

Acculturation and Openness of Generation Z Consumers to New Cultural Goods and Services

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Abstract

Acculturation is the process of signifying the human potential to adapt and grow for productive living. What implications does acculturation have on Generation Z consumer's willingness to explore new cultural goods and services? Gen Z consumers' receptivity to cultural products and services comes via acculturation benefiting marketers utilizing transformants to achieve success of a firm. The purpose of this research was to comprehend the process by which Gen Z adjusts to and embraces various cultures in a diversified setting, and to establish a framework that relates this acculturation with consumer enthusiasm for cultural products and services. Twelve respondents in a multicultural setting who were going through the process of acculturation were surveyed. Ideas about how acculturation affects consumer readiness for new experiences were developed through a qualitative approach that employed grounded theory analysis techniques. The level of Gen Z individuals' openness to seek new experiences offered by other cultures (appreciating new goods, different value systems, and approaches to life), to learn new languages, and travel were significant findings of the study. A model termed the "Hierarchy of Acculturation-Needs Cycle" was constructed with the aim of advancing research and discussion on the topic of acculturation.

Keywords: *Acculturation, openness, consumers, Generation Z, cultural products/services*

Introduction

Acculturation and openness to new cultural products and services are of increasing importance due to globalization and consumers' openness to acquaintance with people from foreign cultures. When individuals from different cultural groups come into contact, they undergo a twofold process of cultural and psychological transformation known as acculturation (Schwartz & Unger, 2017). The key idea in the psychology of acculturation is integration (Boski, 2008). Acculturation is the process whereby norms and practical strategies are exchanged between cultures in order to make life easier. Acculturation occurs at the individual, social, and organizational levels. Adaptation to aspects of the host culture can be beneficial.

As a result of exposure to and familiarity with technology, and openness to a wide variety of cultural contexts, members of Generation Z (hereafter Gen Z) are receptive to cultural products and services. Gen Z customers' understanding of their surroundings influences opinions of sustainability (Su et al., 2019).

Acculturation and openness are closely related concepts that exist within the realm of human adaptation based on cognitive perception. Consumer perception of the appropriateness/usefulness/acceptability of a product or service in relation to a particular aspect of life is influenced by aspects related to culture. The cultural importance of a product changes consumers' opinions early on and makes them more likely to make purchases (Pantano, 2011). Openness to new cultural products and services involves a psychological process of learning that reflects a largely permanent change in behavior brought about by experience. The processes of acculturation and openness are advanced more quickly in surroundings that are multicultural. This may be observed in an educational institution, where a range of cultures are found among instructor and student populations. Openness is a concept related to acculturation. As a result, the significance of consumers' acculturation and openness has a positive impact on the area of research, on society, and on the ability to assist in finding solutions of issues dealing with the needs of consumers.

Literature Review

Acculturation

When individuals interact with people who were raised in a different culture (Schumann et al., 2020) they become acculturated as a consequence of their interactions (Berry, 2019). Acculturation is the source of change in a person's behavior associated with adaptation as a means to integrate new understandings, ideas, and values. Acculturation is initiated by the individual. Each cultural element contains its own challenges. Examples of such challenges can be norms and objectives associated with other cultures, the degree of effort required in order to acculturate, openness to growth, and other elements (Nayeem, 2012).

Globalization influences social identities as well as changing value systems, reshaping culture, and, in the end, changing the attitudes and actions of consumers everywhere (Cleveland, 2018). People are the channel through which culture is passed down, and cultures are manifested through the development of economic, political, and ethical factors as well as through the production of goods and services, customs, religious beliefs, and rituals and practices. Cultures blend the ways of the past with the ways of the present based on demographic, economic, political, religious, and other factors (Shoham et al., 2017).

Acculturation and Growth

The least favorable mental health and family functioning have been reported in adolescents who showed no change in any area of acculturation (Schwartz et al., 2015). It is undeniable that acculturation is a growth pathway. The process of growth involves transforming a cognitively significant past or present state. Through a process of weighing the benefits and drawbacks of change, individuals acquire knowledge prior to adjusting to the ideas and values of a foreign culture (Erwin & Garman, 2010).

