Shaping Outdoor Lifestyle: 
The consumer acculturation of Asian immigrants

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ABSTRACT

This research studies consumer acculturation in the context which Asian immigrants shaping their outdoor lifestyle in New Zealand. New Zealand is iconic for its beautiful bush and beach, for which outdoor lifestyle is typical in the culture context of New Zealand, whereas it seems not typical in Asia. For Asian immigrants, the movement of their border crossings to New Zealand, when they get the firsthand culture contact within the new society and initiates a process of culture learning which includes New Zealand dominant outdoor lifestyle. This research explores, in the context of outdoor lifestyle, the consumer acculturation path and how it influence on Asian immigrants’ outdoor lifestyle behavior. Considering the findings from literature review and preliminary interviews, this paper closes by proposing a framework of 18 propositions. Key findings reveal that the level of acculturation influence Asian immigrants outdoor lifestyle behavior by increase the perceived values and perceived behavior control and decrease the perceived risk. Furthermore level of acculturation moderates the negative effect of immigrant consumers’ financial and physical condition on the perceived control.

Keywords: Consumer Acculturation, Outdoor lifestyle, Perceived Risk, Perceived Values

INTRODUCTION

A key consideration for marketers today, which comes with the increase of global mobility, is the changing face of society, particularly regarding ethnicity. Along with this geographic movement comes the problem of adapting to the consumer environment in a new country. Consumer researchers have termed this adaptation process “consumer acculturation” (Guinn et al,1986).

To reach the wildest range of consumers in multicultural societies, such as New Zealand, marketing management must fully understand how different consumer cultures respond to product-specific purchase behavior (Herche 1994). Understanding consumer acculturation is important for the following reasons. First, the sheer number of immigrants in the migrant nations makes them a large market for companies. On a world scale, a 2006 study estimated that there were 191 million international migrants (Van Odenhoven et al, 2006). These immigrant consumers have great consumption needs and possess enormous purchasing power. The mysteries that the marketers always want to solve are what kind of consumer the immigrants will be in the new country and what will their consumer behavior be. Consumer acculturation plays an important role in providing immigrants’ consumer behavior. Second, consumer acculturation enriches our understanding of consumer learning process. Consumer acculturation can be considered a special case of consumer learning, in which an individual from one culture learns to consume in a second culture. Understanding this special learning process helps to reveal how consumers
learn in general. And last, consumer acculturation contribute to the literature of general consumer behavior. By looking at the adaptation of consumers new to a country, we gain insight into our own behavior (Gilly 1995). Findings from the research on consumer acculturation may help to disclose implicit assumptions in consumer behavior that we may have ignored.

In the newly issued Human Development Report by United Nations Development Programme, New Zealand is the sixth of top 10 most developed countries in the world, and New Zealand’s outdoor lifestyle is one of the important factors that contribute to its high health score of the index (UN Development Programme, 2013). In a country where the bush and beach is iconic, the outdoor lifestyle is one of the attractiveness for the migrants, along with its economic prosperity, global stability, security and settlement outcomes and experiences for migrants (Badkar et al 2007). Outdoor lifestyle activities accompanied a large amount of consumption for outdoor gear and equipment industry and tourism industry. Asian immigrants, came from countries with different lifestyle and attracted by whichever reason came to New Zealand, got first contact with the new culture, started a learning and adaptation process, which is acculturation, and eventually demonstrate a different set of consumer behavior, such as shaping into an outdoor lifestyle.

This research explores the path of consumer acculturation path and the acculturation’s influence path, under the context of Asian immigrants’ outdoor lifestyle behavior in New Zealand. The findings form this research will contribute to the cross-culture literature in consumer behavior.

CONSUMER ACCULTURATION

Acculturation occurs in a wide range of socio-cultural contexts, which refers to the changes “arising from sustained, firsthand intercultural contact” (Gezentsvey & Ward, 2011). In consumer research literature, consumer acculturation is a term used to describe the acquisition of skills and knowledge relevant to engaging in consumer behavior in one culture by members of another culture. This includes how one learns to buy and consume goods as well as how one learns the meanings that we attribute to ourselves and others as consumers of goods, processes typically investigated under the heading of consumer socialization. Consumer acculturation emphasizes the cultural bases of consumption behaviors and consumer learning processes, which are affected by the interactions of two or more cultures. More specifically, consumer acculturation describes an eclectic process of learning and selectively displaying culturally defined consumption skills, knowledge, and behaviors (Peñaloza 1989).

