Social Media impact of consumer acculturation in the context of Brand Loyalty

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ABSTRACT

The purpose of this paper is to investigate the relationship between social media behavior on acculturation and brand engagement. Moreover, this study tests the relationship between acculturation and brand engagement on brand loyalty. This study focuses on ethnic minorities living in Germany and therefore this study may help marketing departments to target ethnic minority customers more efficiently in the German apparel market.

This study uses quantitative data which was collected in an online survey. Several statistical measures like Factor analysis, multi-group regression, and correlation analysis were used to analyze the data.

The main findings of this study reveal a positive significant relationship between the social media friendship orientation and the propensity to share items on social media on the acculturation outcome of members of ethnic minorities in Germany. Moreover, this study exposes a positive significant relationship between brand engagement and brand loyalty. This study adds value to theory and practitioners in exposing several factors responsible for acculturation outcomes and validating the importance of brand engagement toward brand loyalty.

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Keywords

Social Media, Acculturation, Ethnic minorities, Germany, Apparel Industry, Brand Engagement, Brand Loyalty

1. INTRODUCTION

Considering the increasing immigration to western countries (Eurostat, 2019) and the continuous rise of internet usage (Statista, 2021) as well as increasing social media activities (Statista, 2022a), combined with social media usage growth among ethnic minority members in the past years (Dey, Yen and Samuel, 2020) make ethnic minorities become an integral part of European society and thus a significant target group for the marketing departments of European companies. Additionally, ethnic minority purchasing power is increasing (Kizgin et al., 2017a). Due to these facts, this field of market research is becoming substantially more attractive for marketers in Germany.

Social media is an important factor in ethnic minority communication and plays a significant role in the consumer acculturation process (Kizgin et al., 2021a). Moreover, social media acts as an agent which has a significant influence on the identity of an ethnic minority consumer (Foroudi et al., 2020a, and Jarafi, Visconti, 2014). Since "friendships influence consumption behavior" (Xu et al., 2003a) investigating the relationship between online friendship orientation and acculturation, which in turn might affect brand loyalty is an interesting and valuable progress for the industry. The decision making process of purchase choices is mediated by social media and networking sites (Brown et al., 2007), and the communication between peers and friends is "the strongest predictor of behavior towards products" according to Lueg & Finney, (2007) .

Social media is widely used by companies to engage with their customers (So et al., 2012a). Pansari and Kumar (2017a) argue that most companies are setting their marketing objectives towards brand engagement in order to increase brand loyalty and profits. Social media is a solid base for this development due to the expected increase of global ad spending in social media, which will soon more than double from \$115.87 billion in 2021 to \$262.62 billion in 2028 (Statista, 2022b). Brand loyalty is a key objective to achieve in today's competitive markets (Vera, Trujillo, 2016) and the most crucial part in branding strategy is to establish a strong engagement culture with its customers (Kotler, Armstrong, 2004: 191.). In Western countries, the apparel retail market is extremely competitive, and retailers are looking for new strategies to build a loyal client base (Cralg & Karl, 2018; Sui & Liu, 2018). In order to effectively target the ethnic minority consumer niche and keep them loyal to their brand, these apparel brands require a greater understanding of ethnic minority clothes-buying behavior. According to research, the extent of acculturation influences immigrants' shopping preferences and loyalty in their host nation (Segev et al., 2014a; Wamwara-Mbugua et al., 2008.) But does that also apply to clothing brands?

This paper contributes to scientists; as they may have a more comprehensive overview of how acculturation proceeds via social media peers and of how social media peers influence brand engagement and, subsequently, brand loyalty. Moreover, practioners will have a more sophisticated understanding of how acculturation affects brand loyalty among ethnic minorities in Germany.

For practitioners this research paper develops a more holistic approach towards understanding peer influence in social media in the context of brand loyalty. Moreover, this paper aims at developing brand loyalty strategy advice in the apparel industry using behavioral analysis of the consumer (Misirlis & Vlachopoulou, 2018).

In previous research it has been revealed that friendship orientation has a positive influence on acculturation (Kizgin et al., 2021b). Furthermore, Kizgin et al., 2021 has reported that acculturation has a positive effect on purchase intentions, while Gómez et al. (2019a) perpetuates that brand engagement via social media has a positive impact on brand loyalty. Not yet investigated is how the concept of acculturation and social media brand engagement factors foster together the concept of brand loyalty among ethnic minorities in Germany regarding apparel brand loyalty. Due to the hypercompetitive nature of this industry and the significant size of the ethnic minority segment in Germany, this research paper is dedicated to modern marketers who want to maximize their ability to increase brand loyalty and subsequently brand equity by making use of digital marketing instruments like social media.

1.2 Research Objectives

This research aims to investigate
(1) the effect of social media friendship orientation and propensity to share on the acculturation of ethnic minorities in Germany,
(2) the effect of social media friendship orientation and the propensity to share on social media brand engagement and
(3) the effect of acculturation on brand loyalty.

In this respect, the variables of social media friendship orientation, the propensity to share on social media sites, acculturation, social media brand engagement and brand loyalty have been selected, and concepts are defined to build the groundwork of the literature for this study.

Building on the topic relevance, the research question, which enhances this field of research, is conceptualized as:

How does peer influence in social media facilitate brand loyalty among ethnic minorities in Germany?

Following on this introduction, the paper provides the reader with a literature overview and the theoretical framework, in which the terms and variables are defined, and the hypothesis is developed. Subsequently, the sample and measurement are discussed. Furthermore, the data is analyzed, and the result presented. In the end section of this paper the reader finds discussions and limitations on this study.

2. LITERATURE REVIEW
2.1 Social Media

Literature defines the concept of social media "as an online resource that is designed to facilitate engagement between individuals" (Bishop, 2019).

In this research, the concept of social media focuses on friendships on social networking sites. Here the constructs of social media friendship orientation and the propensity to share items are used.

Social media is an important aspect of the internet since the average internet user spends a daily time of 147 minutes in 2022 on social networks (Statista, 2022c). Since 66.2% of the global population of about 8 billion are internet users (Internetworldstats, 2021), social media is an effective way to target consumers. Due to the accuracy of personalized targeting, social media advertising is also very effective for the marketing department of companies (Filo, Lock & Karg, 2015). Socializing and developing ties with host or home culture members on social media is a resource and a way of forming friendship networks and social capital (Lin et al., 2001, Shen et al., 2016). Ethnic minority consumers can use social networking sites to interact

and build relationships with anyone, including people from other ethnic groups, members of the host community, and people from all over the world (Kizgin et al., 2021c). Consumers' decision-making is influenced by communication with friends on social networking sites, which has resulted in the interaction of products and services (Brown et al., 2007b). According to the paper of Kizgin (2018), social media is a key driver of culture change, acculturation tactics, and immigrant consumer consumption decisions. Therefore, we derive that social media has the power to drive repeated purchase decisions which will lead to brand loyalty. Moreover, this paper discloses that social media affects acculturation outcomes among immigrants and therefore ethnic minorities.

2.1.1 Social Media friendship orientation
Individuals can use social media to interact with their network, maintain existing relationships, and form new ones (Acquisti et al., 2006).

Social media friendship orientation, respectively social media peers are an integral part of acculturation (Kizgin et al., 2017).