Gen Z Consumers

Comprehending Gen Z consumers is crucial for corporate success and achieving a competitive edge. This is a unique generation born between 1995 and 2012 whose natural environment is technology. Studies indicate that about 90% of Gen Z members cannot function without the Internet (Adriana-Camelia, 2015). Having grown up in a society that is completely linked via the Internet and mobile devices, with access available around the clock, members of Gen Z are the first genuine digital natives. Almost 100% of Gen Z people use social media and cannot live without it (Irfan et al., 2022). Diversity in cultures and their experiences with various goods and services are made possible by social media. A willingness to travel to distant countries for work-related purposes is another facet of diversity adaptation (Dolot, 2018). Internet content has an impact on Gen Z and their travel interests. They tend to form strong ideas, which allow them to develop attitudes of adaptation. Compared to their parents and mentors, members of Gen Z are more open to new ideals and have a better comprehension of new behavioral patterns towards foreign cultures (Törőcsik et al., 2014). In comparison to members of Generation X, Gen Z individuals exhibit much higher levels of self-improvement and openness to change (Harari et al., 2023). This openness is especially noticeable in the emergence of specialized market places and customized experiences.

Acculturation and Psychological Concerns

According to cross-cultural psychology, interactions between cultural groups is one of the main factors that influences how human behavior develops and is manifested. Both cultural and psychological changes are brought about by cross-cultural interaction. One significant discovery is that of correlations between a person's acculturation and the ability to integrate and adapt to live more happily in a larger society (Sam & Berry, 2010). In comparison to those who choose marginalization, those who pursue an integration strategy encounter less stress and make better adaptations; those who pursue assimilation or a separation strategy encounter intermediate degrees of stress and adaptation (Berry, 2005).

Openness of Gen Z Consumers

The desire for financial gain and interpersonal pressures are two main moderators of the relationship between cultural identity priority and acculturation tactics. Additionally, acculturation strategies will affect the social networks and organizations that immigrants choose to join, as these decisions can have an impact on their prospects for advancement, employment, and income (Samnani et al., 2013).

Both home-culture contact and host-culture interaction have a significant impact on this process. Home culture core values are rarely abandoned in favor of host culture core values. Although retaining a strong sense of identity from one's native culture is likely to occur during acculturation, bicultural competence is achievable (Barker, 2015). In other words, integration (or accommodation) will eventually occur when continuous and prolonged contact between cultural groups is maintained (Daiute et al., 2018).

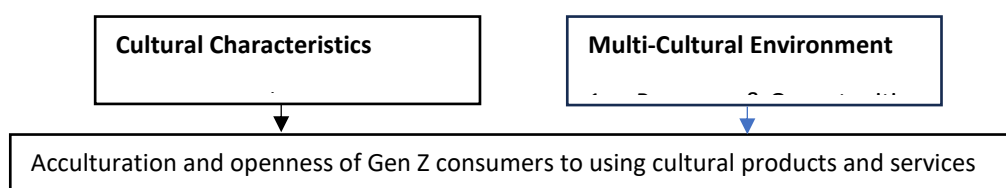
The openness of Gen Z consumers to new experiences has a positive and significant effect on their purchasing behavior of unfamiliar cultural products and services (Triwijayati, 2024). A person's tendency to adapt increases when interacting with foreigners on a regular basis in a variety of situations. Gen Z customers have a positive inclination towards distinctive products/services and enjoy creative pursuits (Cho et al., 2022). Gen Z customers' appetite for new fashions is displayed in a willingness to try out new styles (Gazzola et al., 2020). Indeed, a remarkable level of interest in cultural experimentation was observed at an international university in Thailand, where mingling with classmates from other cultures in a respectful setting sparked a noticeable interest in trying new types of clothing, food, language(s), and forming cross-cultural friendships, illustrating Gen Z customers' favorable attitudes and openness toward goods and services from different cultures. This led to the formulation of a research question to further investigate the association between acculturation and openness among Gen Z customers.

