

The New Cultures of Food

Marketing Opportunities from Ethnic,
Religious and Cultural Diversity

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Foreword and Acknowledgements

The world has always seen the migration of people, in search of the fruits of peace, freedom and trade. Some nations boast a melting pot of racial and ethnicity mixes that define their cultures. More commonly though, countries reflect the predominant faiths and homogeneity against which peoples from other cultures and diverse ethnicities may be defined, by either blending in or standing apart for reasons of either protection or ghettoization. In the modern age, the movement of people is rapid, determined not just by historic reasons but also by the creation of regional trade and community blocs, such as the enlargement of the European Union. New member states now are free to seek labour from other member nations of the European Union. Combined with the flight of peoples from war and conflict and the drive of those seeking a better life, these developments have created a climate of mobility on a global scale. Many host nations encourage new entrants because of their shortage of labour or admit people out of compassion for their circumstances. Thus, countries today contain large and diverse ethnic, religious and cultural populations, many of which continue to grow and expand relative to their respective “host” countries. Some populations have persisted for many generations, but new migration also has brought waves of new entrants. Research recognizes that some of these groups live isolated from the rest of the population, keeping their customs and traditions intact, whereas others assimilate, often abandoning their own customs and traditions. Moreover, when these different ethnic, religious and cultural groups interact, they may adopt some of the customs and traditions normally associated with another group.

From a business perspective, the changing landscape of ethnic, religious and cultural populations provides new and exciting opportunities that arise because of this diversity. Different groups demand different products and services; they also run business networks and undertake alternative ways of doing business. Tremendous challenges and opportunities relate to marketing to, within and across groups of different ethnicity, religion and culture. The overall objective of this book therefore is to provide a comprehensive collection of cutting-edge research on the opportunities induced by diversity, especially in terms of the consequences for businesses and appropriate marketing strategy plans. The book includes a number of issues that define, challenge and suggest new markets, products, and services created by the diverse ethnic, religious and cultural landscape. The setting is the international food and agribusiness marketing field.

This book’s 17 chapters are organized in three Parts, covering European, Latin American, and Near and Far East perspectives. The chapters are briefly outlined here.

To begin, Chapter 1, by Sean Beer, explores the terminology associated with ethnic and ethnic foods within a multicultural United Kingdom. To explore definitions of ethnicity, the author questions whether white British ethnic groups with distinctive characteristics exist.

Chapter 2, by Hillary Shaw, describes and suggests some remedies for the problems of poor diet for ethnic minorities, especially with regard to the opportunities for healthy food retailing that the ethnic minority market presents.

The focus in Chapter 3 is welcome; here, Lorraine Brown addresses the challenges associated with adjusting to a new food culture, particularly for international students studying in the United Kingdom. She finds that willingness to adapt to foreign food increases with greater cultural similarity, as well as with a motivation to learn and an openness to new experiences. This study has significant implications for food businesses that cater for such market segments.

Chapter 4 (by Sean Beer, Martin Hingley and Adam Lindgreen) explores the approaches that innovative and entrepreneurial organizations take to respond to changing socio-ethnic circumstances. In examining two distinct UK regions (the South-West and the West Midlands), the authors find that evolving markets and regional and national gastronomies create product innovation, but that producers and markets can be hampered by channel and cultural disconnection.

According to Johan Fischer in Chapter 5, the proliferation of halal in a multitude of commoditized forms requires complex understandings and practices of certification. Set in the context of Malay Muslims living in London, this chapter confirms that certification and logos evoke a wide range of issues involved in modern forms of Islamic consumption.

Chapter 6, by Jon Hanf and Kirsti Dautzenberg, acknowledges that globalized markets and internationalization have initiated various structural changes in the food retail business by comparing the development and impact of globalization in the retail sectors of different Central and Eastern European countries.

In Chapter 7 Luis Aguiar focuses on the growing Brazilian diaspora in the United Kingdom. By consuming typical foods, people can reaffirm their ethnicity; the chapter suggests a typology based on consumption and reveals specific ethnicity indicators, including origin, culture and acculturation.