In his work of 2011, Luedicke concluded two waves consumer acculturation literature, in accordance with the focus of their goal and method, in which the first wave focusing on assessing migrant’s consumption patterns, and the second wave exploring consumer acculturation experience (Luedicke 2011).

The First wave: The first wave of consumer acculturation literature interested in exploring why consumption patterns of immigrant groups differ from those of their peers in the host society and what these differences disclose about the immigrants’ level of assimilation to the cultural context of the host society. For instance, Wallendorf and Reilly (1983) compared food consumption pattern of Mexican-Americans in southwest United States with that of Mexicans in Mexico City and found that Mexican-Americans’ consumption patterns represent a unique cultural style: the Mexican immigrants, who often immigrate with high hopes of personal gain, sometimes “over-assimilate” to an internalized, but outdated, Anglo-American cultural style. Mehta and Belk’s study (1991) concluded an opposite, anti-assimilation effect in a comparison study of favorite possessions of highly educated, upper-middle-class
Indians living in Bombay or the USA. Their informants not only behaved as predicted by the assimilation model that they adopted American clothing, food, or furnishing styles, but they also used special Indian possessions for “hyper-identification” with their native, but outdated, cultural context.

Other researches looked more closely at individual differences among immigrant consumers. Rather than considering immigrant consumers from the same country of origin as one large entity, researchers began to break the market down into different segments and compared immigrant consumer behavior across these segments. The informants of these researches covered various ethnic consumer, e.g., Hispanic Americans, Jewish and Asians in the USA or Canada, Turkish in German, Indian or Malaysian in U.K. For example, the study by Desphande, Hoyer, and Donthu (1986) demonstrates that measures of brand loyalty, attitude towards business, or the use of media not only differ between ethnic and dominant consumers (as recognized in previous studies) but also among ethnic consumers with different strengths of “ethnic identification.” A lot of ethnic and immigrant consumption research published after this paper, no longer assessed ethnicity by socio-demographics such as country of birth or language, but by self-proclaimed identification with an ethnic group.

According to Oguinn, Lee, and Faber’s work (1986), two conclusions could be drawn from this wave. First, the acculturation process does not follow the expected linear pattern of progressive cultural assimilation but takes multiple, simultaneous and less direct paths. Second, access to and consumption of institutional “agents of acculturation,” such as American mass media, can strongly affect immigrants’ assimilation paths and outcomes.

The Second wave: The beginning of the second wave of consumer acculturation literature started from the cutting-edge work of Peñaloza (1989). Her study focused on the socialization process of immigrant consumers, that is exploring “how”, rather than “how much”, immigrant consumers acquire the skills and knowledge relevant to engaging in consumer behavior in a foreign cultural context. The novel methodology employed by researches of this wave such as ethnographic and interpretive methods described the field’s phenomenological and conceptual scope of consumer acculturation process in more depth. For example, Peñalza’s work revealed that her Mexican-american informants take different shopping orientation in function level goods and symbolic goods and concluded that they managed to selectively resist the push and pull of Anglo and Mexican marketers in unprecedented ways. And different from Berry’s (1988), Peñaloza (1994) argues that immigration does not necessarily lead to assimilation.

Two outwardly distinct set of influences are identified in Peñaloza’s work; the culture of origin and the culture of immigration. That is, people and organizations that help immigrant consumers to get along and to reproduce culture norms in their new context, such as family, friends, media, and social and religious institutions from both cultures serve as “dual sets of acculturation agents” (Guinn et al, 1986). However, Askegaard, Arnould, and Kjeldgaard (2005) challenged the prevailing dualistic host/home acculturation agent. They proposed the third set of acculturation agent, the transnational culture source.