Research Outline and Methodology

Individual consumers engage with people from different cultures to share and trade values, ideas, and cultural goods/services. This process of learning establishes a foundation for openness of Gen Z consumers to use new cultural products and services. The aim of the present research was to determine the values and ideas held by Generation Z consumers concerning acculturation and their openness to new cultural products and services. The research question posed was: What effects does acculturation have on Gen Z customers' openness to new cultural goods and services?

The conceptual framework used in this study is shown in Figure 1.

Figure 1 *Conceptual Framework*



Methodology

Grounded theory, originally postulated by Glaser and Strauss in 1967, is a methodical approach to qualitative research that involves using evidence acquired from the field to construct or improve theories (Glaser & Strauss, 2017). Using this method, a new theory may be produced by repeatedly collecting and analyzing empirical data. In the present study, quantitative data were collected from respondents on their openness to and consumption of new cultural products and services. The following procedure was used.

Research Procedure

A two-part self-developed questionnaire was used to collect: (a) participants' demographic data (Table 2), and (b) information about their experience with and openness to new cultural experiences (Table 3). Open-ended questions inquired regarding respondent's likes and dislikes about their own and other cultures, how their culture could benefit others, and potential dangers of learning about foreign cultures.

Following the collection of data, coding of the more than 200 responses was undertaken. First-order concepts were created from this data and second order themes were then derived. The data were analyzed with a goal of drawing inferences. Based on the findings, a Hierarchy of Acculturation Needs Cycle Model was developed to understand the acculturation and receptivity of Gen Z consumers. Data collection and analysis was conducted concurrently. This framework involved various elements, such as descriptions, definitions, and justifications for variables and their relationships and boundaries (Shribe, 2023).

Table 1 *Research Method*

Research Methods	Data Type	Analysis	Qualitative/Quantitative
Survey–Sample Profile	Primary	Descriptive	Quantitative
Survey–Gen Z consumers openness to new cultural products/services	Primary	Descriptive	Quantitative
Interview–Written comments	Primary	Grounded Theory 1 st Order Concepts 2 nd Order Themes Aggregate Dimensions	Qualitative

Sampling

Information was gathered from Gen Z respondents at an international university in Thailand. A convenience sampling technique was used in which the participants were selected based on their accessibility rather than through a random selection method. Sample details are shown in Table 2.

Table 2 *Sample/Respondents Profile*

Respondents	Country	Gender	Age Group	Year of Study	Faculty
1	Cambodia	Female	21–25	Senior	Business
2	Myanmar	Female	26–30	Junior	Education
3	China	Male	15–20	Junior	Business
4	Thailand	Female	21–25	Sophomore	Business
5	India	Female	15–20	Sophomore	Business
6	Thailand	Female	21–25	Junior	Business
7	Laos	Female	21–25	Senior	Education
8	Cambodia	Male	21–25	Sophomore	Business
9	Myanmar	Male	15–20	Junior	Business
10	Myanmar	Female	21–25	Junior	Education
11	Myanmar	Female	21–25	Junior	Education
12	Myanmar	Male	26–30	Junior	Education

Data Retrieval and Interpretation

A brief summary of respondents' experiences with other cultures is shown in Table 3. Of interest, it was noted that 63% of all cultural outfits were from the home country. About a third of people had some preference for food products from other cultures, while the majority readily accepted foreign cultural food. Acculturation and openness was illustrated well in this regard.

