind which they financially supported from Germany. They led very thrifty lives in the host country. Only after family reunion in Germany the lifestyle of the first generation gradually changed.[25, p.18]

In many cases the second and largest group (aged 20-45) live between two cultures. They are integrated into the German society to a greater or lesser extent and they speak German as well as Turkish. Usually, members of this group are flexible, dynamic but also critical consumers.[23]

The third generation was already born in Germany. They speak German fluently and usually know Turkey only from journeys or from stories told by the older generations. Members of this group are brand oriented and very consumption-driven.[23]

We can talk of the tradition-conscious first generation, the advancement-oriented second generation, and the trend-setting third generation.[20] Although not perfect, this division into three generations is a good approach to categorize this large target group of German Turks.

Which marketing channels should be used to reach the Turks in Germany? For the Turks living in Germany media play a great role. They are more audio-visual and prefer television to newspapers.

81.1% of the TIGs read the daily newspaper and 98.3% watch TV daily. However, 66.6% of the newspaper readers prefer Turkish reports. 40% watch Turkish TV channels only and 53% predominantly watch Turkish TV channels.[23] In order to reach the Turks in Germany by advertising it does not make sense to use the German media but the Turkish media which are even cheaper than their German counterparts.[15] Which language should be used in advertising? Although many Turks who live in Germany master the German language fairly well, an advertisement in their one language would certainly much more appeal to them. The identification with their mother country, Turkey, is always present and advertisements in Turkish will not only be perceived but also be internalized.[18] Advertising does have another meaning for TIGs than for Germans. In German households people would fetch another beer or engage in other activities during the advert break. The Turks on the other hand use advertising as a source of information. Therefore, advertising targeting them must be informative and trustworthy at the same time.[1]

The German Turks are regarded as consumption-driven and more than the half of them attach more importance on the brand than on the price.[15] The Turks in Germany also like to get mail.[15] In other words direct mailing would be an appropriate channel to this market segment.

3.2.2 Russian speaking citizens

Another interesting ethnic target group could be the segment of Russian speaking citizens in Germany which up to date has hardly enjoyed much attention. Since many of them do have German citizenship they are registered as Germans in the statistics. It is a fact, however, that many of them master the German language only very badly and cannot leave their native Russian culture behind. Therefore, this target group is very susceptible to marketing measures that are culturally tailored to their needs. Being officially Germans there is only an estimate of the size of the Russian speaking population in Germany. A realistic estimate amounts to 3 m. This group of citizens consists of so called late emigrants (who are descendents of Germans who came to Russia in the times of Katharina the Great), Jewish emigrants from Russia, and people who came to Germany to work, to marry or to study.[9]

Figure 3: The Russian Speaking Population in Germany [9]
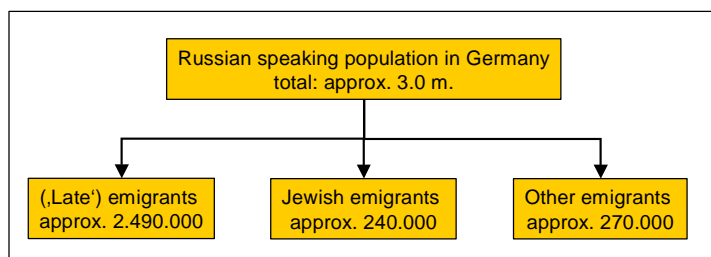
Like the group of German Turks, the target group of Russian speaking people is younger compared to the Germans. The segment aged 20–40 accounts for 35%.[9] The spending power of this target group is estimated at approximately € 18 billion. Unlike the TIGs the Russian speaking citizens prefer newspapers to television and get information rather by reading than by watching TV. There are 40 different Russian newspapers and magazines in Germany [17], which, among other reasons, is due to the fact that most of the citizens with Russian background do not master the German language well enough (to comprehend advertising messages). But even if their German language power is advanced enough, an advertising message reaches its emotional effect better in the native dialect.

3.3 Market Segmentation

Ethno marketing means to target ethnic or cultural minorities in a country by a marketing specifically tailored to their needs. Ethno marketing thus is target group marketing, based on market segmentation. A problem that may arise in ethno marketing is the necessary size of a market segment required for economic reasons. Ethnic groups often represent only a very small percentage of the total population in a country. Even if all other criteria for a market segmentation are given profitability should be feasible. In many countries, however, ethno marketing is no option because of the lack of the required size of the ethnic groups.

Market segmentation consists of the determination of segments as well as establishing a segment profile. With ethno marketing consumer profiling may represent a risk. Wrong or superficial knowledge about the attributes and needs of a segment may entail an insufficient communication with the target group. Cultural peculiarities are difficult to discern and in many marketing departments the knowledge about ethnic groups is not given.