A new perspective is about the acculturation without border crossing, which focus on impact of globalization on indigenous consumers in emerging countries, such as India and China. Researches consider the “global consumer culture” as a host culture, the globalization is the acculturation process which gradually changed the indigenous consumers attitude about their original culture, hence a new behavior patterns such as cosmopolitan is revealed. Some measuring inventories such as AGCC (Acculturation to Global Consumer Culture) have been developed for measurement (Cleveland & Laroche, 2007).
A synthesized framework: Concluded from the discussion above, we synthesized a framework of consumer acculturation as exhibited in Figure 1. The existing body literature has provided abundant findings with parameters such as central antecedents, resources, influences, and outcomes for constructing the consumer acculturation phenomena. The individual difference of the immigrants has impact on the immigrant’s choice of acculturation agents. The acculturation agent, either of home or host culture, or the third set of translational culture sources, influence the acculturation process and practices. The socio-structure and acculturation conditions constrain the progress of acculturation. The outcomes would be the level of acculturation and the immigrant’s identity position about their home culture and host culture. The levels of acculturations are usually categorized into the four groups: assimilation, integration, segregation, and marginalization. However, findings from some research revealed more detailed categories such as hyper-assimilation, pendulism, and experiencing shattered identity. Finally, the impact of consumer acculturation is the pattern of consumer behavior, such as the shopping orientation, preference, or the type of possessions.

![Synthesized Framework of Consumer Acculturation](image)

**Figure 1: Synthesized Framework of Consumer Acculturation**

**OUTDOOR LIFESTYLE IN NEW ZEALAND**

The term lifestyle refers to person's unique living patterns as expressed by activities, interests, and opinions (Brassington & Pettitt, 2003). Solomon suggests that lifestyle consists of shared values, tastes in consumption patterns, and contains symbolic nuances differentiating groups. Lifestyle includes not only peoples' demographic characteristics but also their attitudes towards life (Soloman 2007).

Outdoor recreation includes a range of leisure, recreation, cultural or sporting activities, undertaken in natural, heritage, rural and urban open space. Trying to provide a definition of outdoor lifestyle is difficult considering the wide range of activities involved, the diverse groups and individuals who participate and the varying motivations for participation. We adopt the definition of New Zealand Sports Department’s definition that outdoor lifestyle means people’s attitudes toward life and behavior involved in those recreation activities that: are undertaken by people in their free time; have a physical component; require access to natural, rural and urban open spaces; are not primarily focused on competitive outcomes; and meet a range of purposes that are determined by the needs of the individual participant(Sports NZ 2009).
Adventure Spirit: Outdoor lifestyle Heritage in New Zealand

New Zealand’s heritage has, to a large extent, been shaped by the special features of its unique environment, outdoor lifestyle and adventurous spirits. Not only do these landscapes and activities define New Zealand’s community and quality of life, they also underpin New Zealand’s tourism industry and innovative outdoor equipment and closing design and manufacture industry. New Zealand officially claim outdoor lifestyle is their dominant lifestyle (Sports NZ, 2005; New Zealand Immigration, 2013).

New Zealand government has long been continuous encouraging people into the outdoors and preserve the natural area the sustain their outdoor recreation (Sports NZ, 2005). Outdoor recreation includes a rang of leisure, recreation, cultural or sporting activities, undertaken in natural, heritage, rural and urban open space. It offers the residents opportunities for improved mental and physical wellbeing, education gains, social development, economic prospects (employment, business investment, marketing opportunities), building national identity and understanding the environment.

New Zealand is one big natural playground, with its unique beaches, beautiful mountain and forest, lake and river, endless walking tracks and cycling trail, and people get plenty of opportunities to enjoy the outdoors. Working hard and then grabbing those opportunities out of office hours really is the Kiwi lifestyle. New Zealander always proud of their “adventure spirit”. They are the people who invented bungee jumping, black-water rafting and zorbing. Extreme sport are their favorable too. Literally thousands of red blooded everyday Kiwis, men and women, train for and compete in endurance events. They include our most famous triathlon of all, the Coast to Coast where competitors cross the South Island’s Tasman shore, race over the alps then down to the Pacific shore in Christchurch.

The popular outdoor activities in New Zealand include all kind of tradition and novel activities such as hiking, tramping, fishing, boating, rock climbing, surfing, wind surfing, hunting, skiing, kayaking, diving, skydiving, horse-riding, etc.