In general, "friends" on social media are peers (West, Lewies & Currie, 2009). Kizgin et al (2021) argue that key drivers of acculturation outcomes were social interactions (in the form of friendship orientations). Moreover, Ethnic minority consumers can use social networking sites to interact, mingle, and expand their friendship networks, allowing them to strengthen ties with both in-group and out-group members. This permits people to break free from clichés associated with ethnic communities (e.g., isolation and segregation). This also aids their absorption into the culture and society of the host country.
Socializing and developing ties with host or home culture members on social media is a resource and a way of forming friendship networks and social capital (Lin et al., 2001). Kapoor et al (2018) argue that social media allows people to interact with one another, build and foster social relationships, and share ideas and proposals. Important is that Individuals are influenced by social influences such as peer groups and social media (Sattler et al., 2021) and Individual attitudes are less relevant than peer behavior and norms in determining actual behavior (Keuschnigg et al 2017; LaBrie et al., 2010).

2.1.2 The propensity to share items on social media
Jarvenpaa et al. (2000) argue the propensity to share information is "a personal norm reflecting the costs and benefits of sharing".

Social media facilitates knowledge sharing, which can be important drivers of social learning, networking, and the formation of symbiotic community relationships based on mutual trust, support, and charity (Rolls et al. 2016). The need to share has been cited as a motivator for utilizing social media sites such as Facebook and Instagram (Park et al., 2015). Christofides et al (2009) argues that sharing information on social media sites is a vital part of developing relationships with others whereas Wolny et al (2013) argue that That persons with a high desire for social interaction (i.e., a proclivity to socialize and share knowledge) engage in electronic word-of-mouth more frequently than those who are not.

Minority consumers can construct and reinforce several ethnicities in an online context when they often contact with different cultural groups via social media (Lindridge et al. 2015).

2.2 Acculturation
Integrating into a new culture involves an acculturation process (Jamal, Peñaloza and Laroche, 2015), while interactions with peers, especially friendship orientation, are considered a key driver when it comes to (virtual) acculturation results (Kizgin et al., 2021d). Acculturation is the process of learning a new culture through contact and interactions with people from different cultures (Laroche & Jamal, 2015) whereas the process of learning one's ancestral culture is known as enculturation (Kizgin et al., 2018a, Schwartz et al., 2010).
Acculturation distinguishes between the term's separation, assimilation, integration, and marginalization. Consumer acculturation refers to the procedures of learning a new culture (Jamal, Penaloza & Laroche, 2015b) in the host country. Kizgin et al (2018b) investigated that acculturation has a positive influence on purchase intentions. To develop brand loyalty, a consumer needs to be nudged in the direction of a purchase intention to start the process of being loyal towards a certain brand.

2.3 Brand engagement
The social media brand engagement concept is defined as the level of consumer involvement and connection with the brand on social media platforms (Hanna et al., 2011a; Kietzmann et al., 2011; Mangold & Faulds, 2009; Tasi & Men, 2013; Vivek et al., 2014; Ye et al., 2019).
A proactive and engaged interaction between the consumer and the brand's social media platform are all examples of social media brand engagement (Gomez et al., 2019c). Pansari and Kumar (2017a) report that pleasing customers is insufficient to ensure client loyalty and profitability, therefore as a result, firms' goals have shifted from relationship marketing to consumer engagement (Gomez et al., 2019d). In recent years social media platforms like Facebook and Instagram have become important channels for social media marketing activities.

2.4 Brand Loyalty
The concept of brand loyalty is defined as "the positive effect of loyal customers on business performance "(Bilgin, 2018). The concept of brand loyalty has several factors, while this research focuses on behavioral loyalty. Behavioral loyalty is defined as a commitment to buy a favored product or store on a regular basis, resulting in repeated purchases (Oliver, 1999). Despite better offers from competitors, a loyal customer remains loyal to the company of choice (Dick & Basu, 1994).
From a marketing standpoint, the importance of a brand is critical (Carpenter, 2000) because it aids in the attainment of a competitive edge (Kapferer, 2004). The concept of brand loyalty is an important factor for a firm's marketing, as loyal customers are less sensitive to price volatility (Reichheld & Schefter, 2000), which leads to increased revenues over time. Especially in hyper competitive industries like the apparel industry in the western world, brand loyalty is a gamechanger towards long term competitive advantage.

3. THEORETICAL FRAMEWORK
3.1 Social Media Peers and acculturation
Social media has evolved as a powerful tool for supporting and promoting activities and communications among peers, customers, and businesses (Kizgin et al., 2017b). Social Media has an important role in the acculturation process (Jamal et al., 2019). The acculturation process may occur virtual via social media (Li et al., 2019), where friendship orientation in social media among ethnic minorities aids their integration into the culture and lifestyle of the host country (Kizgin et al., 2021e). Social media is an important tool for cultural transformation as

well as a driver of acculturation tactics and consumer choices (Kizgin et al., 2017c). Individuals could use social media networking applications to adapt into host communities and create and sustain interpersonal connectedness (Lim & Pham, 2016; Pang, 2018; Sheikh & Anderson 2018; Tai et al., 2019) with peers and brands. Ethnic minority use of media is a major factor in their acculturation to a new social milieu (Wilkin et al., 2009). Cultural qualities such as media usage, language and clothes are commonly used to detect acculturation processes (Schwartz et al., 2010).

The propensity to share items on social networking sites like Instagram and Facebook fosters

H1. Social Media peers positively affects acculturation

3.2 Propensity to share and acculturation

According to Kizgin et at (2019), the propensity to share items on social media is a essential part of the socialization of immigrants. Socialization in turn is a driver of acculturation. Therefore, according to literature, we can assume that the propensity to share items positively affects the acculturation of ethnic minorities in Germany. According to studies of Brandtzaeg et al (2009) and Raacke et al (2008) Social connection and interaction are among the benefits of using SNSs. Moreover, SNS users are very motivated (Leung, 2013) to devote time and energy to interacting with people who share similar interests and values (Elliot et al., 2014). If an individual of an ethnic minority interacts with individuals who predominately interact with a member of the host culture, it will be most likely that the shared content affects acculturation in a positive manner.

H2. Propensity to share positively affects acculturation

3.3 Social Media Peers and Brand engagement

The concept of Brand engagement includes the "interaction and connections between consumers and the brand" (Gómez et al., 2019e). Therefore, Brand engagement compounded with social media advertising is an effective way for corporations to achieve a competitive advantage while communicating with its customers. Pansari and Kumar (2016d) argue that the Brand Engagement concept is based on transaction (Recency, Frequency, Monetary value), on Relationship (Trust & Commitment) and results in Engagement (Satisfaction & Emotions). Brand engagement is crucial for Brands since it paves the way to brand loyalty. Lee et al (2020) argue that brand engagement has a positive influence on purchase intention while Brand engagement is facilitated through social media (Hanna et al., 2011b). Companies communicate with customers using social media platforms like Facebook and Instagram and therefore enhance brand engagement (So et al., 2014b). Social Media peers have a significant impact on brand engagement decisions (Zhao et al., 2019). Baird and Parasnis (2011) state in their study that the influence of social media peers on recommendations and reviews has the impact to drive perceptions about brands. Therefore, social media peers are likely to influence behavior about brand purchase and loyalty decisions; hence social media peers are likely to affect social media behavior and shape ethnic minorities buyer identity (Foroudi, Marvi & Kizgin, 2020) towards brand engagement and brand loyalty.

H3. Social Media friendship orientation positively affects Brand engagement.

3.4 Propensity to share and Brand engagement

On social media, engagement with other consumers and brands can establish and sustain meaningful relationships, such as when sites provide functionality that allows users to express their liking for a brand or its messages, comment on the company's communications, or share brand content with their networks. Although consumers can connect businesses to their social media networks, brands gain little benefit from these linkages unless consumers interact with brand messaging; such interactions are critical for creating and maintaining relationships (Labrecque et al., 2020).

