



23C59000 - Consumer research

Global culture and digital consumer behavior

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Agenda

- **Global perspectives to consumer behavior**
 - Globalization and global cultural flows
 - Global cultural convergence – McDonaldization?
 - Cultural appropriation
 - Glocalization
- **What is digital consumer behavior?**



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Globalization

“The development of an increasingly integrated **global economy** marked especially by free trade, free flow of capital, and the tapping of cheaper foreign labor markets” (Merriam Webster)



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Global consumer culture and cultural flows

GLOBAL CONSUMER CULTURE

Global consumer culture is driven by the extension of market principles into every corner of the planet. Global consumer culture is a desired ideal for many new consumers, and at the same time, a contested foreign ideology for some political and religious groups, and a social process that is continuously evolving through shifting business relationships, competition, technological flows, and media expressions.



Arnould, E. J., Sheth, J., & Malhotra, N. (2011). Consumer culture. *Sheth Jagdish/Maholtra Naresh (Hg.): International Encyclopedia of Marketing*.
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Global cultural flows of cultural resources (Appadurai)

GLOBAL

SCAPES

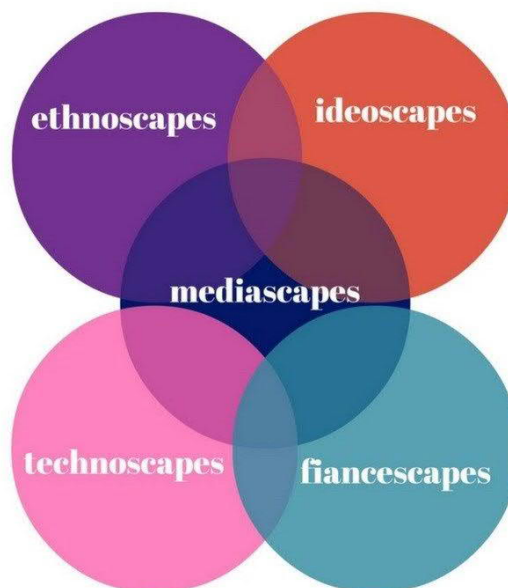
ethnoscapes:
movements of people

ideoscapes:
movements of belief systems

mediascapes:
movements of representational &
communicative practices

technoscapes:
movements of technologies

financescapes:
movements of capital



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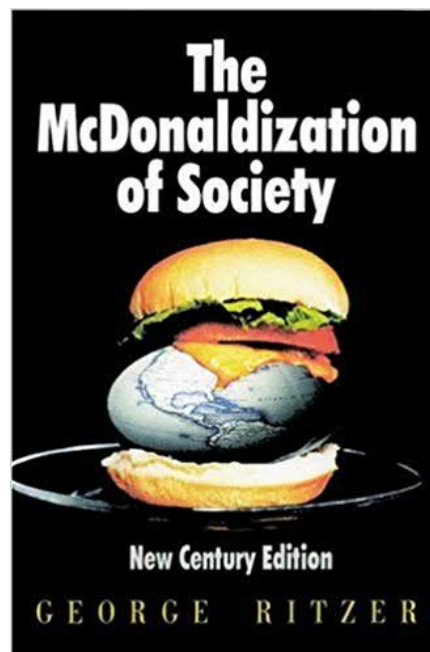
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Global cultural flows of cultural resources (Appadurai)