Values provided and needs satisfied by doing outdoor activity

It is widely understood that involvement in outdoor recreation and sport activities provides significant benefits for individuals, communities and nations(Kane & Tcker, 2007). Jensen’s (1995) five benefits of outdoor recreation are “appreciation of nature”, and “stewardship”, “ecological sustainability”, “Positive behavior patterns”, “physiological fitness”. From findings of literature (Lovelock et al 2012) and our preliminary interviews, the values-provided and needs-satisfied to the Asian immigrants by doing outdoor activities are explained as below:

Function value: Fresh air and the feeling of relaxation by the balanced life; outdoor activity brings wellbeing to body and mantel. Outdoor exercise improve body strength.

Hedonic value: Outdoor activity brings a lot of fun. People enjoy the excitement from the activities such as bungee jumping, white water rafting, hang-gliding, hot-air balloon, and rock climbing.

Symbolic value: Symbolic consumption occurs when consumers choose, buy, and use products to assist individuals in the creation, confirmation and communication of their identity (Belk et al, 1982). The symbolic value of a consumption, which is product’s value extends beyond the satisfying immediate needs, playing an important role in the psychological and social aspects of consumers’ lives (Ahuvia et al., 2005). Holbrook and Hirschman (1982) argue leisure activities are good examples of consumption behavior because they are charged with meaning. In the sence of Veble's work “the theory of the leisure class”(1994), the consumption of objects and practices, such as travel, sports, and arts help to define the leisure class. Therefore, doing outdoor activities make a statement of your values of healthy lifestyle. Some activities, such as hunting and boating, make a statement of social status.
Affiliation need: Doing outdoor activities with people you care, such as staying in the holiday house with family, friends or colleague, either with same ethnic group or the local peers, make people feel connected.

Need for self-actualization: Climbing to the top of the mountain, finishing a 5-day great walk in Milford Sound track, caught a one meter king fish in Tasman Sea, hunt a strong in Urewera National Park, people are proud of themselves, after conquering the limitation of his body strength and the challenge of nature when doing the outdoor activities.

**Constraints of involvement in outdoor activities**

Constraints about the individual’s ability. To engage in outdoor activities, people need to acquire relevant skill and knowledge in doing the activities, and understand the outdoor etiquette and knowledge about the environment. The limitation of an individual’s physical ability excluded him doing the activities which require higher physical skill and body strength. Ability about the English language is a constraint. Lower English ability limit immigrant’s ability to get the outdoor activity information and learn the skill and knowledge about the outdoor activity and the environment. Further more, age could be a constraint too. Aging people’s lower physical ability and health condition limit them doing some difficult activities. Constraints about the individual’s financial condition. Cost of outdoor activities is a concern. Cost of transportation and cost of Equipment for outdoor activities, such as boat, hunting gun, and tramping gears, sometimes cost a lot of money.

**Risk of Outdoor activity**

Accidents sometimes happened when people doing the outdoor activities. Fear of injuries, fear from the unknown of nature, fear from insufficient knowledge and information about the outdoor activity make people perceived higher risk of involvement in outdoor activities. Based on their previous experience in their country of origin and risk-aversion attribute of Asian culture (Hofstede et al, 1991), the recent Asian immigrants always perceived higher risk of outdoor activity (Lovelocke et al, 2012).

We synthesizes the highlights of this session and exhibit the framework in Figure 2 which demonstrates the involvement of outdoor lifestyle activities in New Zealand, including the barriers and constraints which block people’s involvement and the values provided to people and needs satisfied by the outdoor activities.

**PROPOSITIONS**

Conclude from the findings of our preliminary interviews and review from literature review about consumer acculturation and outdoor lifestyle, we proposed some proposition about the influence of consumer acculturation on Asian immigrants outdoor lifestyle behavior.

