

AN EMPIRICAL STUDY OF CONSUMER BEHAVIOR PATTERNS AMONG FILIPINO AND KOREAN AMERICANS IN THE UNITED STATES

FAHRI KARAKAYA, *University of Massachusetts Dartmouth*

NEJDET DELENER, *St. John's University*

NORA GANIM BARNES, *University of Massachusetts Dartmouth*

In spite of the large number of Asian immigrants residing in the United States, these consumers have not received much attention in the marketing literature. This study attempts to explore the consumer behavior patterns of Koreans and Filipino-Americans living in the United States as compared to Anglo-Americans through a survey of 287 respondents in the Los Angeles and San Francisco areas. The results show that there are statistically significant differences among Filipino and Korean-Americans and Anglo-Americans in their consumer behavior patterns and attitudes toward promotion and media usage.

INTRODUCTION

Marketing practitioners and researchers are savvy about multicultural marketing abroad, but are seemingly myopic about applying this knowledge in the U.S. market. While directing marketing activities to black and Hispanic groups has become a regular practice, only a handful of companies targeting minority markets consider the ethnic groups of Chinese, Filipinos, or Koreans. These ethnically diverse groups, called "the new American pioneers" (e.g., Harrison 1992; Ownbey and Horridge 1997) are part of the most recent wave of U.S. immigrants swelling the ranks of non-English speaking people in the United States.

Despite buying into the importance of niche marketing, many marketers persist in ignoring a vast segment of the U.S. population, minority groups. The term "minority" probably discourages marketers, who may feel they cannot justify investing limited marketing and advertising resources to attract a small number of consumers. But it's a fallacy to equate the term minority in the United States with small numbers.

African-Americans, Hispanic-Americans, and Asian-Americans represent 30.7 percent of the United States population (U.S. Census Bureau 2003). According to the March 2002 Current Population Survey, Asian Americans accounted for 4.4 percent of the U.S. population in 2002 compared to 2.8 percent in 1990. This represents a 5.5 million or 78 percent increase in twelve years.

The growing number of the Asian-American population should be a sufficient incentive for marketers to begin courting these minority consumers. Their ability and expertise in tapping the minority markets is the major challenge (Gardyn and Fetto 2003; Yin 2001). Lee (1993) calls for future research using non-student samples to gain better understanding of antecedents and consequences of acculturation. This study attempts to investigate selected consumer behavior patterns of Korean and Filipino-Americans and to find whether or not consumer behavior patterns are similar for Korean, Filipino and Anglo-American consumers. Researchers in the social science field often refer to Asian-Americans as if they are a single population entity. However, Barringer, Gardner, and Levine (1993) caution against lumping together Americans of Asian origin for practical and theoretical reasons. Indeed, Holland and Gentry (1999) indicate that study of minority groups and ethnic marketing may

be more complex than previously thought. In order to draw meaningful and substantive conclusions, it may be best to study the Asian-American population by its subgroups. The majority of the previous research conducted in this area is conceptual or descriptive. Thus, the lack of quantifiable research data related to consumer behavior patterns of Asian-American consumers in non-university environments, the rapid growth of the Asian-American segment of the U.S. population, and the rationale for possible relationships between consumers' acculturation and consumer behavior provide justification for the current study. The research reported here provides a relatively extensive examination of ethnic differentials in consumer behavior in addition to the significance of consumer behavior in the assimilation of Korean and Filipino-Americans in the United States.

BACKGROUND

Behavioral Acculturation

Previous research on acculturation has focused on two dominant perspectives, the *assimilationist* and the *pluralist*. These two perspectives are often expressed as ideal types, against which the circumstances of actual groups can be judged. According to *assimilation theory*, the U.S. is indeed a melting pot, minority people having been blended into the majority culture (Baolian-Qin-Hilliard 2002; Hirschman 1983; Lazear 1999; Moore 2001; Yinger 1981). Although the majority culture may become increasingly diverse and enriched by the inclusion of elements of the minority cultures, it is not greatly changed. In the process of assimilation, the minority culture is altered considerably more, losing some of its distinctive values and identity. By contrast, the *pluralism theory* suggests that minority groups retain many aspects of their cultures and identities. In fact, some pluralist theorists state that many minorities have rejected the process of assimilation (e.g., Greeley 1971; Weber 1961), sometimes using ethnicity as a means of resource mobilization (e.g., Jenkins 1983; Olzak 1983).

Ethnicity/Nationality and Acculturation

Unidimensional Model of Acculturation.

According to the unidimensional model, individual acculturation is a linear function of the amount of time a person has been exposed to the host culture, and the rate at which the acculturation process takes place is a function of the age and gender of the individual. Szapocznik, Scopetta, Kurtines, and Aranalde (1978) studied the relationship between length of exposure to the host culture and acculturation for the Cuban-American subculture. According to these researchers' findings, intergenerational differences in behavioral acculturation develop over time because younger members of the immigrant community acculturate more rapidly than older immigrant members. Although acculturation is conceptualized differently across studies, there is general agreement that individual acculturation is a learning process through which at least some of the cultural patterns of the host country are adopted. Debate has focused primarily on the normative developmental course of acculturation.