For example Olympic Games

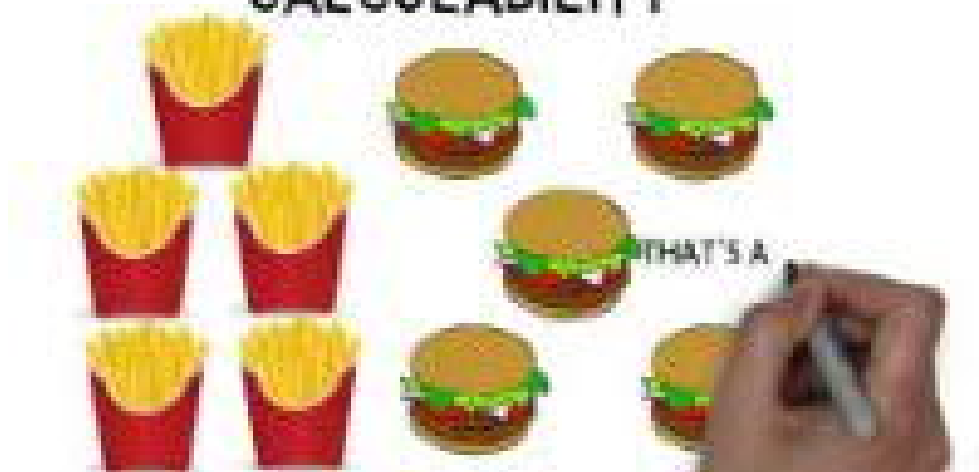
- **Financescape** → global and local make investments in the hosting city
- **Mediascape** → broadcasting rights, opening and closing ceremonies
- **Ethnoscape** → human migration of both workers and tourists
- **Ideoscape** → images of the host city circulate globally

Globalization can lead to convergence



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CALCULABILITY



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What is the most global brand/company you can think of?

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The First Ever "One Brand" Coca Cola Advertising

Live

Liveology

Subscribe

2

1,301 views

Add to

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2

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Published on Jan 19, 2016

Coca-Cola has unveiled the workings of its 'One Brand' marking the first ever time the company will market its entire range in the one global campaign. Uniting Coca-Cola, Diet Coca-Cola, Coca-Cola Zero, and Coca-Cola Life under a single banner, the strategy


SHOW MORE

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“The interpretation of the global and the local resulting in unique outcomes in geographic areas”

“Ritzer 2003”



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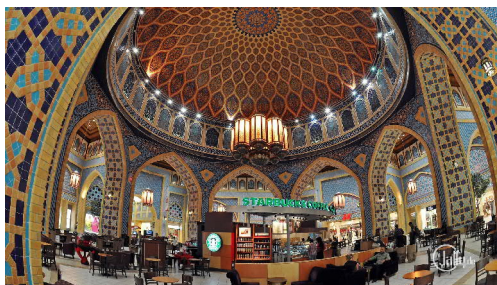


“Glocalization is a combination of the words ‘**globalization**’ and ‘**localization**’, used to describe a product or service that is developed and distributed globally, but is also adjusted to accommodate the user or consumer in a local market.”