Table 3 *Generation Z Consumers Acculturation and Openness–Products/Affiliations/Languages*

Questions: Products/Affiliations/Languages	Mean Response
No. of languages known (s)	2.92
No. of languages known (r-w-s)	Four respondents = 4.25; Eight respondents = 2.13
No. interested to learn new language(s)	Minimum of one and maximum of two
No. of daily acquaintances with foreign cultures	7.0
Attracted to foreign culture(s)	1.3 foreign cultures
Familiarity of home culture (%)	69.2%
Favorite foreign cultural food	Somewhat prefer = 33%; readily accept = 67%
No. of home cultural outfits	63%
No. of foreign cultural outfits	37%
No. of foreign friends	4 to >15
Attend foreign cultural programs	All attended
No. of multi-cultural-fest presentation/participation	2.8
Are you interested to work in foreign countries?	All expressed a desire to work abroad

On average, some interaction with seven cross-cultural acquaintances were recorded daily and 1.3 of these had a foreign cultural affinity. A multicultural environment offers a variety of products and services, and this process of getting to know others and learning about them helps to overcome obstacles to openness and acceptance of new customs, behaviors, and practices. Openness to learn new languages was significant. Every respondent had an interest to learn a minimum of one and a maximum of two.

Acculturation was significant among the respondents in that (a) an average of seven people from different cultural backgrounds were among the respondents' daily acquaintances, (b) all those surveyed participated in international cultural events/programs, (c) between four and more than fifteen of the respondents' friends were from foreign cultures, (d) respondent's cultural-fest presentation participation was between two and five, and (e) all the respondents said they would be open to working abroad.

The data above amply illustrates the scope for acculturation and the degree to which Gen Z consumers were open to products, associations, languages, and acculturations in other people groups. Consumers in Gen Z view it as innovative because it is novel and an opportunity for them to expand their experiences and there may be some practical value attached.

Grounded Theory Data Analysis

The first-order analysis (Tables 4a and 4b), adhered closely to the information provided by informants and little effort was made to narrow down categories. Consequently, the number of categories was large. Thirty-four second order theme categories were identified, which yielded up to eighteen aggregate dimensions. The whole is greater than some of its parts, according to the Gestalt theory of analysis.

Table 4 *Grounded Theory Analysis: 1st Order Concepts, 2nd Order Themes, and Aggregate Dimensions*

1 st Order Concepts	2 nd Order Themes	Aggregate Dimensions
<i>My culture is helpful to...</i>		
Respect elders', diversity, and everyone around. It influences others to know about our cultural details.	Respect everyone is a benefit	
Express kindness and be ready to help people. Sow love.		
Think of the needs of others. Sharing, collectivism, hospitality, attitude of belongingness, and promote the art of giving. Show unity in dance and festivals. Be loyal.	Warm, welcoming, collectivistic, united, loyal, and friendly.	Positive-values mindset

Simplicity is a blessing. We show this in our events and traditions. Nurturing values. Celebrate different ethnic cultures. Make others see that our culture is nice, mature.	Promoting simplicity, diversity, cultural tolerance, and ideals.	
Philosophy, natural food, and spirituality.	Physical, cognitive, and social benefits	Overall identity benefits
Other cultures help me to...		
Be broadminded, receive perspectives, new insights, foster understanding, promote tolerance, close to my parents through expression of words, develop worldview, freedom to try new things, & exchange ideas, open minded to receive and accept feedback. Learn values, food, and languages.	Cultural influences and helps initiate growth	Acculturation influences growth, behavior, and empathy
Adding Western ideas to curriculum improves academic life. Makes me simple, confident, & disciplined.	Rationalism and inspiration change my behavior.	
Learn from people's struggles, promotes empathy, and beliefs.	Stories teach and promote empathy.	
Enriches my cultural identity. Understand differences, diversity, ethics, values, and recognize similar attitudes.	Disseminating cultural identity, beliefs, and values.	Acculturate to cultural identity.
Respect and love each other. Be wise.	Respect and love gain show wisdom.	Acculturation fosters love, respect, and acceptance.
Exercise judgment and criticism. Openly identify opportunities.	Value and cherish the wisdom of others.	
Is it risky to learn about other cultures?		
It is not risky because the benefits out-weigh the disadvantages. It develops critical thinking. Helps a person to behave well in society. It is helpful, interesting, promotes friendships, increases comprehension to my growth. I deal well with my work, learn more for living well.	The capacity to easily accept criticism and judgment.	Acculturation adapts to acceptance of criticism and judgement.
Expressing thoughts freely. Learn others' beliefs. Identify my culture clearly. Thai and Cambodian cultures overlap. Learn more of a culture.	Differential and comparable cultural identities	
With culture shock we accept other cultures. But when we go back home, we find it hard to adapt to the home culture. Yes. Insecure can develop about my own culture.	Acculturation raises concerns about losing the home culture.	Acculturation threatens to eliminate home culture.
Find them offensive in some cases. Worry of forgetting my own culture. Afraid of rejection in my own culture.		
Yes, a bit but not much. Sometimes. My perspective towards others is changing.	Being afraid of losing one's cultural identity.	