Bicultural Model of Acculturation. In contrast to the unidimensional model, the bicultural model conceptualizes acculturation as a multidimensional process involving an accommodation on the part of the immigrant group to a total cultural context. According to this model of acculturation, the process may be unidimensional, two dimensional, or multidimensional depending upon the cultural context involved. When the total cultural context is predominately monocultural, acculturation will tend to be unidimensional and roughly approximate the linear process described by the initial model (i.e., a process of accommodating to the host culture and giving up the culture of origin). An example of this type of situation would be the case of the initial wave of Cuban immigrants who arrived in Miami. Without the necessary Hispanic community support, the acculturation process for many of these immigrants, particularly the young, occurred unidimensionally. However, when the total cultural context is bicultural, then the model holds that the process of acculturation is two-dimensional and more

closely resembles a bicultural process (i.e., a process of accommodating to the host culture and retaining the culture of origin). An example of this type of acculturation would be the second wave of Cuban immigration in the 1970s in Dade County. By that time, the presence of a large and relatively homogeneous Cuban population in the Dade County area had created two identifiable cultural communities (Szapocznik and Kurtines 1980). With sizable Hispanic as well as Caucasian-American influences, the process of acculturation now tends to take place along both of these cultural dimensions.

Recent research conducted by Penaloza and Gilly (1999) indicates that marketers have a significant impact on the acculturation process. Specifically, marketers serve as bicultural mediators, both accommodating their customers and working to alter their consumption patterns to bring them into line with their own ethnic and larger U.S. national market. Overall, acculturation has been viewed as a multidimensional process; change along one dimension may proceed differently from change along another. The literature suggests that behavioral acculturation is unrelated to changes in values (Celano and Tyler 1992; Szapocznik *et al.*, 1978) and ethnic identity (Hutnik 1986). For immigrants, it is possible that social behaviors change faster than values because some behavioral changes, such as language usage, facilitate survival in the host country. Ethnic identity, on the other hand, may change only across generations or not at all if behavioral acculturation is sufficient to allow survival in the new culture.

Korean Americans

Korean immigrants in the United States maintain a higher level of ethnic cohesion than some other Asian immigrant groups. This can be explained by three factors. First, Korean immigrants' cultural homogeneity, characterized by one race, one language, and lack of subgroup differences, provides the cultural basis of Korean ethnicity (Min 1995). By contrast, Chinese, Filipino, and Indian immigrants include several language groups. Second, the affiliation of the vast majority of Korean immigrants with Korean ethnic churches provides the physical and social basis

of Korean ethnicity. More than 75 percent of Korean immigrants are affiliated with Korean immigrant churches, most of them Protestant denominations (Min 1992). Korean immigrant churches help to maintain social interactions among Korean immigrants by serving as places for meeting co-ethnics. They also help to maintain the Korean cultural tradition through Korean language and other cultural programs. Nevertheless, churches seem to be far more effective in sustaining the ethnicity of Korean immigrants, because Koreans have a much higher level of affiliation with their ethnic churches than other ethnic groups (Min 1995). Third, the concentration of Korean immigrants in a limited range of labor-intensive small businesses also strengthens Korean ethnicity. Korean immigrants maintain strong ethnic attachment partly because more than 75 percent of them work in the segregated Korean ethnic sub-economy, either as business owners or as employees of businesses owned by co-ethnics. Therefore, they maintain social interactions with fellow Koreans at the workplace, speak the Korean language and practice Korean cultural values and customs during work hours. Cultural homogeneity, high affiliation with Korean immigrant churches, and concentration in small businesses help Korean immigrants maintain strong ethnic attachment and ethnic solidarity. As Korean immigrants maintain strong attachment, they are slower than other immigrant groups in achieving assimilation. Although they achieve assimilation in proportion to their length of residence, only a small proportion of Korean old-timers use English with their spouses at home and depend on English newspapers and magazines for news and information (Chang 1991; Min 1995).

Filipino Americans

Filipino Americans are one of the fastest-growing minority groups and one of the largest Asian ethnic groups in the United States today. Yet they remain one of the least understood and researched minority populations. One possible explanation for this lack of attention is that recent Filipino immigrants are often characterized as a highly professional and educated group on economic parity with whites.

They are viewed as having relatively few problems and seem to fit the "model minority" stereotype. Second, Filipinos do not generally engage in political, social, and economic activities that would draw attention to themselves as a group (Agbayani – Siewert, and Revilla 1995). Overall, Filipino Americans do not organize as a cohesive organization around political, economic, or ethnic issues as do other Asian groups.

Filipino American ethnic identity has been associated with the level of acculturation and political orientation. In Revilla's (1993) study of first-and second-generation Filipino American students, those who identified themselves as "mostly Filipino" also tended to have political orientations affirming Filipino culture. They were also found to socialize mostly with Filipino and other Asian students. Those who identified themselves as "very Americanized" tended to have political orientations that were more assimilationist in nature. They consistently reported socializing more with Caucasian students. Furthermore, regardless of how the respondents identified themselves or what generation they belonged to, most of the respondents adhered to traditional Filipino cultural values.