Chapter 8, by Marcia Dutros de Barcellos, Eugenio Pedrozo and Ivo van der Lans, summarizes Australian, Brazilian and Dutch consumers' attitudes to, involvement in and emotions about beef consumption. Effective marketing tools and knowledge about consumers can increase the competitiveness of global food chains and improve communication.

Brazilians also appear in Chapter 9, (by Adriana Madeira and José da Silveira), which explores the growth of single dwellers in big cities. These consumers have significant implications for marketing, retailing and manufacturing, among other fields.

Chapter 10, by Vanessa Fonseca, discusses how Hispanic remittances and e-commerce in the United States stimulate new retailing practices and consumer trends both in this country and in Latin America. Hispanic food portals help reproduce cultural practices and capitalize on nostalgic consumption – an important point for developing both marketing strategies and branding.

In Chapter 11 Janina de Moura Giraldo and Ana Ikeda consider how consumers' diverse personal values might influence country-of-origin effects. In the context of Chinese home appliances and Brazilian executives' perspectives, they identify personal values as a multidimensional construct, such that each dimension has a different influence on evaluations of foreign products.

The final section of the book begins with Chapter 12, by Sunita Mishra, Ranjay Singh and Anamika Singh, which examines the interrelationships of traditional foods with nutrition, knowledge, ecosystems and livelihoods among *Adi* women in the Indian province of Arunachal Pradesh. This innovative research identifies the importance of informal networks, formed by women, and social processes which pass knowledge about

ways of integrating and domesticating wild ethnobotanicals into existing farming systems from one generation of women to the next.

Functional food consumption, according to Siti Hassan, Stephen Dann, Mohd Kamal and Des Nicholls in Chapter 13, depends on culture and value systems, and the role of ethnicity and the dynamics of cultural and value changes in traditional and emerging economies seem to be particularly important in terms of their influences on functional food consumption in multicultural societies. The chapter also outlines market lessons for business.

Chapter 14, by Siti Hassan, Stephen Dann, Mohd Kamal, and Ernest De Run, studies the influence of halal certification on consumer perceptions of food quality. Although the halal sign supports Muslim and non-Muslim markets, negative reactions are possible if the halal sign is closely associated with a specific region.

The authors of the next two chapters address the Asian industry in the United Kingdom. Chapter 15, by Suresh Patel and Kuldip Gujral, focuses on the change and renewal in the Asian food and drink industry in Handsworth, Birmingham, to determine why this industry has been so successful. Goad maps help identify the nature and dynamics of the Asian food industry, as well as conceptualize and reconstruct business journeys over time, which indicate the change, renewal, and stability of this sector.

In Chapter 16 the same authors investigate how independent Asian food retail businesses contribute to the regeneration of distressed areas, such as the UK West Midlands. These smaller, independent food retailers may regard such areas as an economic opportunity, and government initiatives could strengthen their contribution to community regeneration.

Finally, Chapter 17, by Emma Dressler-Hawke and Juliana Mansvelt, seeks to determine how authenticity is shaped in New Zealand supermarkets by exploring the availability, location and shelf position of ethnic foods. Foods aimed specifically at ethnic populations get separated into specialist ethnic sections, but most ethnic foods have been integrated into mainstream product lines. Interestingly, supermarkets that serve customers with higher socio-economic status have greater range of ethnic products.

The double-blind process for selecting entries for this volume required the assistance of many reviewers who dedicated time and effort to provide helpful feedback to the authors. We greatly appreciate their work, which helped improved the chapters herein. We extend a special thanks to Gower Publishing and its staff, which has been most helpful throughout the entire process. Equally, we warmly thank all of the authors who submitted their manuscripts for consideration for this book. They have exhibited the desire to share their knowledge and experience with the book's readers – and a willingness to put forward their views for possible challenge by their peers. Finally, we thank Harper Adams University College and Hull University Business School; it is a privilege working at universities that allow us to pursue our research interests. Special thanks go to Elisabeth Nevins Caswell, Jon Reast and Joëlle Vanhamme.

We are confident that the chapters in this book contribute to a greater understanding of the changing landscape of ethnic, religious and cultural mixes and of how this increasing diversity provides new and exciting opportunities. We hope these selected chapters continue to generate the kind of dialogue necessary to extend our understanding of this important area even further.

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