Is learning about different cultures a threat to one's native culture?

I don't fear losing my culture because of acculturation. It enriches my understanding. It helps me to adjust and understand different points of view.

Although I am a good cultural adapter, I still love my own. I adapt. It doesn't matter how many cultures I can adapt to and understand. At the end I practice my own culture. I will never lose home culture.

I want to keep my culture and show who I am to others. I will practice my culture wherever I stay.

It stimulates a nice atmosphere and positive relationships.

Acculturation changes my cultural perspective on beliefs. Yes, it is risky to learn other cultures to a certain extent and I forget my home culture. If I regularly engage in other cultures, I lose sight of my own.

Acculturation is risky sometimes. Yes, I should practice my culture. I don't want to forget my culture.

My experience points to my identity being lost. I got shaped a lot by the Thai culture.

Learning about different host culture(s) does not negate one's culture.

Acculturation is not detrimental to home culture.

Assimilating another cultural identity impairs my cultural beliefs and values.

Acculturation erodes home culture.

Trading cultural values and beliefs with others weakens the home culture.

What aspects of other cultures do you dislike?

I don't like a tipping culture.

I hate aggressiveness. Bad words. Answering rudely.

People don't wear shoes.

I don't like biases and like being indirect instead of being direct, overconfidence, and gossiping.

The gap between parents and children is uncomfortable. Women wearing short clothes.

Rules, behavior & certain daily practices. People speaking loudly in public is annoying & disrespectful to people around. Calling first names without respect.

Looking down on women and forced marriage.

Extreme exotic cuisine. Dislike certain cultures' cuisine.

I don't like killing people for God and idol worship.

Eliminating tipping culture from acculturation.

Dislike aggressiveness, bad words, and rude responses. Sensitivity of image identity

Detrimental effects of exclusion

Adverse effects of belongingness

Extreme liberal behavior is a hindrance

Against individual freedom

Extreme food avoidance

Violation of spiritual liberty

Negative or harmful traits/behavior belittle one's cultural identity.

Coercive, hateful, violent, and extreme behavior impairs acculturation.

I like the following about my home culture...

Respecting and honoring elders. Politeness, simplicity, and respectfulness. The expression of hospitality in my culture. Welcoming everyone known and strangers.

Sharing, unity, helping the needy, relatives, and strangers means to build relationships. Be kind and loving towards others.

Respect, hospitality, & considering strangers too

Sharing personal resources with the needy

Being humane actuates cultural identity creating cohesiveness.