RESEARCH HYPOTHESES

Brand/Store Loyalty and Brand Prestige

Asian-Americans tend to be more brand loyal (Yau 1988), are willing to pay for quality (Hulin-Salkin 1987), and associate well-known brand name products with quality (Lee 1993). Asian customs and social practices emphasize the Confucian principles of familial loyalty, obedience, and respect. Asian-Americans often endeavor to conform to group norms and therefore tend to purchase the same brand or product other members of the group recommend. Asian-Americans believe that interrelations with others are continuous. Once a relationship is established, it can hardly be broken. The value of continuity implies that Asian-Americans tend to have great brand/store loyalty. Yau (1988) suggests that unless the product or brand being used proves very unsatisfactory, they are not likely to switch to

purchasing other brands or products. We, therefore, propose the following hypothesis in null form:

H₁: There are no differences between Korean, Filipino, and Anglo-American consumers in brand/store loyalty.

In a broad cultural context, achievement is a major Asian cultural value with historical roots that can be traced to traditional Confucianism. It serves as a social and moral justification for the acquisition of branded goods. Consumption choices are based on the prestigious image of imported foreign brands (Tai and Tam 1997). A recent article in Wall Street Journal described young Asian women as brand-conscious when buying clothes and accessories (Prystay 2003). This leads to the following research hypothesis in null form:

H₂: There are no differences between Korean, Filipino, and Anglo-American consumers in purchase of prestigious brand name products.

Consumer Innovativeness

The value of the "Mean" has always been an important Asian cultural value (Yau 1988). According to Confucius, the Mean is referred to as "being without inclination to either side" (Legge 1960). The doctrine of the Mean may influence Asian consumers' attitude to adopting new products and services. Yau (1988) notes that Chinese consumers appear to be slow to accept new fashions or technology and resist complicated innovations. It has also been noted that stubbornness, clannishness, and persistently clinging to old ways and ancestral patterns seem to be Koreans' hallmarks (Oliver 1993). The acceptable personality pattern is conformity so that everyone knows what to expect from others, in all manners of dealings and relationships. To be Asian and innovative is an eccentricity strictly condemned; new modes of behavior are not tolerated (Harrison 1992; Oliver 1993). Asians regard adopting or using a new product as an extreme behavior, which is not acceptable in their perception of proper consumption

behavior. This is captured in the following null hypothesis:

- H₃: There are no differences between Korean, Filipino, and Anglo-American consumers in being consumer innovators.

Perceived Risk

Varying degrees of risk-taking behavior can be explained in large part by differences in personality traits (Delener 1990). Culture may play a role in risk-taking. Briley *et al.* (2000) indicate that principles guiding compromise are more salient in East Asian cultures than in North American cultures. Several studies have indicated that authoritarian individuals are likely to be more dogmatic (Rokeach 1979; Vanljzendown 1990) and more conservative (Adorno *et al.* 1982). Also, several studies have noted a direct correlation between risk-taking behavior and authoritarianism (Delener 1990; Warshay *et al.* 1964). According to Harrison (1992), authoritarianism is deeply rooted in Confucianism and it has been the hallmark of the Korean and Filipino cultural values. Authoritarianism implies a hierarchical view of the world, one that nurtures social rigidity. It contributes to the suppression of risk-taking behavior. Thus, one would expect that Asian-Americans tend to be risk-adverse. This leads to the following null research hypothesis:

- H₄: There are no differences between Korean, Filipino, and Anglo-American consumers in perception of risk when making purchasing decisions.

Domestic versus Foreign Product Preferences

Consumers in industrialized countries have a plethora of goods from which to choose. Therefore, an understanding of consumer attitudes toward products made in different countries plays an important role in determining successful strategies (e.g., Sheth 1992). A number of studies report an outright preference for foreign goods. For instance, Delener, Scheuing, and Dubas (1996), and Han and Terpstra (1988) suggest preferences for foreign automobiles. On the other

hand, several studies report a preference for domestic products. For example, Baumgartner and Jolibert report findings with a nationalistic explanation, stating that French consumers have a "... very strong preference for domestic products," in line with "... the values inherent in the French culture, notably individualism and nationalism" (1977, p. 604). Strutton and Pelton (1993) have studied southeast Asian consumer perceptions of American and Japanese imports and reported that Japanese imports were perceived to be more desirable, better constructed, and of higher quality.

Oliver states that "Koreans are a sturdy people with a stubborn core of undefeatable Koreanism. They are patriotic and zealous individuals who are united in their pride in their traditions..." (1993, p. 19). Given the importance of the nationalism and pride in the Asian culture, it should not be surprising to expect that Asian-Americans exhibit preferences for domestic products. This can now be stated more formally in terms of the following research hypotheses in null form:

- H₅: There are no differences between Anglo, Korean and Filipino-American consumers in their perception of quality of import automobiles.
- H_{5A}: There are no differences between Anglo, Korean and Filipino-American consumers in their preferences for import automobiles.