3.4 Ethno marketing in other countries

Ethno marketing isn't a new idea. It can be found in other European countries like the UK and Switzerland where for a long time various cultural groups are part of the picture. With respect to ethno marketing, however, the USA has the longest history.

3.4.1 Hispanic marketing in the USA

The Spanish speaking population (alias Latinos or Hispanics) is the fastest growing ethnic group in the USA. With 40.4 m. people in 2004 the Hispanics accounted for 13% of the US population.[24] According to estimates the Spanish speaking population in the USA will account for 25% of the total population in 2050. With respect to these figures this ethnic group represents a considerable potential for ethno marketing. It has to be taken into account, however, that this group does not represent a completely homogeneous segment. Cubans, Mexicans, Puerto Ricans are part of the Hispanics just like Dominicans as well as people from South America. The different nationalities bring with them different cultures and therefore different attitudes and values. However, all Hispanics share some common values which are of great importance for marketing strategies. For instance, the family plays an extremely important role in their lives. They consider the quality of products as very important and demonstrate high brand loyalty. [14, p.176] In the USA there is a fully developed media network for the Hispanics with TV and radio stations as well as print media which makes it easy to communicate with this group.[16, p.33]

Companies in the USA have long since recognized the increasing Spanish speaking population as a profitable market. Procter & Gamble, e.g., established a bilingual team in order to be able to better cater to the needs of the Hispanics. Supermarket chains equip their shelves with Spanish labels. Some years ago, one supermarket chain, Kroeger's, introduced a private label named "Buena Comida" meaning "good food" in English.

Lessons learned in the USA with respect to ethno marketing and the respective strategies of companies in that country cannot be transferred to the German market on a 1-to-1 basis. For instance, the share of the ethnic groups in the total population is fundamentally larger in the USA than in Germany:

Table 2: Share of ethnic groups in total population [24][21]

	Largest ethnic group (in million)	Total population (in million)	Percentage of total population
USA	40.4	298.5	13.5
Germany	2.6	82.5	3.8

3.4.2 African-American marketing in the USA

The 36 m. African-Americans also represent a large subculture in the USA [2] and do have a strong influence on the US society. With respect to areas like fashion, entertainment, or music the latest trends often arise in the African-American subculture(s).

Ethno marketing aiming at African-Americans stands out from the other forms of ethno marketing like Hispanic marketing or marketing for German Turks. As mentioned above, other ethnic groups (Hispanics or the German Turks) do have their own media networks through which they can be communicated with. The African-American basically use the same media as the majority of the US-Americans. Since they speak English they don't have to be addressed in another language. Nonetheless, it is necessary to give special attention to this section of the US population with respect to marketing.

In addition, the USA is a country whose history is a history of immigrants and where the most various cultures long since coexist. This is mirrored by the acceptance of ethno marketing. In Germany, on the other hand, ethno marketing is still new and its future depends on the acceptance by suppliers and customers.

3.5 First ethno marketing examples in Germany

There are already some examples of ethno marketing in Germany, mainly with respect to the German Turks. In 1987 Thomae, a pharmaceutical company, advertised its pain ointment for Turkish factory workers. With messages in Turkish they addressed Turkish assembly-line workers who suffered from back pains. [11, p.216]

Since the mid nineties Mercedes Benz advertises its products for Turks living in Germany. The fact that every fifth Turk in Germany drives a Mercedes (only every seventeenth German owns such a model) motivated Mercedes Benz to study the brand awareness of the German Turks. With the Turkish population in Germany the brand 'Mercedes Benz' ranks very high. Mercedes Benz has recognized this and addresses the German Turks with commercials in Turkish. It all started in areas with a large Turkish population where Mercedes Benz employed Turkish speaking sales people. This happened to let a family atmosphere arise and to respond to the culturally different customer needs of the German Turks. Justified by the success of these measures classic advertising was started: a Turkish hotline, leaflets as well as mailings.[18] An advertising agency developed commercials for Mercedes Benz that are broadcasted by Turkish TV stations.

Mobile communications supplier o.tel.o was extremely successful with a campaign which referred to the native country rootedness of the Turks living in Germany. For every new customer o.tel.o promised to plant a tree in an erosion threatened area in Turkey. The "o.tel.o. forest" is located near Ankara and counts more than 220.000 trees.[15] Successful advertising arouses emotions. This was exactly what this campaign did and made it so successful.

People with roots in other countries prefer to take long lasting long-distance calls. o.tel.o is not the only telephone supplier who targets ethnic groups. German Telekom also offers favorable rates for calls to Turkey. On its home page mobile communications supplier O2 offers a custom-tailored service for Turks in Germany in cooperation with the Turkish on-line platform "Vaybee". Mobile communications supplier Eplus designed a brand of its own, "Ay Yildiz", to target the segment of German Turks.