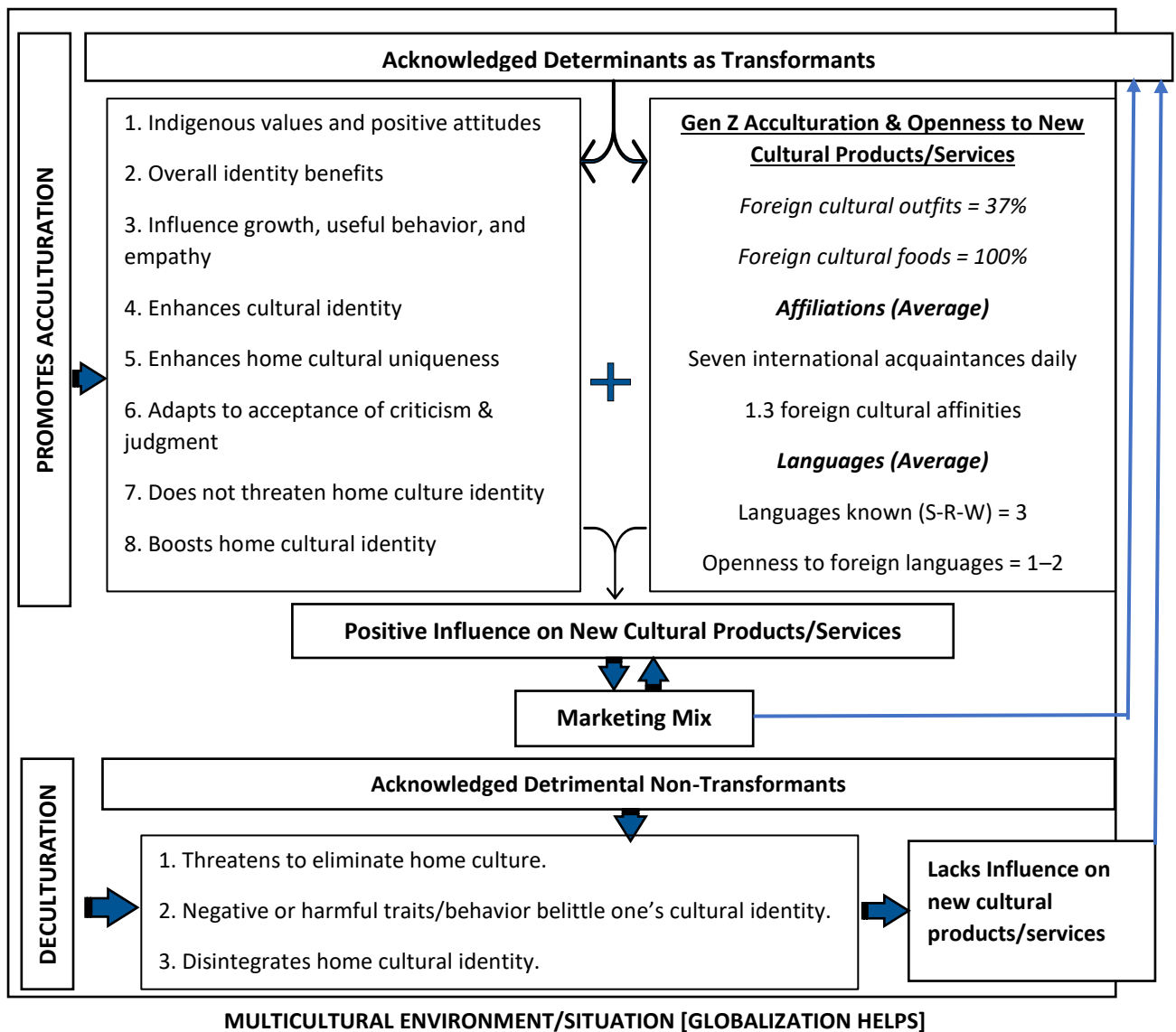
I like my food and traditional medicine, festivals, occasions, events of that are graceful and peaceful. I like all my home culture, language, history, and customs.	Traditional food, medicine, festivals, events, language, history, and positive vibes	Traditional cultural aspects are acculturation touch points.
Friendly personality/behavior. An ideal personality. Resting in other's houses without appointment. Easy going. Eating anything available and sleeping anywhere. Those from hardworking backgrounds who are resilient and strong.	Good personality, friendliness, and living is pleasant and desirable	
Way of dressing, clothes, sumptuous delicacies. Presentation of diverse regions and religions.	Socially acceptable gestures and behaviors	Love home culture's diversity.
After marriage women being in the house.	Limiting women's role in society	Dislike belittling woman's rights
<i>Resemblance, practice my home culture after 5 years...</i>		
I don't think I will be the same. Culture changes and I follow it. Hard to follow my home culture.	Culture is subject to social changes	Acculturation is dynamic and versatile.
I will change if I work in other cultures. I will change to be humble, kind, easy going, understanding, and sociable. I will be a mix-culture. Learn new cultures.	Acculturation will change me	
Yes, I will be the same. I am open to all, but I am comfortable with only my own home culture.	Love for one's culture. Uncertainty of the unknown	
I will not change if I work in my culture. I will not forget my culture. I will be developing my own culture by spreading to others. I want others to know my cultures.		
I am not sure. It depends where and in which culture I live.	Unpredictable future and identity ambiguity	