Channels of Communication

Yau (1988) notes that Asians have a strong respect for authority and they are prone to trust totally without questioning. Since Asians have such respect for authority directing them to what is right or wrong, advertisements will tend to be more effective when opinion leaders stand up in commercials recommending products/services to their target consumers. Hofstede (1980) indicates that Asians are collectivists. That Asians are strongly collective may imply that informal channels of communications are important in Asian society. Therefore, the following null research hypotheses are offered:

H₆: There are no differences between Korean, Filipino, and Anglo-American consumers in relying on interpersonal communication for consumer information.

H_{6A}: There are no differences between Korean, Filipino and Anglo-American consumers in their media usage.

Attitudes Toward Advertising

Asians appear to place a great deal of reliance on non-commercial sources of information such as word-of-mouth communication (Yau 1988). In contrast, however, a study of acculturation and consumer attitudes of a sample of Taiwanese students toward advertising showed a more favorable attitude toward advertising among Taiwanese and the acculturating Taiwanese (Lee 1993). A study by the American Management Association (1987) demonstrated that almost half of the Chinese-Americans are influenced by English language advertisements. The relative impact may be greater than the numbers indicate, because Asian-Americans are more likely to be influenced by advertising than are other Americans (Cohen 1990). Furthermore, Kindle (1985) also reports that Asians are much more likely to be influenced in their purchasing by advertisements. Thus, one would expect that Asian-Americans would have a positive attitude toward advertising. Hence, the following null research hypothesis is suggested:

H₇: There are no differences between Anglo, Korean, and Filipino-American consumers' attitudes toward advertising.

METHODOLOGY

Sample. A total of 1,200 questionnaires were mailed to a systematic random sample of Filipino-Americans, Korean-Americans, and Anglo-Americans in The Los Angeles and San Francisco Metropolitan Statistical Areas. Two hundred potential respondents were selected from each ethnic group in each standard metropolitan statistical area. The sampling frames used were the Filipino-American and Korean-American directories along with the Pacific Bell

telephone directories for Los Angeles and San Francisco. A total of 287 responses were received yielding a 24 percent response rate (Anglo-Americans = 118, Filipino-Americans = 94, and Korean-Americans = 75). The Korean version of the survey was translated into Korean using back-front translation (Douglas and Craig 1983). The questionnaires mailed to the Filipino-Americans were written in English, but recipients were provided an opportunity to request a Filipino language version of the survey. A cover letter appealing to the recipients' sense of contribution to the academic scientific community was sent with a return, postage-paid envelope. No other incentive was included. Operational definitions of the variables are included in the Appendix.

Instrument. Consumer consumption related variables were measured on a five-point scale ranging from very true to very false. The demographical questions were categorical in nature, but the age, income, and education variables were coded in such a way that they could be treated as interval scales as well. The questionnaires were pre-tested among the Filipino, Korean and Anglo-Americans in California. The method used in the development of the instrument and in the design of the study was designed to improve the validity and the reliability of the study.

RESULTS

H₁: This hypothesis, investigating differences between Filipino, Korean and Anglo-American consumers in brand/store loyalty, was tested using MANCOVA and ANCOVA, followed by Duncan's Multiple Range Tests. The MANCOVA model also included age, income, and education as covariates, and marital status, gender, and respondents' self perception of ethnicity as factors. The results indicate that there are statistically significant differences between Korean, Filipino and Anglo-American consumers for shopping more in discount stores for name brand products ($F_{2,279} = 10.43, p = .000$). Duncan's Multiple Range Tests show that Filipino-Americans (mean = 3.15) shop more in discount stores for name brand products that are also

available in regular department stores compared to Anglo-Americans (mean = 2.60) and Korean-Americans (mean = 2.39). Therefore, one may infer that Filipino-Americans are not loyal to stores and shop around for a better price for name brand products compared to Korean and Anglo-Americans. The results of this study are contrary to Yau's (1988) work.

H₂: The hypothesis examining the differences in the purchase of prestigious brand name products between Korean, Filipino and Anglo-American consumers was tested using Chi-square analysis. The question in the survey had asked the respondent whether they currently own Gucci brand bags, belts, shoes, etc., Rolex watches, Johnny Walker Red/Black Label Scotch, and Remy Martin Cognac. The impact of income and gender were also tested. The ethnicity effect was statistically significant for owning a "Gucci" brand name product and "Rolex" brand watch (see Table 1). The impact of income on having the four prestigious brand products was statistically significant for owning a "Rolex" watch, "Johnny Walker Red/Black Label" whiskey, and "Remy Martin" cognac. The higher income groups appeared to have more of these products than the lower income groups.