**Acculturation and Perceived Values**

Culture difference influence consumers’ judgement of the values of the product, according to a study by Lalwani and Shavitt (Twist). Consumer choices are driven by consumption value reflected in the total utility of a product or service (Sheth etal, 1991; Sweeney & Soutar, 2001). The assessment of the total utility of a product is “based on perceptions of what is received and what is given” (Zeithmal, 1988). According to the theory of consumption values proposed by (Sheth et al., 1991), consumer choices are based on multiple values including functional value, social value, emotional value, epistemic value, and
conditional value. Theory of consumption values suggests that social value is derived from association with one or more group, while emotional value is related to the arousal of feelings and affective states. Functional value is related to the physical performance of product, and epistemic value originates from arousal of curiosity and novelty. Functional (utilitarian) value can be defined as “the utility derived from the perceived quality and expected performance of the product” (Sweeney & Soutar, 2001). Price and quality are considered as the primary determinants of functional value.

Emotional value refers “the utility derived from the feelings or affective states that a product generates” (Sweeney & Soutar, 2001). Recently, a growing amount of research has been conducted in relation to emotional or hedonic value, which suggest that consumers often acquire products for emotional or hedonic value in addition to task-related benefits. Holbrook and Hirschman (1982) suggested that hedonic value is a multi-sensory, fantasy-like, and emotive aspect of consumer behavior. It is derived from experiential consumption that seeks fun, pleasure, amusement, fantasy, arousal, and excitement (Wertenbroch & Dhar, 2000).

Social value can be defined as “the utility derived from the product’s ability to enhance social self-concept” (Sweeney & Soutar, 2001). Conditional value refers to the perceived value of a product under a specific situation or set of circumstances. For example, perceived value of an aspirin may be higher when a consumer has a migraine.

Perceived hedonic value. The findings from Lalwani and Shavitt research (Twist, 2013) revealed that consumers with culture of less individualistic (such as the Asians of Korean, Japanese, Indians, and Chinese) adopted different style of thinking in judging the value of the product then consumers with culture of individualists (e.g., American, British, French, Canadians, and Australians) (Lalwani and Shavitt, 2013.) In the context of outdoor lifestyle, we posit that with higher level of acculturation, Asian immigrant will perceive higher hedonic value and symbolic value toward the outdoor lifestyle. Here is the explanation. Outdoor activities are fun. Whereas are time-consuming and some outdoor gears, e.g., hunting gun and boat, are very expensive. Asian immigrants came from a society in which the stereotypical view is to encourage hardworking instead of the pursuit of hedonic activity, different from

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**Figure 2: Benefits and Constraints of Outdoor Lifestyle**

Outdoor Activities in NZ

- **Outdoor Recreation**
  - Hiking
  - Horse Riding
  - Sea Fishing
  - Skiing
  - Camping
  - Tramping
  - Hunting
  - Beach Holiday
  - Motor Boating/
  - White Water Rafting
  - Black Water Rafting
  - Rock Climbing

- **Outdoor Sports**
  - Diving
  - Kayaking
  - Surfing
  - Kite Surfing
  - Windsurfing
  - Jet skiing
  - Canoeing
  - Hot-Air Balloon
  - Luge riding
  - Berry Picking
  - Picnic

- **Barriers and Constraints**
  - Physical Condition
  - Financial Condition
  - English Ability
  - Risk Perceived

**Needs Provided**
- Needs for Affiliation
- Needs for Novelty
- Needs for Self-actualization

**Values Provided**
- Functional Value
- Hedonic Value
- Social Value
- Symbolic Value

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the view from the culture of host in New Zealand. Through the acculturation, immigrant consumer learn
different value about living and start to enjoy the happiness and wellbeing from doing outdoor activities.
They no longer consider the outdoor activities a waste of money or time. Hence, higher acculturated
consumers tend to perceived higher hedonic value in outdoor lifestyle. Thus, we propose:

**P1** Among Asian immigrants in New Zealand, the higher the level of acculturation, the higher hedonic
value of outdoor activity they perceive.

Perceived symbolic value. Empirical studies from previous literature show the evidence of
symbolic values from leisure activities (Ekinci et al., 2011). For example, Smith's work studied why
middle-class Americans visit prestigious resorts to keep up with social appearances (Smith, 1979) and
Wynne's (1990) study revealed how middle-class English participate in leisure activities to form a
construction and affirmation of social position. Timothy’s work argued people are motivated to visit
different places for competitive reasons and admiration of others to engage conspicuous consumption
(Timothy 1998). For some people, living a outdoor lifestyle is a symbol of social status and ability (both
in economic and physical ability) as well as making a statement that they have been “act like the locals.”
In New Zealand society, outdoor lifestyle is naturally inherited in their life. Therefore, when the Asian
immigrants get higher acculturated, the strength of the motivation of “being same as the local” will be
weakened. Therefore, Asian immigrants with higher acculturation level, their perceive symbolic value
of outdoor lifestyle will be lower than the immigrants with lower acculturation level.