Engagement is important for social media platforms that are built around relationships and participation (Labrecque et al., 2020). Measurable behaviors on social media, such as likes and shares, signify various levels of commitment and effort (Labrecque et al., 2020). If a Social Media user has a high propensity to share content the individual therefore might be positively affected to act the same in relation to his/her favorite brand, which will foster brand engagement via social media in terms of likes and shares.

H4. Propensity to share positively affects brand engagement.

3.5 Acculturation and Brand Loyalty

Previous research has revealed that Acculturation influences customer purchase habits significantly (Jamal et al., 2015c; Kizgin et al., 2018c). Consumers' buying intentions are influenced by their cultural orientations, which are influenced by the information they obtain from online social networks (Wang, Yu & Wei, 2012) this may primarily happen via peers on social media. Purchase intentions can be recognized as an antecedent of consumer behavior towards brand loyalty. Enculturation and acculturation preferences influence ethnic consumer behavior (Kizgin et al., 2021f) like brand loyalty. Acculturation refers to immigrants' adaptation to the host culture and acceptance of its values and customs, as well as an adjustment to the host culture's marketplace realities (Laroche et al., 1998; Penaloza, 1994).

As a result, increasing contact with the host culture leads to acceptance of mainstream beliefs and conventions, which should enhance the chance of mainstream behaviors (Cleveland et al., 2009) like host culture representing brands, for example, Adidas in Germany. Peers frequently serve as socializing agents in the socialization process, providing the foundation for societal approbation and thereby influencing brand choice (Segev et al., 2014b). Moreover, Segev et al (2014c) reported in their study that ethnic identification predicts brand loyalty. Therefore, successfully acculturation and ethnic identification with the host culture may positively influence customer purchase habits towards brand loyalty.

H5. Acculturation positively affects Brand loyalty

3.6 Brand Engagement and Brand Loyalty

The advent of social media has altered the communication landscape (Morra et al., 2018). Consumer engagement is critical for establishing brand loyalty (Barger et al., 2016). Engaging customers is a fundamental approach to stimulate, establish, or foster brand loyalty (Islam & Rahman, 2017). Hollebeek (2011) highlights the importance of brand loyalty because of brand engagement. In virtual brand communities like on Facebook,

consumer brand engagement facilitates the development of an emotional connection with customers, resulting in brand loyalty (De Vries & Carlson, 2014; Gummerus et al., 2012). Customers' brand loyalty can be increased by including them in virtual communities relevant to the brand (De Valck et al., 2009), whereby social network peers might nudge an individual of the same culture towards these communities.
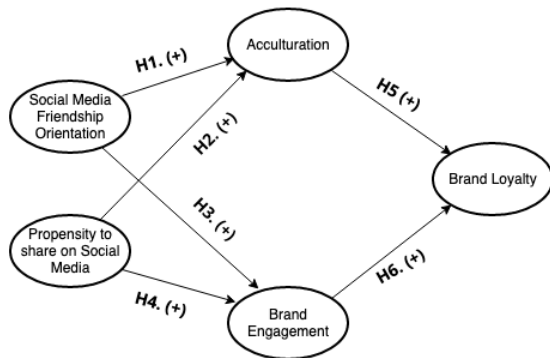
H6. Brand engagement positively affects Brand loyalty.

Figure 1: Proposed Conceptual Model

4. METHODOLOGY

4.1 Research Design and Methodology

The proposed research model investigates the relationship between social media concepts (social media peers & propensity to share) on Brand engagement and Acculturation. Moreover, the effect of Brand engagement on brand loyalty as well as acculturation/enculturation on brand loyalty is measured. Items for friendship orientation were taken from Xu et al. (2003b), whereas the measurement for propensity to share is adapted from Davenport et al. (2000).

The acculturation/enculturation part is adapted from Arends-Toth and van de Vijver (2007). Measuring social media brand engagement items were based on Hollebeek et al. (2014) and the measures for Brand loyalty were adopted from Delgado-Ballester (2003).

All items are measured on a seven-point Likert scale in 1=" strongly disagree" and 7=" strongly agree", except the concept of brand loyalty which is measured on a five-point Likert scale, reaching from 1=" strongly disagree" and 5=" strongly agree".

The data analysis part of this research uses factor analysis and correlations. Moreover, a multi regression will be performed to analyze the influence and affiliation of the individual variables. Measure for reliability and validity like the Kaiser-Meyer-Olkin test, the Cronbach's alpha and the Bartletts test of sphericity will be conducted. Since the data retrieved from the survey is Quantitative in nature, the statistical analysis was performed via spss using several statistical methods.

To validate the hypothesis and subsequently answer the research question, the data has been analyzed using factor analysis, correlation, and multiple regression models in SPSS. Moreover, the reliability of the model was tested by performing the Bartlett's Test, and the Kaiser-Meyer-Olkin test and Cronbach's alpha test. The statistical analysis revealed significant effects on the one side and insignificant effects on the other side.

5. DATA COLLECTION

Data collection is conducted via an online survey on Qualtrics. For analysis of this research, SPSS is used to draw a validated statistical conclusion. For each concept, several items are used to measure the effect on another variable. This research focuses on ethnic minorities in Germany, being an ethnic minority in Germany in this research is defined by having another cultural heritage than German culture. The targeted sample size will be a minimum of 60. Finding members of ethnic minorities in Germany speaking proficient English might be a challenge, since most members of ethnic minorities in Germany speak their heritage language and German, but not necessarily English.

Operationalizing the items in the survey and correlating the measured variables will be used to measure the effect of each variable on another. As a statistical measure, this paper utilizes a a multiple regression for further validity of the correlation outcome. The data collection will be operationalized by posts on social networks like Facebook and LinkedIn and by sending it in-person to peers, to aim the right target group. The main goal of the survey is to collect data about social media peer influence, the influence of the propensity to share on social media and the effect of acculturation/enculturation on brand loyalty in the context of the apparel industry. An understanding of how the acculturation concept via social media influences the term brand loyalty will be statistically validated. The items used in the survey will be already validated by existing literature and will be statistically proven beforehand and after the analysis. Moreover, a factor analysis will be conducted before performing the multiple regression to find out which items are useful and valid. The survey consists of a total of 47 questions whereas two screening questions were included. Additionally 4 questions about the demographics were part of the survey. Firstly, participants were asked to which cultural heritage they belong. If a respondent answers German (s)he drops out of the survey. Secondly, the participants were asked whether they live in Germany or in another country. If the respondents live in Germany (s)he can proceed with the survey, if not the individual drops. Demographic questions about age and educational level were asked to character the responses more specifically. This is important because in the context of brand loyalty in the apparel industry, and to a certain degree the purchasing power, educational level, and age might play a significant role and distinguish between repeated purchase behavior and one-off purchase decisions. In total a 41 question we're asked about the constructs to be measured.

Respondents were approached via social media and word of mouth of my own ethnic minority network in Germany. Distributing the survey to 30 individuals, each finding about 1,5 additional respondents in average made the survey a total of 85 respondents.

5.1 Sampling

Due to reasons of efficiency and limitations of scope, not every ethnic minority in Germany could be mentioned in the survey, so the cultural heritages that are often represented in Germany were mentioned. However, this leads to the fact that most of the respondents belong to an ethnic minority that is titled "other" in this survey. Nonetheless, the data reflect a reasonably reliable cross-section of ethnic minorities in Germany. Out of the 85 participants, 27 dropped because the other belongs to the German culture as a heritage or they are not living in Germany now in time to fill out this survey. A complete overview of the demographics can be found below in table 1.