H₃: To examine differences between Korean, Filipino and Anglo-American consumers in terms of consumer innovativeness, a MANCOVA was performed on two dependent variables--respondents' being one of the first to try new products and having desire to try new products. The respondent's desire to be a leader was treated as a covariate in the analysis and the place of birth effect was also measured simultaneously. The MANCOVA showed that the overall analysis is statistically significant (Wilks's Lambda = 0.97, $F = 4.49$, $p = .012$). The ethnicity, the place of birth, and the interaction effects were not statistically significant, but the covariate, one's desire to be a leader was statistically significant for being one of the first to try a new product ($t = 2.86$, $p = .005$) and one's desire to try new products ($t = 32.46$, $p = .015$). After removing the "one's desire to be a leader" variable, one-way analysis of variance showed that one's desire to try new products was statistically significant ($F_{2,280}$

$= 5.14$, $p = .0065$). Duncan's Multiple Range Test showed that there are statistically significant differences between Korean-Americans and Anglo-Americans (mean = 2.07 vs. 2.46 respectively) and between Korean-Americans and Filipino-Americans (mean = 2.07 vs. 2.60 respectively). Thus, Anglo and Filipino-Americans are more likely to try new products compared to Korean-Americans. In order to conduct a *post-hoc* test on the covariate, desire to be a leader was categorized into three groups as high desire, moderate desire, and no desire. Duncan's multiple range tests showed that the respondents with high desire to be leaders are more likely to be one of the first to try new products and also like to try new products compared to the respondents with low desire to be leaders.

H₄: The hypothesis investigating differences between Korean, Filipino and Anglo-American consumers on risk-taking when purchasing products was tested using three variables in the survey: (1) returning a product when not satisfied 100 percent, (2) having more trust in well-advertised than non-advertised brands, and (3) telling friends, but not the store or restaurant personnel, when unhappy with the service. The interaction effect of place of birth and ethnicity was not statistically significant using MANOVA. However, the ethnicity effect was statistically significant (Wilks's Lambda = 0.903, $F = 4.63$, $p = .000$) on having more trust in well advertised than non-advertised brands ($F_{2,267} = 6.58$, $p = .002$), and on telling friends but not the store or restaurant personnel, when unhappy with the service ($F_{2,267} = 7.86$, $p = .000$). Korean-Americans and Filipino-Americans (mean ratings=2.74 and 2.36, respectively) have more trust in well-advertised than non-advertised brands compared to Anglo-Americans (mean rating=1.27). The MANOVA also indicates that there is statistically significant difference between U.S.-born and foreign-born respondents in terms of having more trust in well-advertised than non-advertised brands ($F_{1,267} = 4.63$, $p = .032$). U.S. born respondents have more trust in well-advertised than non-advertised brands compared to foreign born respondents (mean ratings = 2.51 vs. 1.59).

TABLE 1
Ethnicity and Income Effects on Purchase of Luxurious Products

Ethnicity Groups, Gender & Income Effects	Own Gucci Brand Product		Own Rolex Watch		Own Johnny Walker Red/Black Label		Own Remy Martin Cognac	
	Chi-sq.	Sig.*	Chi-sq.	Sig.	Chi-Sq.	Sig.	Chi-Sq.	Sig.
Korean, Filipino & Anglo-Americans	28.23	.000	8.87	.010	0.54	.760	1.22	.540
Korean & Filipino Americans	4.84	.027	1.55	.021	0.33	.564	0.42	.516
Gender Effect for three groups	13.83	.000	3.71	.054	.074	.391	2.74	.098
Gender Effect Filipino-Americans	5.27	.022	1.73	.108	0.45	.504	2.58	.108
Gender Effect Korean-Americans	2.58	.107	5.13	.023	0.78	.780	0.12	.725
Gender Effect Anglo-Americans	0.50	.481	4.03	.045	0.62	.430	0.62	.430
Income effect for three groups	0.28	.870	10.41	.010	11.83	.000	8.07	.020
Income Effect Anglo-Americans	0.56	.756	5.08	.079	8.58	.014	0.10	.949
Income Effect Korean-Americans	4.01	.134	5.76	.056	1.19	.551	3.08	.214
Incomes Effect Filipino-Americans	1.55	.461	4.61	.099	6.23	.044	16.30	.000

* Sig = Significance Level

H_5 & H_{5A} : The hypotheses examining the differences between Korean, Filipino, and Anglo-American consumers regarding the preference and perceived quality for import versus domestic automobiles were tested using MANOVA analysis. The place of birth and the interaction between ethnicity and place of birth were not statistically significant and consequently were not included in the analysis. The reduced MANOVA model was statistically significant (Wilks's Lambda = 0.97, $F = 4.24$, $p = .015$). The univariate F-tests showed that there is a significant difference among the three groups in the perceived quality of imports ($F_{2,276} = 3.39$, $p = .035$), but not in the preference for import automobiles ($F_{2,276} = 0.17$,

$p = .84$). Duncan's Multiple Range Test showed that Filipino and Korean-Americans perceive U.S.-made automobiles as better quality than import automobiles compared to Anglo-Americans. The place of birth and the interaction between ethnicity and place of birth were not statistically significant and consequently were not included in the analysis..