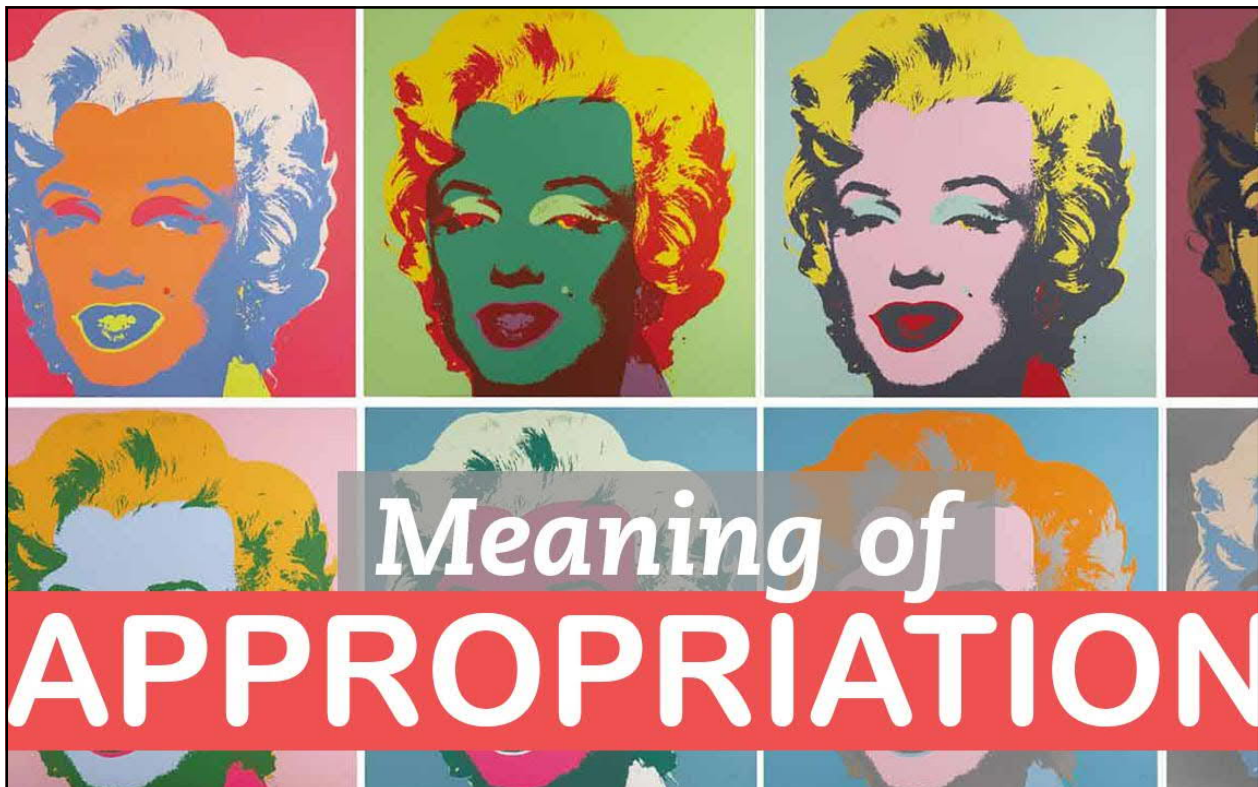
<https://www.investopedia.com/terms/g/glocaliza>

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Starbucks glocalization



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APPROPRIATION

appropriate verb

ap-pro-pri-ate | \ə-ˈprɒ-prē-āt ㉵ \

appropriated; appropriating

Definition of appropriate (Entry 2 of 2)

transitive verb

- 1 : to take exclusive possession of : ANNEX
// No one should *appropriate* a common benefit.
- 2 : to set apart for or assign to a particular purpose or use
// *appropriate money* for a research program
- 3 : to take or make use of without authority or right
// natural habitats that have been *appropriated* for human use

CULTURAL APPROPRIATION

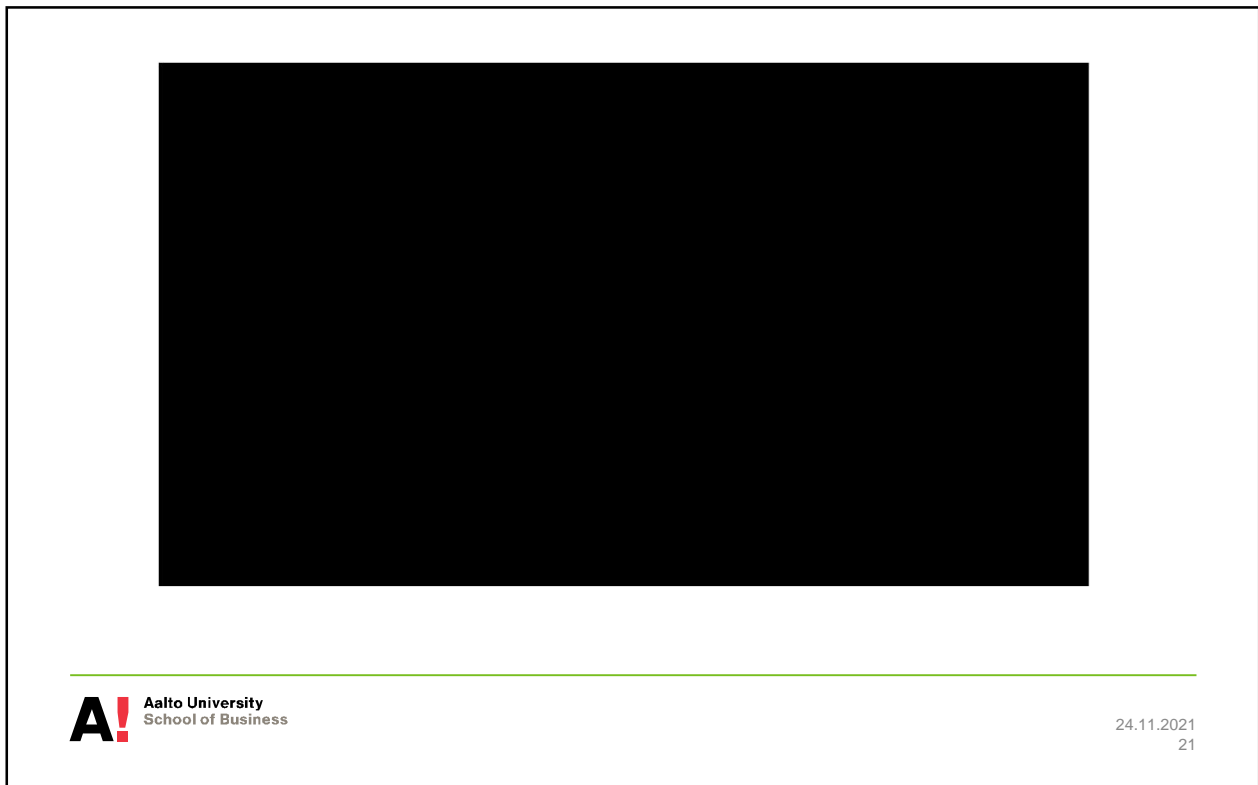
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Wearing a Native American war bonnet as a "fashion accessory" is commonly cited as an example of cultural appropriation.^[1]