Data Structure to Grounded Theory

The terms and ideas of acculturation provided from informant daily lives encountered in a multicultural setting formed a basis for first-order concepts. Responses were primarily a product of their acculturation and ideas about acceptable beliefs and values. Positive mental openness towards improved living was demonstrated. First order concepts, such as how one's own culture can benefit other cultures and vice versa, dangers/rewards of learning other cultures without losing sight of one's own, preferences for/dislikes about both native and foreign cultures, and the certainty of one's future cultural orientation, formed a basis for the second order themes. Creation of a favorable cognitive environment for new products or services was largely dependent on these attributes in individuals. Aggregate dimensions derived from second order themes appear in the third column. Development of grounded theory linking the acculturation environment to openness to new products and services makes use of these dimensions.

The derived information, based on grounded theory analysis, shows that promotion of acculturation is based on acknowledged determinants as transformants (Figure 2).

Figure 2 *Determinants of Acculturation of Gen Z Openness to New Cultural Products and Services*

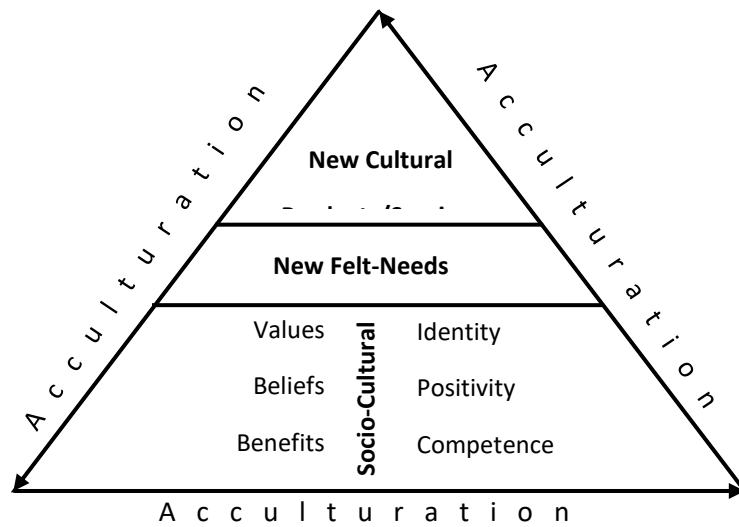


Code. Languages known (S-R-W)—refers to Speaking, Reading, and Writing another language.

These might be indigenous values and positive attitudes. Overall, identity may be benefitted, growth influenced, useful behavior and empathy encouraged, and cultural identity and uniqueness enhanced. Individuals adapt to and accept criticisms and judgments, acculturation does not threaten home culture identity but rather advances its prominence. A certain academic acculturation, a humane attitude develops, while traditions and love for one's home culture remain. Deculturation acknowledges the detrimental non-transformants. Deculturation can occur when a few members of a weak culture find themselves in a powerful culture and when a high level of proficiency is achieved in the host language. This can increase the risk that the home culture will change or be marginalized (Ullah, 2022). Other change agents have been identified, but immersion in another culture for intermediate periods of time (as with returning missionaries) does not necessarily mean a loss of the home culture. Individuals were enriched by their immersion in a different culture (Callahan, 2020).