Of the 58 remaining respondents, 32 (55.2%) were male and 26 (44.8%) were female

Concerning the educational level, most respondents had a bachelor's degree (36.2%) followed by Highschool with 22.4%. The cultural heritage of the eligible respondents was mixed and can be considered a cross-section of society in Germany with 13.8% Turkish heritage, followed by 8.6% for Afghanistan and Iran. 25 respondents did not belong to one of the mentioned categories and represent the "other" countries with 43.1%.

The most represented age group in this sample is 25-34 with a percentage of 72.4%, followed by individuals aging 18-24 with 22.4%.

5.2 Demographics

Table 1 Demographics

		Frequency	Percentage %
Gender	Male	32	55.2
	Female	26	44.8
Education	Bachelor	21	36.2
	Highschool	13	22.4
	Apprenticeship	9	15.5
	Master	8	13.8
	PhD	1	1.7
	Other	6	10.3
Cultural Heritage	Turkey	8	13.8
	Afghanistan	5	8.6
	Iran	5	8.6
	Iraq	4	6.9
	Greece	3	5.2
	Poland	3	5.2
	Syria	3	5.2
	Romania	2	3.4
	Other	25	43.1
Age	25-34	42	72.4
	18-24	13	22.4
	65+	2	3.4
	55-64	1	1.7

6. DATA ANALYSIS

6.1 Main effects

Some hypotheses are supported by the analysis, while some are rejected by this dataset. The analysis reveals the factors as reliable and valid for further data analysis.

6.2 Factor analysis

The factor analysis of the items in the survey was conducted as the first step in the analysis in order to reduce the dimensions and only keep the factor with a load of over 0.5, since this is the statistical threshold which determines if a factor is significant enough to fit in the model (Shelvin & Miles, 1997).

Moreover, the method of the rotated component matrix was used in order to determine which factors need to be dropped.

In order to measure the sample adequacy the Kaiser-Meyer-Olkin test was calculated(Rasheed & Abadi, 2014). In the KMO the score needs tob e above 0.5 in order to assess the suitability of data for factor analysis (Babaee, 2009).

In order to measure the reliability of the model the Cronbach's alpha test was performed for each factor (Creswell, 2005). The score of the cronbachs alpha should be above 0.6 in order to ensure a reliable outcome of the measures (Pallant, 2001).

In the next step, it is determined whether variances are the same for all samples, one can apply Bartlett's test for homogeneity of variances. Before performing statistical tests, it verifies that the assumption of equal variances is accurate (Snedecor & Corchran, 1989) .. The outcome of the Bartletts test should be 0.05 or below in order to ensure a significant outcome and a suitable dataset for the factor analysis (Babaee, 2009).

6.2.1 Friendship orientation

The rotated component matrix shows that FO3 scores .334 in component 1 and .029 in component 2. Therefore it was dropped. In further factor analysis, none of the remaining factors of FO1, FO2, FO4 and FO5 scored below the threshold of 0.5 in both components were kept in for this reason. Next we extract the fixed number of factors to one. Here we see that FO1 has a score of .389 and will be dropped because it is beneath the threshold of .5 After dropping FO1 the remaining factors FO2 (.627), FO4 (.720) and FO5 (.797) score above 0.5 and are therefore kept in for computing Cronbach's alpha and performing the regression.

The KMO, which descripes the sample adequacy is .578 and therefore acceptable. The Cronbach's alpha for the factor friendship orientation, after dropping the items FO1, FO3 above scores .526 with the remaining items FO2, FO4 and FO5.

The Bartletts test of sphericity shows a value of 0.006 on this factor and therefore reveals.Those measures manifest the relia bility and validity of the factor friendship orientation.

Table 2 Item Statistics Friendship Orientation

	Item Statistics		
	Mean	Std. Deviation	N
FO2	4.64	1.693	58
FO4	3.55	1.524	58
FO5	4.22	1.807	58

6.2.2 Propensity to share

The rotated component matrix after the first round shows that all items score at least on one dimension above 0.5 and are therefore kept in the dataset. In the next step SPSS computed the components into one. It appears that PROP1 (.445), PROP 4 (.458) and PROP 5 (.398) scored below 0.5 and are therefore dropped from the data set. Redoing the test, with the variables PROP2 (.819) and PROP3 (.819) score above 0.5 and are therefore kept in the new variables FAC_PROP

The KMO with the remaining items PROP2 and PROP3 scores .5 and is therefore on the threshold to be reliable.

The Cronbach's alpha scores .508 with the remaining items of PROP2 and PROP3.

The Bartletts test of sphericity shows a value 0.009 in this factor. The measures of validity and reliability are sufficient according to the scores.

Table 3 Item statistics Propensity to share

| | Item Statistics | | |
	Mean	Std. Deviation	N
PROP2	4.84	1.684	58
PROP3	4.93	1.632	58

6.2.3 Acculturation

In the acculturation all items scored at least 0.5 in one of the 3 components. Extracting it into one factor, the analysis shows that item ACC6 (.396) and item ACC7 (.269) scored below 0.5 and are therefore dropped. Extracting those items and re-performing the factors analysis shows that item ACC1 (.476) and item ACC4 (.465) score below 0.5 and are therefore dropped. In round 3 of the factor analysis for acculturation item ACC3 (.471) scored below 0.5 and was therefore dropped. Round number 4 of the factors revealed all remaining components are eligible to stay in the factor Acculturation with ACC2 (.673), ACC5 (.703), ACC8 (.766) and item ACC9 (.675). The KMO fort his factor is .685 and therefore reliable. The Cronbach's alpha scores with remaining items .661. The Bartletts test of sphericity shows a value of 0.000 for this factor and is therefore significant.

Table 4 Item statistics Acculturation

| | Item Statistics | | |
	Mean	Std. Deviation	N
ACC9	4.72	1.871	58
ACC8	4.17	1.749	58
ACC2	4.64	1.586	58
ACC5	4.66	1.722	58

6.2.4 Brand engagement

The rotated component matrix for brand engagement shows that none of the items scores below 0.5 in all 3 components of this variable. Transforming the items into one factor reveals that the first two items of Brand engagement CP1 (.430) and CP2 (.450) score below 0.5 and are therefore dropped for further analysis. The second round of the factor analysis reveals that item three CP3 (.431) scores below 0.5 and is dropped. The third round exposes all factors relevant and being kept in the data with AF1 (.553), AF2 (.659), AF3 (.557), AF4 (.697), AC1 (.768), AC2 (.589) and AC3 (.702).
The KMO for the factor brand engagement is .766, the Cronbach's alpha scores .769 and the Bartletts test of sphericity shows a value 0.000. This data shows the factor is valid and reliable for data analysis.

Table 5 Item statistics Brand engagement

| | Item Statistics | | |
	Mean	Std. Deviation	N
AF1	4.71	1.757	58
AF2	4.66	1.712	58
AF3	4.66	1.792	58
AF4	4.33	1.761	58
AC1	4.41	1.758	58
AC2	4.60	1.664	58
AC3	4.57	1.636	58

6.2.5 Brand loyalty
The variable brand loyalty has by default only one component in this model and all items BL1(.847), BL2(.859) and BL3 (.840) score above 0.5 and are therefore kept for the regression analysis.
The KMO for brand loyalty is is .713, the Cronbach's alpha scores .804 and the Bartletts test of sphericity shows a value 0.000 which make it a signigicant, valid and reliable outcome.