This list of examples can be continued, although not every attempt to target ethnic minorities in Germany was successful. Maggi, a Neslé subsidiary, advertised its packaged spices especially for Turks. However, Turks do prefer fresh products and this campaign failed.[15]

Once, domestic appliance supplier Siemens wished its Turkish customers a merry Christmas using Turkish media. Siemens, however, failed to realize the culture factor. Since most of the Turks are Muslims this campaign did not receive much attention and missed its target.[15]

3.6 Ethno Marketing: Opportunities and Threats

Opportunities:
Ethnic minorities in Germany represent heavily growing target groups. In the future more and more workforces will come to Germany from abroad since the German population grows older and will increasingly dependent on foreign workforces.

The families of foreign citizens in Germany are larger and younger than their German counterparts. Specifically, the segment of people aged 15-45 which is particularly susceptible to marketing efforts experiences a growing imbalance. 53.6% of the foreign citizens and only 42.7% of the Germans are found in this age bracket.[3]

The ethnic minorities in Germany represent a good potential for ethno marketing. On the average they demonstrate high brand awareness, susceptibility to advertising messages, and high spending power.

The two largest ethnic minorities in Germany, the Turkish and Russian speaking population, have access to fully developed media networks which can be used for marketing campaigns targeting these segments.

Threats:
Target groups must exceed a critical size in order to render marketing measures worthwhile. With many ethnic minorities in Germany this is not the case. The Polish population, e.g., currently accounts for only 0.4% of the total population in Germany.[21] At the moment only the German Turks and the Russian speaking population can be considered reasonable target groups.

Another problem is given by the geographical distribution of the ethnic groups within Germany. With the exception of the Turks in Berlin the foreign citizens are more or less evenly distributed all over the country. [25, p.12]

A further risk may be insufficient knowledge about the cultural peculiarities of the select target group. If the cultural aspects (the cultural differences) are not sufficiently attended to it is likely to happen that people of the target group are deterred. The simple translation of a German advertising message into the other language may gain a similar effect. Also, cultural aspects like symbols or colors can easily be disregarded and may trigger negative associations with the target group.[18]

Insufficient information about the chosen target group can lead to a wrongful generalization of habits and needs of the ethnic group. The group of the German Turks may seem

homogeneous at first sight but probably is just as heterogeneous as the German population, justifying additional segmentation with respect to age, income, buying behavior etc. [4, p.68]
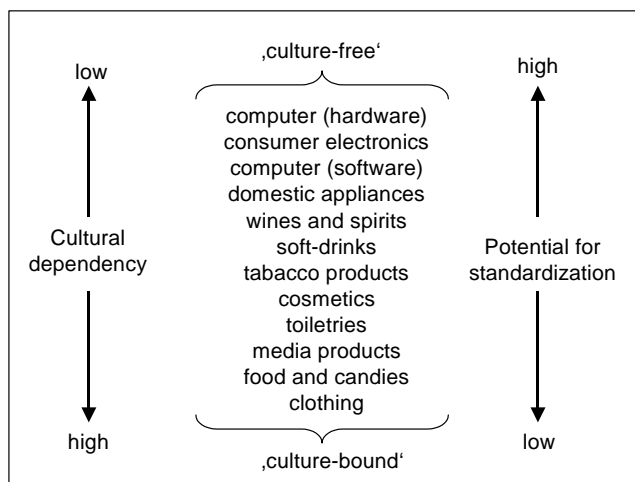
The given opportunities and threats show that ethno marketing has got a great potential but also that prerequisites but must be checked carefully.

4 Some Recommendations

Product policy:
Before a firm gets involved in ethno marketing it should check the respective suitability of its products because products show different degrees of cultural dependency. Figure 4 gives an overview.

Figure 4: Cultural dependency of products [10]

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              ,culture-free'
   low                            high
    ↑                              ↑
    |      computer (hardware)     |
    |      consumer electronics    |
    |      computer (software)     |
 Cultural    domestic appliances    Potential for
dependency    wines and spirits    standardization
    |          soft-drinks         |
    |        tabacco products      |
    |           cosmetics          |
    |           toiletries         |
    |         media products       |
    |        food and candies      |
    ↓            clothing          ↓
  high                            low
              ,culture-bound'
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In this figure standardization means that a product may be sold to different markets without modification due to cultural reasons.

Cultural dependency has a close relationship with tradition. Culturally dependent products often do have a long tradition and are thus part of the cultural identity. E.g., clothing or food are visible features of a culture and are features which distinguish one culture form another. Culture-free products satisfy the same needs independent of the respective country. [11, p.555]

In ethno marketing special attention should be paid to cultural influences on brand names and packaging design. Brand name should meet tree requirements: 1. they should easily be pronounceable, 2. have a positive meaning, and 3. should sound well. It is also these three features which distinguish languages from each other. The brand name should be understood and be pronounceable by the target group. However, even more important than phonetics (pronunciation) are semantics (meaning and association). The brand name must not provoke negative associations with the target group. This may happen for brand names which have various meanings in other languages. Unilever named a soap "Le Sancy." This means "death over you" in some Asian dialects, a connection which certainly was not wanted. As a third feature the morphology of a language describes the length of words. It gives information about the fact that in a language short or long words and thus short or long brand names are preferred. [11, p.597] When it comes to packaging and product design it should be kept in mind that the chosen colors and/or symbols should not trigger any negative associations with the target group due to the cultural background.