**P2** Among Asian immigrants in New Zealand, the lower the level of acculturation, the higher symbolic
value of outdoor activity they perceive.

Perceived Affiliation value. In Lovelock et al.’s work (Lovelock et al., 2011), for some immigrants,
attending outdoor activities in nature-base setting is central to immigrant’s integration as their inception
to New Zealand society. That is in searching of belongings to the New Zealand society is one of the
motivation for the immigrants engaging in outdoor activities. For the recent Asian immigrants who just
arrived the new not very long, attending outdoor activities also provide social opportunity for immigrants
when they do it with people of same ethnic group, which fulfill their affiliation need. That is why a survey
of the immigrant’s nature-base outdoor activities reveals that the recent immigrants, especially those from
Asia, tend to do the outdoor activity with larger group of same ethnic (Lovelock et al., 2012). For the
time being, when they are getting more acculturated, the motivation of “in search of belonging with same
ethnic group” is weaken, instead, affiliation with the family members, friends, or colleague of “local peers”
(people in the host society), the feeling of connected to the society satisfies their social needs. Thus, we
proposed:

**P3** Among Asian immigrants in New Zealand, no matter the higher or the lower level of the
acculturation, the high affiliation value of outdoor activity they perceive.

**Acculturation and Perceived Risk**

Perceived risk is defined as the extent to which the consumer is uncertain about the personal
consequences of buying using, or disposing of an offering. If negative outcomes are likely or positive
outcomes are unlikely, perceived risk is high (Dowling, 1986). Perception of risk varies across cultural
groups. In particular high level of risk tend to be associated with many more products in less-developed
countries, perhaps because the products in these countries are generally of poorer quality. Also, perceived
risk is typically higher when travelers purchase good in a foreign country. Physical (or safety) risk refers
to the potential harm a product or service might pose to one’s safety. Many consumer decisions are driven
by a motivation to avoid physical risk.
In the context of outdoor activity, for recent Asian immigrants, being in a foreign country can pose higher risk perception, not to mention the possibility of getting injury of involvement of outdoor activity. In addition, if their English ability is low, they fear of unknown make them perceived higher risk of outdoor activities. However, when getting more acculturated, they adopted the perception of risk in more western way, and keen to more risk-taker, the perceived risk will be lower. Thus, we proposed that:

**P4** Among Asian immigrants in New Zealand, the higher level of acculturation, the lower their perceived risk.

### Acculturation and Perceived Behavior Control

Ajzen defines perceived behavioral control as people’s perception of the ease or difficulty of performing the behavior of interest. Between two individuals with the equivalent levels of attitude towards the behavior and subjective norms, one with more confidence in his ability is more likely to perform the behavior than the one who has doubts. The concept of perceived behavioral control in TPB indicates that people’s behavior is strongly influenced by their confidence in their ability to perform it (Ajzen, 1991).

In the context of acculturation, for migrants, border crossings typically initiate an intricate process of socio-cultural adaptation to unfamiliar economic (income, status), biological (food, health), physical (urbanization), social (family, friendships, discrimination), and cultural (clothing, religion, language) conditions that often creates significant psychological stress, for which the migrants take step for acculturation conquering the stress (Berry & Sam 1997, Rudmin 2009). The migrants with higher level acculturation, usually conquered the psychological stress from immigration, and be more confident with themselves.

Besides, the western culture, different from the Asian, encourages the spirit of “dare to dream,” which give the higher perceived behavior control. Thus, we proposed:

**P5** Among Asian immigrants in New Zealand, the higher level of acculturation, the greater the perceived behavior control.