Acculturation causes consumers to be more receptive to new needs, whether basic or more profound. If a product or service offers a solution to an existing problem (an issue or need), the acculturation process introduces a new set of problems (new needs), which potentially can be satisfied by new cultural products or services. Figure 3 is a simplified version for application of the theory formulated in this research.

Figure 3 *Hierarchy of Acculturation-Needs Cycle*



The derived Hierarchy of Acculturation Needs Cycle is a pyramid that is top-down and bottom-up. It is derived from the ideas stated above. Through the influence of cultural behaviors, goods, and services—in addition to actual surroundings and circumstances—acculturation leads to adaptation and the emergence of different needs. Those at a lower level are shown in Figure 1, which identified socio-cultural factors as initiating new felt needs in consumers. These needs are the result of acculturation. Consumers engage with new felt needs when growth occurs. The contributing factors to growth are values, beliefs, growth, benefits, identity, positivity, competence, academics, love, and nature. The apex of the pyramid represents new goods and services that marketers believe would benefit their target market consumers, based on their market research. Reaching the top level does not represent the end of the process. Instead, through the cyclical effect on acculturation and continual improvement, new products are produced.

Discussion and Conclusions

Humans go through a constant process of acculturation. One way to describe acculturation is that it involves a deepening of knowledge about people, things, and occasions. New interests and demands for a better life are sparked by the adaptation brought about by acculturation. In a multicultural setting, this learning process is accelerated. However, when dealing with situations involving a single culture, adaptation happens far more slowly than when dealing with multicultural settings. The question may be posed: In what ways does the increasing acculturation of consumers influence product innovation among marketers? The analysis of the sociocultural elements influencing the choices made by entrepreneurs to start new ventures out of already established ones is under-researched. There is agreement, however, that socio-cultural factors play a role in decisions to commence new businesses. Furthermore, the success of economic enterprises cannot be separated from dynamics existing in social environments (Thornton et al., 2011). Economic relationships are no longer solely rational acts of exchange and utility maximization. Instead, market, moral, and sociocultural factors are increasingly being considered when determining the demand for new goods and services (Stehr & Adolf, 2010). During the new product development process, team members may become accustomed to a foreign culture (Darawong & Igel, 2012). For example, different consumer tastes are one of the most important factors to deal with, as was evident when Kraft and its management encountered problems when Oreo entered the Chinese market (Reddy & Sproule, 2012). Acculturation encourages gradual growth in both individuals and organizations.

New felt needs are created as the result of the process of acculturation. Indeed, customers' constantly changing needs are recognized as a major cause of market turbulence and a factor in the

uncertainty around product success (Chong & Chen, 2010). The decisions that consumers make about products are influenced by social, personal, and psychological variables (Lautiainen, 2015).

According to the law of equilibrium, when customers acculturate to a degree that falls within a reasonable range, they are better equipped to accept new products. However, when growth occurs, new innate needs tend to surface in consumers. To meet these newly identified needs, innovation is needed. Numerous factors impact the attainment of this situation. Subsequent research on an acculturation factor connected to a particular product innovation factor may provide more important insights. Beyond the obvious physical aspects of existence, humans have adapted to survive. When offered better utility, humans are flexible in satisfying their needs as long as the host culture does not break its norms. The acculturation process involves both internal and external environments. External variables that affect an individual's behavior towards adaptation include those that are economic, political, technological, ecological, demographic, and sociocultural. An individual's cognitive domain is continuously and adaptably altered by these acculturation processes in order to produce desired behaviors (Dow, 2011).

Limitation and Delimitation

This research was limited to the acculturation and openness of Gen Z consumers in a single location to new cultural products and services. The study referenced new cultural products/services as a consequence of acculturating individuals who encountered culturally related products/services, such as cultural clothes and foods. Their affinity to work in foreign nations, and genuine interest in learning new languages to identify and blend with foreign culture(s) were documented. The study also established the determinants of positive and negative acculturation in a multicultural setting. As there were only 12 responders, the sample size is undoubtedly too small to allow the findings to be generalized.

Additional research might be conducted to explore the relationship between acculturation, creativity, and innovation.

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