Customer service is also part of product policy. Often customers would like to obtain information about the product prior to the purchase. They ask for leaflets and after sales service. In ethno marketing these services should be offered in the mother tongue of the target group. Very often it is utmost important to meet the information needs of the target group since otherwise marketing efforts will remain unsuccessful. E.g., a website or hotline in the language of the target group may yield great success because the networks of ethnic minorities are often far reaching and experiences are passed on fast. [11, p.219]

For supermarket chains it may be worth-while to offer private labels with names in the languages of the targeted ethnic minorities.

Communication policy:
Communication policy offers a wide variety of possibilities like commercials, printed ads, websites, promotion, etc. It is certainly important that communication campaigns are tailored to the needs of the ethnic target group. Apart from the language other cultural features like symbols, colors or music should be employed.

For existing products it does often make no sense just to translate ads into the language of an ethnic target group. The bare translation may lead to misunderstandings. Distortions of the contents are conceivable and in the worst case arouse negative associations with the customer. An advertising campaign designed especially for the foreign customer in his/her language does not only prevent this risk but makes the customer feel properly addressed. It shows that the customer is important to the firm.

The attitude to advertising distinguishes cultures from each other. Some societies accept advertising, some dislike it, and others perceive it as annoying with the result of a declining effect. [11, p.643] German Turks accept advertising because it relatively scarcely appears in the Turkish media compared to the amount of advertising messages in the media of other countries. Therefore, ethno marketing measures in this area should not be "overloading" since this would repel the target group.

Today many of the Turks living in Germany have adapted to the German society, also linguistically. This means that they understand German advertising. However, there is a difference between perceiving advertising and internalizing it. Ethnic minorities within a society feel strongly affiliated to their own culture. Language represents an essential identification feature. Therefore, German advertising is perceived but advertising in the respective mother tongue arouses emotions.[1]

Distribution policy:
In ethno marketing distribution policy is very important particularly in the area of services. The services of banks and insurances contain a lot of consulting. For foreigners living in Germany contracts and other legal issues are very hard to understand. Thus, it makes sense to employ multilingual employees. [4, p.63] With respect to consumer goods the German customers do normally not care where they shop. The choice of the store often dependents on the customer's financial resources. For foreigners living in Germany the store where they shop is of much greater importance. Due to cultural differences consumer behaviour of ethnic minorities living in another country is different from that of the society they live in. Since most German suppliers have not yet responded to this fact members of different ethnic groups opened up their "own" distribution channels. [5, p.146] Due to missing language proficiency many foreigners preferably buy in so called "ethno stores" since here they are understood and can make themselves understood. Perhaps some foreign citizens feel a certain uneasiness in a store where they only find German employees.[18] This psychological barrier can be overcome by employing shop assistants who speak the language of the ethnic target group. The role of communities is also important

here. People like to shop where they can meet friends. And, once made good experiences at a store this leads to high loyalty.

<u>Pricing policy:</u>
Pricing policy does not have the same importance as other policies in the realm of ethno marketing.

There are three factors which are culturally influenced that may inform us how the potential customer may react to prices. These factors are the role of money in a society, the price as key stimulus, as well as the price acceptance of the customers.

The role of money differs in the various cultural areas. Is money a taboo topic one doesn't speak about in public? Is thriftiness a sign of poverty or cleverness? This attitude is different in the societies and gives information about people's attitude with respect to money.

The price also serves as key stimulus for a product. Often the price of a product is associated with its quality even if this isn't always appropriate. The intensity of the price as key stimulus dependents on the culture.

Price acceptance is heavily influenced by the cultural background. How much a customer is prepared to pay for a product depends on the importance of the respective product in a given society. The same product may enjoy a completely different importance in different cultures.

In ethno marketing we should keep in mind that customers most likely have different attitudes to money and therefore will react differently and also unexpectedly to pricing measures like discounts or couponing.

5 Summary

Ethno marketing means that firms take the needs of ethnic minorities seriously. The members of the target groups feel respected and integrated into the host society.

Even if some German firms have already implemented ethno marketing in their strategies the majority has not done so. For many companies the concept of ethno marketing could lead to a "first mover" advantage in winning the confidence of ethnic minorities.

The concept of ethno marketing will gain importance in the future with the increasing portion of foreign population in Germany as well as Europe.

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