### Acculturation Antecedents

Condition of immigrant’s physical ability. Physical ability is a critical constraint for people to engage in outdoor activities. It has direct influence to individual’s perceived behavior control. Thus we propose:

**P6** Among Asian immigrants in New Zealand, the lower their physical ability, the lower perceived behavior control

English language ability. For Asian immigrants, his English ability has strong influence for their perceived behavior control. Immigrants with lower English ability have fewer source of getting the information of the place and knowledge of the outdoor activities, have higher fear of unknown or uncertainty about the traveling to the wildness. Thus,

**P7** Among Asian immigrants in New Zealand, the lower their English ability, the lower the perceived behavior control about doing the outdoor activity.

Immigrant’s financial condition. As the usually high cost of involvement in outdoor activities, immigrant’s financial conditions play an important roll in their choice of the type of outdoor activities and constrain their outdoor behavior through posing lower perceived behavior. Our informants describe that their choice of outdoor activities starts from the affordable ones and then gradually expanded to those expensive one according to their better financial condition. Thus we propose that:
P8 Among Asian immigrants in New Zealand, the lower their Financial Condition, the lower the perceived behavior control about doing the outdoor activity.

P9 Among Asian immigrants in New Zealand, their financial condition has impact on the choice of the types of outdoor activities.

Moderating effect of acculturation to the impact financial and physical ability

To the impact of financial situation. The Woodside et al.’s research about the cultural consequence on tourism behavior implied the moderate role of culture (Woodside et al., 2011). Considering the interfering from a survey by Lovelock and his colleague (Lovelock et al., 2012) and our preliminary interviews, we also posit the moderation effect of acculturation in the context of outdoor lifestyle. The different attitude about money and saving behavior between Asian and Western culture will pose some moderating effect of acculturation on the negative impact of perceived behavior control. The survey report by Lovelock (2012) revealed that as the importance of the “high cost of outdoor equipment”, more than 50% recent Chinese immigrants think it is “very important”, whereas only 7% of European migrants think it import and 48% European immigrants think it is “not at all important”. Thus as the level of acculturation getting higher, the immigrant consumers’ conservative and insecure attitude about money will be loosen. Thus we proposed that:

P10 Among Asian immigrants in New Zealand, the level of acculturation will moderate the immigrant’s financial condition of negative impact on perceived behavior control.

To the impact of physical ability. “Dare to dream” is grounded in Western culture, higher acculturation immigrant tend to have stronger spirit of “pursuit of dream”, and even though their physical ability might pose negative perceived behavior control, because of the driven of the spirit of “dare to dream”, the impact will be moderated by the higher acculturation level.

P11 Among Asian immigrants in New Zealand, the level of acculturation will moderate the immigrant’s physical condition of negative impact on perceived behavior control.

Prediction of the outdoor lifestyle behavior

According to Theory of Planned Behavior, the more favorable attitude and a greater perceived control lead to a stronger intention to perform the behavior (Ajzen, 2002).

Perceived behavior control refers to people’s perception of ease or difficulty of performing the behavior of interest. Perceived behavior control is conceptual similar to perceived self-efficacy. Perceived self-efficacy affects people’s choice of activities and effort expended the persistence to overcome obstacles in order to succeed in those activities (Bandura & Adam, 1997).

In the context of Asian immigrant consumers’ outdoor lifestyle behavior, the higher Perceived behavior control represent the immigrant’s higher self-efficacy that they present their persistence to overcome obstacles of the outdoor lifestyle behavior. In addition, the lower perceived risk could consider as the greater positive attitude. And last, the perceived hedonic value, symbolic value, and affiliation value not only provide the motivation for attending the outdoor activities, but also lead to a greater attitude about the outdoor lifestyle behavior. Thus, we proposed five propositions about the prediction to the outdoor lifestyle behavior as:

P12 Among Asian migrants in New Zealand, the greater the perceived behavior control, the higher possibility they have outdoor lifestyle behavior

P13 Among Asian migrants in New Zealand, the lower the perceived risk, the higher possibility they have outdoor lifestyle behavior
Among Asian migrants in New Zealand, the higher perceived hedonic value, the higher possibility they have outdoor lifestyle behavior

Among Asian migrants in New Zealand, the higher the perceived symbolic value, the higher the possibility they have outdoor lifestyle behavior

Among Asian migrants in New Zealand, the higher the perceived affiliation value, the higher the possibility they have outdoor lifestyle behavior

Consumer Acculturation Agents

Peñaloza’s research (1994) revealed two set of consumer acculturation agents. These agents are family, friends, media, and commercial institutions, educational institutions, and religious institutions. The first set of the acculturation agents represents the force of culture of origin, the second one represents the force of culture of host. Through these agents, consumers start the gradual process of acculturation, getting the direct contact of the host culture, and also taking reference and information from them. In their studies, Askegaard, Arnould, and Kjeldgarrd (2005) argued that there is a third set of agents called “transnational consumer culture” also served cultural discourses and models.