H_6 & H_{6A} : In investigating the differences in the channels of marketing communication used by Korean, Filipino, and Anglo-American consumers, two variables were utilized: (1) paying attention to the recommendation of retail sales personnel (SALESPEOPLE), and (2) preference on dealing with

local salespeople on an investment decision for stocks, bonds, or mutual funds rather than calling a toll-free telephone number even though there may be a better investment elsewhere (TOLLFREE). First, a MANCOVA was performed using ethnicity and place of birth as factors and avoiding shopping in stores that are impersonal, cold, and unfriendly as covariates. The MANCOVA was statistically significant (Wilks's Lambda = 0.918, $F = 11.52$, $p = .000$). Both dependent variables SALESPEOPLE and TOLLFREE were statistically significant ($F_{1,262} = 7.31$, $p = .007$ and $F_{1,262} = 14.81$, $p = .000$, respectively). The interaction effect, place of birth and ethnicity, was not statistically significant. However, the place of birth and ethnicity both have an impact on the SALESPEOPLE variable, but not on the TOLLFREE variable as shown by multivariate and univariate F-tests (Wilks's Lambda = 0.969, $F = 4.06$, $p = .018$, $F_{1,262} = 7.26$, $p = .007$ and Wilks's Lambda = 0.969, $F = 2.06$, $p = .085$, $F_{2,262} = 2.86$, $p = .058$, respectively). Further analysis utilizing one-way ANOVA showed that only the TOLLFREE variable was statistically significant ($F_{2,275} = 4.73$, $p = .0096$). Duncan's Multiple Range Tests also showed that there is a statistically significant difference between Anglo and Filipino-Americans (mean ratings = 2.48 vs. 2.99, respectively) meaning that Filipino-Americans rely more on interpersonal communication when making purchasing decisions for stocks, bonds, or mutual funds. The place of birth has an influence on paying attention to the recommendation of retail sales personnel ($F_{1,262} = 7.26$, $p = .007$). However, t-test show that this significance is not independent of other variables included in the MANCOVA model ($t = 0.54$, $p = .592$). The covariate, avoiding stores that are impersonal, cold, and unfriendly, was statistically significant in influencing the TOLLFREE and SALESPEOPLE variables ($t = 3.85$, $p = .000$ and $t = 2.70$, $p = .007$, respectively). Further analysis of the covariate shows that Korean and Filipino-Americans are more likely to avoid stores that are impersonal, cold, and unfriendly compared to Anglo-Americans ($t = 4.04$, $p = .000$). ANOVA and Duncan's Multiple Range Tests also confirmed this finding ($F_{2,281} = 9.26$, $p = .000$).

The sample was divided into two groups--those who **frequently avoid** stores that are impersonal, cold, and unfriendly and those who **do not avoid** stores that are impersonal, cold, and unfriendly. T-test showed that those who are more likely to avoid shopping in stores that are impersonal, cold, and unfriendly, are more likely to deal with local salespeople face-to-face rather than call a toll-free telephone number for purchase of stocks, bonds and mutual funds ($t = 2.13$, $p = .042$).

A MANCOVA was performed to examine the differences among the three groups in the study using ethnicity and place of birth as factors and the media habit variables as dependent variables (H_{6A}). Education and income were included in the model as covariates. The place of the birth variable was not statistically significant and it was later dropped from the model. The MANCOVA showed that the ethnicity effect was statistically significant (Wilks's Lambda = 0.649, $F = 12.68$, $p = .000$). The covariate, education, was statistically significant for listening to radio ($t = 2.41$, $p = .017$), but not for watching television ($t = 0.58$, $p = .560$). Income was a significant factor on reading magazines ($t = 2.18$, $p = .031$), but not for reading newspapers ($t = 1.69$, $p = .092$), listening to radio ($t = 1.79$, $p = .074$), or watching television ($t = 0.55$, $p = .585$). Further analyses of the covariates using ANOVA and Duncan's Multiple Range Tests showed that people with higher education levels listen to the radio and read magazines more frequently, but watch television less frequently compared to people with lower education levels. Similarly, people with higher income levels read newspapers and magazines more frequently than people with lower income levels.

H₇: In an attempt to explore the possible differences between Korean, Filipino, and Anglo-American consumers in attitudes toward advertising, the respondent were asked to indicate their beliefs (from very true to very false) with the following five statements:

- (1) I find TV commercials honest, informative, and helpful in my evaluation of products (TVCOMM).

- (2) I find magazine ads to be honest, informative, and helpful in my evaluation of products (MAGADS).
- (3) I usually search newspaper ads or flyers for "special bargain sales" (LOOKADS).
- (4) I am generally skeptical of advertising (SKEPTIC).
- (5) I have more trust in well-advertised brands than non-advertised brands (ADVERTIS).

In addition to the five dependent variables described above, the MANCOVA model first included the ethnicity and place of birth variables as factors, and education as the covariate. While the overall model was statistically significant, the place of birth and education variables were not statistically significant and were later dropped from the model. The MANOVA model was then tested using the five dependent variables and the ethnicity as the independent variable. MANOVA showed that there are statistically significant differences among the three groups in the study (Wilks's Lambda = 0.584, $F = 16.68$, $p = .000$). The analysis shows that four of the five dependent variables—TVCOMM, MAGADS, LOOKADS, and SKEPTIC—differ among the three groups. The Duncan's Multiple Range Tests results are shown in Table 2. Korean-Americans find television commercials and magazine advertisements to be honest, informative, and helpful in evaluating products, and are generally skeptical of advertising compared to Anglo-Americans and Filipino-Americans. Similarly, Filipino-Americans also find television commercials and magazine advertisements honest, informative, and helpful in evaluating products, and being generally skeptical of advertising compared to Anglo-Americans. Furthermore, Filipino-Americans usually search newspaper ads or flyers for "special bargain sales." These results are mostly in agreement with the research conducted by Lee (1993).