Table 6 Item statistics Brand Loyalty

| | Item Statistics | | |
	Mean	Std. Deviation	N
BL1	3.17	1.258	58
BL2	3.19	1.146	58
BL3	3.21	1.120	58

6.3 Correlations
The correlation table (Table 7) exposes a significant correlation for friendship orientation on acculturation. There is no correlation if the correlation is 0, and there is a perfect correlation if the correlation is one (Akoglu, H. 2018). ---

The table below reveals a significant correlation of the online friendship orientation of acculturation (.425**) and the propensity to share on acculturation (.313*). Furthermore, the correlation matrix proves a significant effect from brand engagement on brand loyalty (.353**).

For the other variables, there is no significant correlation proven by this study.

6.4 Hypothesis testing via multigroup regression
Multiple regression was performed after the factor analysis in order to measure the effect on the independent (predictor) variables on the dependent variables. The outcome is significant when the p-value is below or equal to 0.05. A value between 0.05 and 0.1 can be considered marginal significant. To evaluate the model using fictitious associations based on significance level, multiple regression analysis is depicted (Tabachnick & Fidell, 2007). First of all the influence of the two independent predictor variables friendship orientation and propensity to share were measured on the dependent variable acculturation. In the next step friendship orientation and the propensity to share, as independent variables were measured on the dependent variable of enculturation. Subsequently, acculturation and enculturation were measured as independent variables on the outcome variable of brand loyalty. In addition to this friendship orientation and propensity to share, as independent variables were measured on the dependent variable brand engagement, subsequently brand engagement as an independent variable was measured on the dependent output variable of brand loyalty.

Table 7 Correlation Table

		FAC_FO	FAC_PROP	FAC_ACC	FAC_BE	FAC_BL
			Correlation Table			
FAC_FO	Pearson correlation	1				
FAC_PROP	Pearson correlation	.245	1			
FAC_ACC	Pearson correlation	.425**	.313*	1		
FAC_BE	Pearson correlation	.071	.108	.095	1	
FAC_BL	Pearson correlation	.101	-.030	.181	.353**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

6.4.1 Friendship orientation and propensity to share on acculturation

The result of the multi group regression analysis with the predictor variables Friendship orientation and propensity to share on the dependent variable acculturation exposes a positive significant relationship of friendship orientation on acculturation. Moreover, this analysis exposes a marginal positive effect of the propensity to share on acculturation.

Therefore, *H1. Social Media peers positively affect acculturation* (ß = .371, p = .004) has been approved by this research. Furthermore, *H2. Propensity to share positively affects acculturation* (ß = .222, p = .075) has been approved by this research.

Table 8 Multigroup Regression FO_PROP on ACC

	Coefficients			
Model	Unstandardized ß	Std. Error	t	Sig
1 (Constant)	4.084E-17	.118	.000	1.000
FAC_FO	.371	.122	3.033	.004
FAC_PROP	.222	.122	1.816	.075

a. Dependent Variable: FAC_ACC Factor Acculturation

6.4.2 Friendship orientation and propensity to share on brand engagement

The multigroup regression of the independent variables of friendship orientations and the propensity to share were measured on the dependent variable of brand engagement in this section. The result reveals that neither *H3. Social Media friendship orientation positively affects Brand engagement*

(ß = .048, p = .732) nor *H4. Propensity to share positively affects brand engagement* (ß = .096, p = .489) Has a significant positive effect on brand engagement in this sample. Therefore, those two hypotheses are rejected by the multigroup regression.

Table 9 Multigroup regression FO_PROP on BE

	Coefficients			
Model	Unstandardized ß	Std. Error	t	Sig
1 (Constant)	1.145E-16	.133	.000	1.000
FAC_FO	.048	.138	.344	.732
FAC_PROP	.096	.138	.696	.489

a. Dependent Variable: FAC_BE Factor Brand engagement

6.4.3 Brand engagement and acculturation on brand loyalty

Performing multigroup regression with the independent predictor variables of brand engagement on the outcome variable of brand loyalty reveals that only *H6. Brand engagement positively affects Brand loyalty* was approved in this research (ß = .339, p = .009) whereas *H5. Acculturation positively affects Brand loyalty* was rejected by this study (ß = .148, p = .241).

Table 10 Multigroup Regression BE_ACC on BL

	Coefficients			
Model	Unstandardized ß	Std. Error	t	Sig
1 (Constant)	-2.669E-17	.123	.000	1.000
FAC_BE	.339	.125	2.710	.009
FAC_ACC	.148	.125	1.186	.241

a. Dependent Variable: FAC_BL Brand loyalty

6.5 Results

After performing the statistical tests, the result states that 3 out of 6 hypotheses were confirmed by this research. Namely, *H1. Social Media peers positively affect acculturation, H2. Propensity to share positively affects acculturation* and *H6. Brand engagement positively affects Brand loyalty* were proven right by this research. The other 3 hypotheses were not proven significant in this research, namely *H5. Acculturation positively affects Brand loyalty, H3. Social Media friendship orientation positively affects Brand engagement* and *H4. Propensity to share positively affects brand engagement*

The outcome of the multiple regression equals the outcome of the hypotheses testing in the correlation analysis in terms of significance.

6.6 Factor loading table

Table 11 Factor loading table

CONSTRUCT	ITEM	FACTOR LOADING	CRONBACH'S ALPHA	AVE
FRIENDSHIP ORIENTATION	FO2	.627	.525	.515
	FO4	.720		
	FO5	.797		
PROPENSITY TO SHARE	PROP2	.819	.508	.671
	PROP3	.819		
ACCULTURATION	ACC2	.673	.661	.497
	ACC5	.703		
	ACC8	.766		
	ACC9	.675		
BRAND ENGAGEMENT	AF1	.553	.769	.423
	AF2	.659		
	AF3	.557		
	AF4	.697		
	AC1	.768		
	AC2	.589		
	AC3	.702		
BRAND LOYALTY	BL1	.847	.804	.720
	BL2	.859		
	BL3	.840		

7. DISCUSSION AND IMPLICATIONS

The data analysis shows inter alia surprising effects regarding the formulated hypotheses.

In the first place it is possible that members of ethnic minorities in Germany already live there for more than a generation and therefore are fully acculturated. However, it is discussable that

This study implies that there is still much research potential on brand loyalty and acculturation behavior of ethnic minorities in an online context.

According to Ryder et al (2000) and Kline & Liu (2005) Social media usage and the idea of acculturation are still being studied.

This study could add more value in this field by proving that the friendship orientation among ethnic minorities has a significant influence on the acculturation outcome. Moreover, this research proved that the propensity to share on social media sites has a marginal significant effect on the acculturation of ethnic minorities living in Germany.

The hypothesis which was not supported by this study leaves space for further research due to certain limitations mentioned in the limitation part beneath.

Regarding *hypothesis 1 social media peers positively affect acculturation* Lim & Pham (2016) expose the result that using social media extensively, ethnic minorities create friend networks that are vital to their assimilation and eventual integration. This result was proven by this study and therefore adds more assurance in this field of research.

Discussing *hypothesis 2 Propensity to share positively affects acculturation* was proven marginally significant, whereas the result of Kizgin et al (2019) was supported, who states that the propensity to share items on social media is a essential part of socialization of immigrants.

Hypothesis 3 Social Media friendship orientation positively affects Brand engagement. Was not proven by this research, despite the study of Kim (2005) suggests that friendships may change how people perceive different objects. If people perceive different objects according to their friendship orientations, it might be that they engage more in this field. Moreover, it was not proven that Individuals could use social media networking applications to adapt into host communities and create and sustain interpersonal connectedness with brands (Lim & Pham, 2016; Pang, 2018; Sheikh & Anderson 2018; Tai et al., 2019).