From the findings of our prelim interviews, for the Asian immigrants, the friends of same ethnic with higher acculturation level play an important roll of providing information and knowledge about the outdoor activity. Especially for recent immigrants, they need the guidance and help from these “experts.” As to media contact, for the Asian immigrants with lower English ability, newspaper of their own language served an important roll. Blog, especially those bloggers who are of same ethnic and writing the blog in the same language, served an important roll as acculturation agent too.

The third set agents “transnational consumer culture” does exist. Some informants demonstrated that their culture learning source is immigrants from other culture, who are of acculturation level, especially for those immigrants with higher English ability with broader social network. On the contrary, experience of immigrants with lower English ability revealed that they tends to be along with other immigrants who arrived New Zealand at similar time. They have opportunity to know each other in the English lessons for immigrants, which are free lessons provided for the immigrants of lower English ability. They share their experience in the new country translated and from the perspective of their culture of origin, communicating with English. It is part of their acculturation experience. Concluded from the findings, we proposed:

Among Asian immigrants in New Zealand, the one with lower English ability, their primary acculturation agents for shaping their outdoor lifestyle are friends of same culture of origin who have higher level of acculturation.

Among Asian immigrants in New Zealand, there exists the third set of “transnational consumer culture.”
The proposed framework

We proposed a theoretic framework as shown in Figure 3, according to the eighteen propositions which are based on the findings of this research. Propositions of one to five, and ten to sixteen, depict the consumer acculturation influence path on the consumer behavior. Propositions of six, seven, eight, and seventeen and eighteen, depict the acculturation path about the acculturation antecedents and the acculturation agents.

Figure 3: The Proposed Framework of this research

CONCLUSION

This research contributes to the consumer behavior theory, through the findings of the study of Asian immigrant’s outdoor lifestyle behavior, by proposing the acculturation influence path on consumer behavior. Some synthesized frameworks concluded by this study provide valuable reference for the consumer behavior research too. We explain the contribution of this study as the following:

First, we proposed a synthesized framework of consumer acculturation theory, concluding from literature review, as presented in Figure 1. It demonstrates how the consumer acculturation path lead to acculturation outcome: started from acculturation antecedents, acculturation agents, the acculturation practice, and the constraints, and influence consumer behavior, which includes consumer’s purchase pattern, preference, or type of possessions.

Second, we proposed a framework of the benefits from and constraints to the involvement of outdoor lifestyle in New Zealand, concluding from our preliminary interviews and literature review, as presented in Figure 2. In Figure 2, our framework demonstrate the popular outdoor activities in New Zealand, the barriers and constraints of performing the outdoor lifestyle, the consumer values provided performing outdoor lifestyle as well as the consumer needs which are satisfied from outdoor activities.

Third, the eighteen propositions concluding from the findings of this research, demonstrate the consumer acculturation path and its influence path in the context of outdoor lifestyle as presented in the third framework as presented in Figure 3. The key findings of this study revealed that level of acculturation influence Asian immigrants’ outdoor lifestyle behavior by increasing their higher perceived behavior control, higher perceived values(hedonic, affiliation and symbolic), and lowering perceived risk. The immigrant’s physical ability condition, financial condition, and English ability are three barriers to their outdoor lifestyle behavior through lowering their perceived behavior control. However, the level of
acculturation moderates the negative influence of immigrant’s financial condition and physical condition. The findings are valuable to the consumer acculturation research, and draw forth further study for verification the hypotheses.

In a word, the constructs and specific variables and the influence path depict from our three frameworks in this paper provide valuable reference to the study of consumer research.

REFERENCES