DISCUSSION AND CONCLUSIONS

Within the general framework of assimilation and pluralism theories, this study investigated consumer behavior patterns of Koreans and Filipino-Americans living in the United States as compared to Anglo-Americans. Seven major research hypotheses were proposed to guide the study. Table 3 presents the summary assessment of the research hypotheses. Findings of this study indicate that there are differences between Asian (Korean and Filipino-Americans) and Anglo-Americans in consumer behavior patterns. Furthermore, there are also some differences between Korean - and Filipino-Americans. Findings also suggest that the majority of Filipino-Americans perceived themselves as Americans first, and as Filipinos second. In contrast, more than two-thirds of Korean-American respondents perceived themselves as Koreans first, and as Americans second. These findings are generally in line with the pluralism theory, which suggests that minority groups, specifically Korean-Americans in this case, retain many aspects of their cultures and identities. This suggests that Korean immigrants maintain a high level of ethnicity compared to Filipino immigrant group. Their cultural homogeneity, high affiliations with Korean immigrant churches, and economic segregation contribute to their strong ethnic attachment and ethnic solidarity, but hinder their assimilation into American society.

TABLE 2
Duncan's Multiple Range Tests Result in Differences of Attitudes Towards Advertising

Dependent Variables	Anglo Americans (1)	Korean Americans (2)	Filipino Americans (3)
TVCOMM	2*, 3	1, 3	1, 2
MAGADS	2, 3	1, 3	1, 3
LOOKADS	3	3	1, 2
SKEPTIC	2, 3	1, 3	1, 2
ADVERTIS	---	---	---

* Note: Should be read as: there is a difference between group one (Anglo-Americans) and group two (Korean-Americans) in finding TV commercials honest, informative, and helpful in the respondents' evaluation of products based on Duncan's Multiple range tests ($p = .05$).

A key contribution of this study is the recognition of the direct influence of marketers on consumer acculturation processes, which is consistent with a recent research study by Penoloza and Gilly (1999). Specifically, marketers can impact Korean and Filipino immigrants' consumer acculturation processes in two ways--via segmentation strategies in the United States and international trade between the U.S. and Asian countries. By targeting Asian-Americans with market offerings associated with Asian culture, marketers would facilitate the institutionalization of Asian culture in the United States. The success of marketing to Korean and Filipino-American subcultures has become readily discernible in the mainstream consumption of foods, fashion, entertainment, and in language colloquialisms. International trade between the United States and Asian countries has also influenced Asian immigrants' consumer acculturation processes. They had become acquainted with American companies and products (e.g., McDonald's, Nike, Coca-Cola) in their home countries. It is, therefore, recommended that marketers accommodate the norms and customs of their target consumers when developing marketing-mix strategies.

MANAGERIAL IMPLICATIONS

Although Asian-Americans in some ways behave just like other American consumers, there are some significant differences that need to be taken into consideration to make marketing-mix strategies succeed. As our study suggests, there are differences among Asian-Americans, depending on their country-of-origin, the length of time they have been in the United States and other socio-economic factors.

Group Specific Implications:

- Korean-Americans are difficult to reach without using in-language media and are much more traditional in terms of consumption behavior.
- Korean-Americans are interested in quality and well-established brand names.

- The vast majority of Korean-Americans continues to ignore mainstream media, speak exclusively Korean at home, and are best reached by Korean TV and other in-language media.
- One overlooked opportunity for marketers is the insatiable appetite Korean-Americans have for video-tapes of Korean language TV programs. A booming rental business exists for the tapes, and whoever figures out how to insert in-language commercials, as introductions will gain considerable brand awareness and sales.

General Implications:

- Market to Asian Americans using a segmented marketing strategy through their respective media in their own languages, and at their special cultural events.
- Create ads from scratch for each target market, working with the context of the group's culture to develop ethnically correct copy and design.
- Influence word of mouth advertising when possible. Non-assimilated Asian communities obtain a majority of their information from a relative, a friend, a business associate, or their church or temple. After word of mouth, TV and newspapers are Asian-Americans' next two biggest sources of information.
- Do not consider the Asian market to be a homogeneous group. To save money, a company might be tempted to hire a Chinese model to pose for ads to go in Korean or Filipino papers. Asians can easily distinguish a Korean person from a Chinese, Japanese or Filipino person. It is very offensive to a Korean person to see an ad in their newspaper with a Chinese model.
- Get involve with the community. Community involvement is a priority in serving Korean - and Filipino-Americans, because Asian-Americans tend to be very close-knit. Involvement with the community makes Koreans and Filipinos feel comfortable with marketers.