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- **Digital consumer behavior refers to consumption practices which involve engagement with digital technologies to acquire, consume (entertain ourself, interact, etc.), and dispose.**
- **“New media have been integrated into our daily routines – shaping, shifting, and transforming the way we interact, play, shop, read, write, work, listen, create, communicate, collaborate, produce, co-produce, search, and browse” (Llamas & Belk 2013)**

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Without my cell
phone, I wouldn't:

1. know what time it is
2. be able to solve a math question
3. know a single phone number
4. know the date
5. be able to text my friend when I'm at their house
6. take a snap shot at a picture perfect time
7. be able to wake up from an alarm in the morning
8. find my way in the dark



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Unique elements of digital consumption

- Blurring the lines of producers and consumers → "prosumers"
- Control (but also surveillance!)
- "Free!" stuff!
- Boundarylessness and speed → going viral



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'Fifty Shades of Grey' started out as 'Twilight' fan fiction before becoming an international phenomenon



Natasha Bertrand

Feb. 17, 2015, 1:22 PM 55,944



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

"**Fifty Shades of Grey**" — the best-selling erotic romance novel, box-office hit and international phenomenon — began as a fan fiction spin-off on the "Twilight" novels before it was published without an agent through a small, online writers community.



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IKEA hackers is all about modding, repurposing and customizing IKEA products. We have thousands of hacks from all over the globe.

60+ Crafty Ikea Hacks

Lego Meets Lack

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MAURICE E. STUCKE AND ARIEL EZRACHI | GEAR | 11.29.16 | 8:00 AM

THE DILEMMA

Amazon's Echo and Alphabet's Home cost less than \$200 today, and that price will likely drop. So who will pay our butler's salary, especially as it offers additional services? Advertisers, most likely. Our butler may recommend services and products that further the super-platform's financial interests, rather than our own interests. By serving its true masters—the platforms—it may distort our view of the market and lead us to services and products that its masters wish to promote.



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Facebook is making more and more money from you. Should you be paid for it?

Figures show a 20% increase in the amount of advertising revenue generated by the average Facebook user. Is it time you were remunerated?



2015/sep/25/facebook-money-advertising-revenue-should-you-be-paid#img-1

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Breakout rooms

Is the idea of "digital consumer behavior" or "digital consumption" as a separate activity still relevant..?

What consumption activities do you still have that you think are devoid of digital influence?

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Questions, comments, grievances?