Surprisingly *Hypothesis 4 propensity to share affects brand engagement* was not proven significant by this research. Despite engagement is important for social media platform and relationships (Labrecque et al., 2020) with inter alia brands this research does not approve the assumption that if an Social Media users has a high propensity to share content the individual therefore might be positively affected to act the same in relation to his/her favorite brand, which will foster brand engagement via social media in terms of likes and shares

Hypothesis 5 acculturation positively affects brand loyalty, the study of Ashaduzzaman et al (2021) exposed that Store loyalty among immigrants in western countries was significantly influenced by acculturation. On this assumption this research could not extend this result to the concept of brand loyalty in general regarding the apparel industry.

Hypothesis 6 Brand engagement positively affects Brand loyalty.

Was proven by this research were the statements of De Valck et al (2009) who states that Customers' brand loyalty can be increased by including them in virtual communities relevant to the brand were proven right.

7.1 Practical Implications

Practical implications for marketers derived from this research include the fact that a high brand engagement fosters brand loyalty. Further practical implication according to this paper consists of the fact that acculturation does not foster brand loyalty. For marketers, this means it does not matter if an individual is acculturated to the German culture to repeat purchase behavior despite market obstacles like increased prices or out-of-stock items.

Additionally, this study helps to understand that the friendship orientation has a significant effect on acculturation, this may help researchers and marketers to capitalize from this by analysing certain friendship networks on social media to assess the acculturation degree of those personas. The acculturation may imply in other industries than in the apparel industry, or in different concepts like purchase intentions more value.

Moreover, the propensity to share has a significant influence on acculturation which means for marketeers and researchers that if researchers want to determine the acculturation process of an ethnic minority individual in Germany, it can help to assess their behaviour towards sharing attitude on social network.

Culture plays a significant part in marketing and sales, and therefore this paper fosters knowledge for marketing department targeting ethnic minorities by understanding that the friendship orientation and the propensity to share has indeed a significant effect on the acculturation outcome of an individual.

8. CONCLUSION

Concluding the research and answering the research question

"How does peer influence in social media facilitate brand loyalty among ethnic minorities in Germany? "

This study tested a total set of 6 hypotheses. 3 out of the 6 hypotheses were proven wrong, whereas the other 3 of 6 were approved by this study. The statistical tests revealed inter alia surprising outcomes. This research proves that the mediator variable of brand engagement has a direct effect on the dependent outcome variable of brand loyalty.

Moreover, the paper identified that the acculturation of ethnic minorities in Germany does not have a significant effect on brand loyalty in the apparel industry. However, it reveals that research objective 1 "the effect of social media friendship orientation and propensity to share on the acculturation of ethnic minorities in Germany is statistically significant enough to draw a conclusion for marketeers in terms of acculturation outcomes. It was investigated that social media friendship orientation towards members of the host culture indeed positively affects the acculturation outcome of ethnic minorities in Germany. Moreover, the analysis examined that the propensity to share content on social media does have a positive effect on the acculturation outcome of those individuals.

Elaborating on the result of research objective 2, "the effect of social media friendship orientation and propensity to share on social media brand engagement," this paper surprisingly implies that social media peers and the propensity to share content on social media does not significantly contributes to increased brand engagement.

Finally, this study investigated the research objective 3 "the effect of acculturation on brand loyalty". The result of this research is not significant enough in order to prove that acculturation indeed has a significant effect on brand loyalty.

Peer influence in social media does not directly facilitate brand loyalty among ethnic minorities via the concept of acculturation. Neither does the propensity to share affects brand engagement on social media, nor does the friendship orientation on social media facilitate this.

There is no effect of peer influence on social media facilitating brand loyalty among ethnic minorities in this study.

9. LIMITATIONS AND FURTHER RESEARCH

9.1 Limitations

This study adds value in determining the non existing effect of acculturation on brand loyalty of ethnic minorities living in Germany regarding the apparel brand industry. Despite some approved outcomes, this study reveals a set of limitations that can be investigated in further research.

The sample of this study has not proven that acculturation has a significant effect on brand loyalty.

Firstly, the sample size of this sample needs to be increased to achieve a more significant and more reliable result in the statistical analysis. Approaching ethnic minorities in Germany digitally from the Netherlands is a process with many obstacles in communication. Some respondents felt insulted by being asked about participating in a study about ethnic minorities in Germany since they perceive themselves as part of the German culture and do not want to present their cultural heritage from the last or penultimate generation. Therefore, approaching members of ethnic minority respectively with a different cultural heritage than German needs to be conducted in the most sensitive way possible. Despite this approaching individual in the most careful way, the thematic can be sensitive to certain individuals.

Further limitations of this study consider the proposed conceptual model and the items in the survey which turned out not to be perfectly reliable and meaningful in the statistical analysis.

In specific, the validation scores of the analyzed models have proven not top-notch reliable.

Regarding the reliability of the models, it is important to mention certain limitations inter alia that the factor propensity to share has a relative low score on the reliability analysis measures like the KMO (.5) and the Cronbach's alpha (.508), moreover the Bartletts test (.009) scores higher than on any other factors. This implies the propensity to share variable needs to be checked and re-assessed to guarantee a more reliable outcome out this construct.

Additionality the factor or friendship orientation suffers the same limitations in this research. The KMO measure scores low a well (.578), the Cronbach's alpha (.526) needs to be improved in further research to guarantee a reliable and valid outcome. The Bartletts test (.006) scores higher than the factors of Brand loyalty (.000), Brand engagement (.000), acculturation (.000) and enculturation (.002) but lower than the propensity to share (.009) and can be improved as well.

Some survey items had to be dropped in the variable of propensity to share, which reveals a need for more in-dept research in this domain. In general, many survey items were dropped in the factor analysis, which hints that the survey needs more respondents to conceive the most reliable and valid outcome of the proposed research model.

9.2 Further research

Further research may investigate why members of ethnic minorities in Germany do not facilitate brand loyalty via acculturation outcomes. Furthermore, scientists may examine why social media friendship orientation does not affect brand engagement.

A larger sample may reveal a different outcome on that hypothesis. Furthermore, scientists may examine the effect of acculturation on brand loyalty in a different industry than the apparel industry, or regarding a specific brand.

Another idea is that the study could focus on a specific brand and on specific ethnic minorities e.g., Turkish people living in Germany. Moreover, it could be examined if there are regional differences in Germany regarding the mentioned constructs.

Future research could investigate whether the income level of the respondents plays a significant result on the acculturation and brand loyalty relationship. I might be that members of higher-income classes have a different behavior towards acculturation and brand loyalty than members of the lower-income classes.

Scientist may resolve the questions if the number of siblings or the family size and the interconnection of family members on social media play a role in the outcomes of the constructs.