TABLE 3
Summary Assessment of Research Hypotheses

Hypotheses	Outcome
H ₁ : There are no differences between Korean, Filipino, and Anglo-American consumers in brand/store loyalty.	Accept
H ₂ : There are no differences between Korean, Filipino, and Anglo American consumers in purchase of prestigious brand name products.	Reject
H ₃ : There are no differences between Korean, Filipino, and Anglo American consumers in being consumer innovators.	Reject
H ₄ : There are no differences between Korean, Filipino, and Anglo American consumers in perceptions of risk when making purchasing decisions.	Reject
H ₅ : There are no differences between Anglo, Korean and Filipino American consumers in their perception of quality of import automobiles.	Reject
H _{5A} : There are no differences between Anglo, Korean and Filipino American consumers in their preferences for import automobiles.	Accept
H ₆ : There are no differences between Korean, Filipino, and Anglo American consumers in relying on interpersonal communication for consumer information.	Reject
H _{6A} : There are no differences between Korean Filipino, and Anglo American consumers in their media habits.	Reject
H ₇ : There are no differences between Anglo, Korean, and Filipino.	Reject

- Asians tend to relate to family-oriented appeals and advertising that reflects an understanding of their cultural history and heritage. Recognition of ethnic holidays is important, as is, increasingly, awareness of cultural accomplishments.

Savvy marketers, especially those serving larger multicultural segments, recognize they cannot afford to overlook the increasing importance of emerging minority markets. Thus, marketers should refine marketing strategies to better bridge the language and cultural barriers that often impede relationships with minority communities. Marketers need to understand media usage data. In other words, marketers must have a full-pronged marketing approach. The increasing diversification and pluralistic nature of the American population provides market opportunities for those companies that wish to serve the specific needs of ethnic segments. In today's competitive atmosphere, it is imperative that marketing managers develop the ability to determine the critical goods and services selected for the segments of the market they wish to attract and serve. The key to success in minority markets is to avoid stereotypes and recognize

the importance of interpersonal and community contacts.

LIMITATIONS AND FUTURE RESEARCH

The sample was selected from the Los Angeles and San Francisco areas and may not be representative of the Filipinos and Koreans in other parts of the country. This study was only able to include two minority groups and shows much diversity between them. It is difficult to make generalizations of the findings to Asians because of the diversity within the Asian community as evidenced by some of the findings in this study. However, the Korean-Americans appear to be more culturally similar to Chinese-Americans, Japanese-Americans, and Vietnamese-Americans than they are to the Filipino-Americans. Filipino-Americans tend to be more assimilated to the American culture, as this research indicates. Future research should include comparisons of more ethnic groups and be conducted in other major U.S. metropolitan areas where concentrations of ethnic groups are present. Indeed, future studies should include other ethnic groups as

control variables in order to determine if the Asian groups are different from other ethnic groups. Furthermore, future researchers may need to distinguish between the ethnic groups that have been in the U.S. for a long time and the new ethnic groups that are facing language barriers. Thus, future researchers need to make a distinction between cultural hypotheses and learning hypotheses. Research related to other marketing and consumer behavior variables among the Asian-American population would also be a logical follow-up and would assist marketers in understanding this growing market segment.

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APPENDIX

Operational Definitions

Part I: Measured on a five-point scale from very true (4) to very false (0).

CAR: American-made automobiles better than foreign made.

TRY: I am usually one of the first to try new products.

TVCOMM: I find TV commercials honest, informative and helpful in my product evaluation.

SHOPSMAL: I prefer shopping in smaller stores.

TRYNEW: I like to try new products.

LEADER: I like being a leader.

LOOK: I like to spend time looking or shopping around when making purchases for my own use.

BRAND: Once I find a brand I like, I stick with it.

DISCOUNT: I usually shop in discount stores for name brand products that are also available in regular stores.

SALESPER: I seldom pay attention to the recommendation of retail store sales personnel.

BADSTORE: I avoid stores that are impersonal, cold and unfriendly.

MAGADS: I find magazine ads to be honest, informative and helpful in my evaluation of products.

LOOKADS: I usually search newspaper ads or flyers for "special bargain sales."

SKEPTIC: I am generally skeptical of advertising.

SATISFY: I usually return a product when I am not 100% satisfied.

USAUTO: I prefer American-made autos over imports.

ADVERTIS: I have more trust in well-advertised brands than non-advertised brands.

TELLBAD: When I am unhappy with the service in a store or a restaurant, I usually tell my friends, but not the store or restaurant personnel.

TOLLFREE: If I were to invest in stocks, bonds, mutual bonds, I prefer to deal with the local salespeople face-to-face rather than call a toll free telephone number even though there may be a better investment elsewhere.

PART II: Categorical Variables

BORN: Foreign born or U.S. born?

GUCCI: Ownership of Gucci bags, belts, shoes, etc.

ROLEX: Ownership of Rolex watch?

BLACKL: Ownership of Johny Walker Red/Black Label?

COGNAC: Ownership of Remy Martin Cognac?

YEARS: Number of years living in U.S.

SEEEYOU: How a respondent sees himself/herself: Filipino first, American second; or American first; Filipino second; or Equal; Korean first, American second; or American first, Korean second; or Equal.