10. ACKNOWLEDGMENTS

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APPENDIX

Part 1: Survey Items

Variable	Item	Literature
Friendship Orientation	(FO1) Most of my friends from social media are German	Xu, J., Shim, S., Lotz, S., & Almeida, D. (2003).
	(FO2) I get together with other German friends from social network sites very often	
	(FO3) It is important to me to connect with German friends on social network sites	
	(FO4) I prefer to hang out with German friends rather than friends from other ethnic groups on social network sites	
	(FO5) I see more commonalities between me and German friends rather than friends from other ethnic background on social network sites	
Propensity to share	(PROP1) I frequently share new information and my knowledge with others	Davenport, T.H. and Prusak, L. (2000), Hsu, M.H. , Ju, T.L. , Yen, C.H. and Chang, C.M. (2007).
	(PROP2) I frequently talk about information, knowledge and know-how with others	
	(PROP3) I exchange information and data with others regularly	
	(PROP4) I share purchase information or knowledge with others	
	(PROP5) I share my knowledge and experiences with other voluntary	
Acculturation	(ACC1) I spend most of my time on social media with German people	J.V. Arends-Tóth, F.J.R. van de Vijver (2007).
	(ACC2) I often ask for help /advice from German friends/colleagues	
	(ACC3) I frequently eat with German friends/colleagues	
	(ACC4) My preference is to speak German most of the time	
	(ACC5) My preference is to speak German with my friends from my own culture	

	(ACC6) I very often speak in German with my parents or family members	
	(ACC7) I very often attend German cultural performances (theaters and concerts)	
	(ACC8) I very often watch German movies	
	(ACC9) I very often listen to German music	
Brand engagement	(CP1) Using a (BRAND) gets me to think about (BRAND)	Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014).
	(CP2) I think about (BRAND) a lot when I am using it	
	(CP3) Using (BRAND) stimulates my interest to learn more about (BRAND)	
	(AF1) I feel very positive when I use (BRAND)	
	(AF2) Using the (BRAND) makes me happy	
	(AF3) I feel good when I use (BRAND)	
	(AF4) I am proud to use (BRAND)	
	(AC1) I spend a lot of time using (BRAND), compared to other apparel brands	
	(AC2) Whenever I am using apparel I usually use (BRAND)	
	(AC3) (BRAND) is one of the brands I usually use when I use apparel	
Brand Loyalty	(BL1) I consider myself to be loyal to the brand	Delgado-Ballester, E., Munuera-Aleman, J. L., & Yague-Guillen, M. J. (2003).
	(BL2) If the brand is not available at the store, I would buy the same brand from some other store	
	(BL3) I am willing to pay more for my brand	

Part 2: Survey

By participating in this study you agree to participate in a research study "Social Media Impact on Consumer Acculturation in the Context of Brand Loyalty". Participation in this study is voluntary and the collected data will anonymously be analyzed and deleted after data analysis. This research is in the context of a Bachelor thesis at the faculty of Behavioral, Management and Social sciences at the University of Twente. This study investigates the influence of social media acculturation on brand loyalty in the context of apparel purchase. The survey contains a set of 47 questions in total and it is approximated to take 5-10 minutes. Your consent to participate can be withdrawn at any time. There is no known risk concerning this study. All participants need to be accountable for their participation; in case of non-competence please advise your legal representative or send an email to f.n.vanderzalm@student.utwente.nl.
For questions or suggestions please contact Finn van der Zalm via f.n.vanderzalm@student.utwente.nl

Please consent to take part in this study

○ Yes
○ No

What is your gender?

○ Male
○ Female
○ Non-binary / third gender
○ Prefer not to say

What is your educational background?

○ Highschool
○ Apprenticeship
○ Bachelor
○ Master
○ Phd
○ Other

What is your cultural heritage?

○ Germany
○ Romania
○ Turkey
○ Poland
○ Greece
○ Spain
○ Italy
○ Syria
○ Afghanistan
○ Iran
○ Iraq
○ Other

What is your age?

- ○ 18-24
- ○ 25-34
- ○ 35-44
- ○ 45-54
- ○ 55-64
- ○ 65 and over

Where do you live?

- ○ Germany
- ○ Other

This question block refers to your friendship preferences on social media networks. Please indicate what your friendship orientation looks like on social networks like Facebook or Instagram.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Most of my friends from social media are German	○	○	○	○	○	○	○
I get together with German friends on social network sites very often	○	○	○	○	○	○	○
It is important to me to connect with German friends on social network sites	○	○	○	○	○	○	○
I prefer to hang out with german friends rather than friends from other ethnic groups on social networking sites	○	○	○	○	○	○	○
I see more commonalities between me and German friends rather than friends from other ethnic background on social network sites	○	○	○	○	○	○	○

The next five questions will ask you about your tendency to share content on social networks, for example likes on facebook, stories on Instagram or sharing videos on tiktok. Please indicate your preference here to share information on social networks. Be aware that information can be any kind of activity, for example liking a picture or sharing content with your friends.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I frequently share new information and my knowledge with others	○	○	○	○	○	○	○
I frequently talk about information, knowledge and know-how with others	○	○	○	○	○	○	○
I exchange information and data with others regularly	○	○	○	○	○	○	○
I share purchase information or knowledge with others	○	○	○	○	○	○	○
I share my knowledge and experiences with other voluntary	○	○	○	○	○	○	○

In this part of the survey you are asked to state your acculturation preferences regarding your own culture and the German culture. Acculturation is the process of growing into the host culture, while enculturation describes the process of learning one's own heritage culture. This part is split into two blocks; in the first you are asked to state your acculturation preferences, in the second you are asked to state your enculturation preferences. With non-native language means the language you speak at home or with your family.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I spend most of my time on social media with German people	○	○	○	○	○	○	○
I often ask for help /advice from German friends/colleagues	○	○	○	○	○	○	○
I frequently eat with German friends/colleagues	○	○	○	○	○	○	○
My preference is to speak German most of the time	○	○	○	○	○	○	○
My preference is to speak German with my friends from my own culture	○	○	○	○	○	○	○
I very often speak in German with my parents or family members	○	○	○	○	○	○	○
I very often attend German cultural performances (theaters and concerts)	○	○	○	○	○	○	○
I very often watch German movies	○	○	○	○	○	○	○
I very often listen to German music	○	○	○	○	○	○	○

Enculturation is the opposite of acculturation and describes the process towards learning one`s heritage culture.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I spend most of my time on social media with people from my own culture	○	○	○	○	○	○	○
I often ask for help /advice from friends/colleagues from my own culture	○	○	○	○	○	○	○
I frequently eat with friends/colleagues from my own culture	○	○	○	○	○	○	○
My preference is to speak the language of my heritage most of the time	○	○	○	○	○	○	○
My preference is to speak another language than German with my friends from my own culture	○	○	○	○	○	○	○
I very often speak in my heritage language with my parents or family members	○	○	○	○	○	○	○
I very often attend cultural performances (theaters and concerts) from my own culture	○	○	○	○	○	○	○
I very often watch movies from my own culture	○	○	○	○	○	○	○
I very often listen to music from my own culture	○	○	○	○	○	○	○

Engaging with brands is in today's world almost a daily occurence. Please state here how you feel about a certain apparel brand and how using this brand affects your mood. Please think about your favorite Brand in this section

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Using a (BRAND) gets me to think about (BRAND)	○	○	○	○	○	○	○
I think about (BRAND) a lot when I am using it	○	○	○	○	○	○	○
Using (BRAND) stimulates my interest to learn more about (BRAND)	○	○	○	○	○	○	○
I feel very positive when I use (BRAND)	○	○	○	○	○	○	○
Using the (BRAND) makes me happy	○	○	○	○	○	○	○
I feel good when I use (BRAND)	○	○	○	○	○	○	○
I am proud to use (BRAND)	○	○	○	○	○	○	○
I spend a lot of time using (BRAND), compared to other apparel brands	○	○	○	○	○	○	○
Whenever I am using apparel I usually use (BRAND)	○	○	○	○	○	○	○
(BRAND) is one of the brands i usually use when I use apparel	○	○	○	○	○	○	○

The following three questions concern brand loyalty. You will be asked how your behavior towards your favorite clothing brand is. Please take into consideration that in question 2 "at the store" means also any online store.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I consider myself to be loyal to the brand	○	○	○	○	○
If the brand is not available at the store, I would buy the same brand from some other store	○	○	○	○	○
I am willing to pay more for my brand	○	○	○	○	○

End of Survey

We thank you for your time spent taking this survey.

Your response has been recorded.

Part 3: SPSS output, demographics

Gender What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	32	55.2	55.2	55.2
	2 Female	26	44.8	44.8	100.0
	Total	58	100.0	100.0	

Age What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18–24	13	22.4	22.4	22.4
	2 25–34	42	72.4	72.4	94.8
	5 55–64	1	1.7	1.7	96.6
	6 65+	2	3.4	3.4	100.0
	Total	58	100.0	100.0	

Education What is your educational background?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Highschool	13	22.4	22.4	22.4
	2 Apprenticeship	9	15.5	15.5	37.9
	3 Bachelor	21	36.2	36.2	74.1
	4 Master	8	13.8	13.8	87.9
	5 Phd	1	1.7	1.7	89.7
	6 Other	6	10.3	10.3	100.0
	Total	58	100.0	100.0	

Cultural_heritage What is your cultural heritage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Romania	2	3.4	3.4	3.4
	2 Turkey	8	13.8	13.8	17.2
	3 Poland	3	5.2	5.2	22.4
	6 Syria	3	5.2	5.2	27.6
	7 Afghanistan	5	8.6	8.6	36.2
	8 Iran	5	8.6	8.6	44.8
	9 Other	25	43.1	43.1	87.9
	11 Iraq	4	6.9	6.9	94.8
	12 Greece	3	5.2	5.2	100.0
	Total	58	100.0	100.0	

Part 4: SPSS output, Factor analysis & measures of reliability and validity

Friendship orientation

Component Matrix[a]

	Component 1
FO2 I get together with German friends on social network sites very often	.627
FO4 I prefer to hang out with German friends rather than friends from other ethnic groups on social networking sites	.720
FO5 I see more commonalities between me and German friends rather than friends from other ethnic background on social network sites	.797

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.578
Bartlett's Test of Sphericity	Approx. Chi–Square	12.537
	df	3
	Sig.	.006

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.526	.525	3

Propensity to share

Component Matrix[a]

	Component 1
PROP2 I frequently talk about information, knowledge and know-how with others	.819
PROP3 I exchange information and data with others regularly	.819

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	6.856
	df	1
	Sig.	.009

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.508	.508	2

Acculturation

Component Matrix[a]

	Component 1
ACC2 I often ask for help /advice from German friends/colleagues	.673
ACC5 My preference is to speak German with my friends from my own culture	.703
ACC8 I very often watch German movies	.766
ACC9 I very often listen to German music	.675

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	31.197
	df	6
	Sig.	.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.661	.662	4

Brand engagement

Component Matrix[a]

	Component 1
AF1 I feel very positive when I use (BRAND)	.553
AF2 Using the (BRAND) makes me happy	.659
AF3 I feel good when I use (BRAND)	.557
AF4 I am proud to use (BRAND)	.697
AC1 I spend a lot of time using (BRAND), compared to other apparel brands	.768
AC2 Whenever I am using apparel I usually use (BRAND)	.589
AC3 (BRAND) is one of the brands i usually use when I use apparel	.702

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	98.481
	df	21
	Sig.	.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.770	7

Brand loyalty

Component Matrix[a]

	Component 1
BL1 I consider myself to be loyal to the brand	.847
BL2 If the brand is not available at the store, I would buy the same brand from some other store	.859
BL3 I am willing to pay more for my brand	.840

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	53.398
	df	3
	Sig.	.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.804	.806	3

Part 5: SPSS output, Correlation

Correlations

		FAC_FO Factor Friendship orientation	FAC_PROP Factor propensity to share	FAC_ACC Factor Acculturation	FAC_BE Factor Brand engament	FAC_BL Factor Brand loyalty
FAC_FO Factor Friendship orientation	Pearson Correlation	1	.245	.425**	.071	.101
	Sig. (2–tailed)		.064	.001	.596	.451
	N	58	58	58	58	58
FAC_PROP Factor propensity to share	Pearson Correlation	.245	1	.313*	.108	−.030
	Sig. (2–tailed)	.064		.017	.421	.824
	N	58	58	58	58	58
FAC_ACC Factor Acculturation	Pearson Correlation	.425**	.313*	1	.095	.181
	Sig. (2–tailed)	.001	.017		.476	.174
	N	58	58	58	58	58
FAC_BE Factor Brand engament	Pearson Correlation	.071	.108	.095	1	.353**
	Sig. (2–tailed)	.596	.421	.476		.007
	N	58	58	58	58	58
FAC_BL Factor Brand loyalty	Pearson Correlation	.101	−.030	.181	.353**	1
	Sig. (2–tailed)	.451	.824	.174	.007	
	N	58	58	58	58	58

**. Correlation is significant at the 0.01 level (2–tailed).

*. Correlation is significant at the 0.05 level (2–tailed).

Part 6: SPSS output, Multigroup regression

Friendship orientation & propensity to share on acculturation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477[a]	.227	.199	.89494371

a. Predictors: (Constant), FAC_PROP Factor propensity to share, FAC_FO Factor Friendship orientation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.949	2	6.475	8.084	.001[b]
	Residual	44.051	55	.801		
	Total	57.000	57			

a. Dependent Variable: FAC_ACC Factor Acculturation

b. Predictors: (Constant), FAC_PROP Factor propensity to share, FAC_FO Factor Friendship orientation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.084E-17	.118		.000	1.000
	FAC_FO Factor Friendship orientation	.371	.122	.371	3.033	.004
	FAC_PROP Factor propensity to share	.222	.122	.222	1.816	.075

a. Dependent Variable: FAC_ACC Factor Acculturation

Friendship orientation & propensity to share on brand engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.117[a]	.014	-.022	1.01099809

a. Predictors: (Constant), FAC_PROP Factor propensity to share, FAC_FO Factor Friendship orientation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.784	2	.392	.383	.683[b]
	Residual	56.216	55	1.022		
	Total	57.000	57			

a. Dependent Variable: FAC_BE Factor Brand engament

b. Predictors: (Constant), FAC_PROP Factor propensity to share, FAC_FO Factor Friendship orientation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145E-16	.133		.000	1.000
	FAC_FO Factor Friendship orientation	.048	.138	.048	.344	.732
	FAC_PROP Factor propensity to share	.096	.138	.096	.696	.489

a. Dependent Variable: FAC_BE Factor Brand engament

Acculturation and brand engagement on brand loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.383[a]	.147	.116	.94042663

a. Predictors: (Constant), FAC_ACC Factor Acculturation, FAC_BE Factor Brand engament

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.358	2	4.179	4.725	.013[b]
	Residual	48.642	55	.884		
	Total	57.000	57			

a. Dependent Variable: FAC_BL Factor Brand loyalty

b. Predictors: (Constant), FAC_ACC Factor Acculturation, FAC_BE Factor Brand engament

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	−2.669E−17	.123		.000	1.000
	FAC_BE Factor Brand engament	.339	.125	.339	2.710	.009
	FAC_ACC Factor Acculturation	.148	.125	.148	1.186	.241

a. Dependent Variable: FAC_BL Factor Brand loyalty

Part 7: Overview of Hypotheses

Hypothesis	Result
H1. Social Media peers positively affects acculturation	**Accepted**
H2. Propensity to share positively affects acculturation	**Accepted**
H3. Social Media friendship orientation positively affects Brand engagement	**Rejected**
H4. Propensity to share positively affects brand engagement	**Rejected**
H5. Acculturation positively affects Brand loyalty	**Rejected**
H6. Brand engagement positively affects Brand loyalty	**Accepted**