CONSUMER CULTURAL STUDIES
CONSUMER CULTURAL STUDIES

Edited by:

Bonomo, A.
Corona-Cabrera, V.
Norman-Acevedo, E.
Sosa-Varela, J.C.
CONTENTS

PRESENTATION........................................................................................................................................8

CHAPTER 1
CONSUMER CULTURE STUDIES, A GLANCE AT THE LITERATURE’S CONTRIBUTIONS TO THE CONCEPT..................................................................................................................13

  INTRODUCTION.......................................................................................................................................14
  Defining the area of study and time period...............................................................................................16
  Consumer culture studies .........................................................................................................................16
  Publication trend ....................................................................................................................................17
  Type of text according to publication format ..........................................................................................18

  STUDY CONCEPT AND ASSOCIATED VARIABLES..............................................................................19
  Methodology introduced by the texts reviewed .......................................................................................24
  Instrument (scale, log, guide) ..................................................................................................................24
  Type of sampling ....................................................................................................................................25

  CONCLUSIONS........................................................................................................................................26

REFERENCES ..........................................................................................................................................31

CHAPTER 2
CONSUMER DECISION PROCESS EXPLORATION: LUXURY FASHION PRODUCTS IN BOGOTÁ.................................................................................................................................41

  INTRODUCTION.......................................................................................................................................42

  LITERATURE REVIEW ..............................................................................................................................43

  METHODOLOGICAL APPROACH ...........................................................................................................46
  Selection of participants ............................................................................................................................46
  Description of the variables ....................................................................................................................47
  Instruments ...............................................................................................................................................48

  RESULTS ..................................................................................................................................................49
  Analysis system for processing information ..............................................................................................49
  Semantic network .....................................................................................................................................49
  Dimensions and codes ..............................................................................................................................50

  ANALYSIS OF THE RESULTS ...................................................................................................................51
  Schematic of the purchase decision process ..............................................................................................53

  DISCUSSION ..........................................................................................................................................54

  CONCLUSIONS .......................................................................................................................................57

REFERENCES ..........................................................................................................................................58
CHAPTER 3
INTERNET MARKETING COMMUNICATIONS
OF TRADE ENTERPRISES IN UKRAINE .................................................................63
Method ..................................................................................................................66
Results ..................................................................................................................70
References ............................................................................................................75

CHAPTER 4
SIX MARKETING TYPOLOGIES IN SEARCH OF A CUSTOMER
(WITH APOLOGIES TO LUIGI PIRANDELLO) ...........................................................77
Introduction ........................................................................................................78
The VALS (Values and Life Styles) Typology .........................................................79
The claritas typology .............................................................................................82
These sixty-six categories and their subcategories are shown below:................82
Grid-group theory ...............................................................................................84
In defence of shopping .......................................................................................86
References ............................................................................................................88

CHAPTER 5
THE RELATION BETWEEN CULTURE AND PSYCHOLOGICAL
PROCESSES OF CONSUMERS: ATTRIBUTES-CONSEQUENCES-VALUES
LINKAGES VARIATIONS .......................................................................................95
Means-end theory in cross-cultural contexts .......................................................96
Dynamic approach to cultural orientation in styles of thinking .......................96
Methodology .......................................................................................................98
General Study Design .......................................................................................98
Participants .........................................................................................................98
Priming Manipulations .....................................................................................98
Measurement of MEC Linkages ........................................................................99
Results ...............................................................................................................100
Quantitative Variations in A–C and C–V Linkages ............................................100
MEC Linkage Complexity ...............................................................................103
Discussion ..........................................................................................................104
References .........................................................................................................107
Appendix A .........................................................................................................109
Appendix B .........................................................................................................109
## Chapter 6: Marketing Research Processes. A Perspective of the Future From a Qualitative View

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>INTRODUCTION</td>
<td>112</td>
</tr>
<tr>
<td></td>
<td>METHODOLOGY</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td>RESULTS</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>Marketing Bibliometrics Analysis According to Research Focus</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>Analysis of the Experts’ Results</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>CONCLUSIONS</td>
<td>129</td>
</tr>
<tr>
<td></td>
<td>REFERENCES</td>
<td>130</td>
</tr>
</tbody>
</table>
Marketing—as a social discipline that outlines cultural traits—implies a series of new social players in constant change who affix new concepts to the construction of the culture of consumption, its evolution, and behavior.

Understanding this and reaching an improved and complete holistic vision of the factors that affect consumers’ purchase decisions (Rehman, 2017) and their influence on marketing as a social phenomenon results in a field that has been and must be explored from the outskirts in scientific papers, such as the structured review “Consumer culture theory: Development, critique, application and prospects” by Arnould, Press, Salminen, & Tillotson (2019) who validate the need to research and disseminate findings in this area of knowledge in a book that provides a rigorous literature update due to the fact that it proposes interesting journeys through different approaches in order to understand consumption culture’s studies.

Based on that exploration, the work herein examines trends in studies of interest identifying relevant theoretical concepts to understand this phenomenon, as follows: 1. Consumer buying behavior, aimed at improving understanding of consumers’ behavioral intentions and explaining the way in which the purchase intention is formed, as well as analyzing decision-making processes regarding a tangible and intangible product; 2. Market segments, with its corresponding segmentation tools to visualize demographic, lifestyle, and behavioral traits depending on geographical areas of residence; 3. Cross-cultural, as a meaningful predictor of the perceived social usefulness between market variables and its co-creation and crowdsourcing activities; 4. Emerging markets, which explores strategic orientation of the market according to characteristics of quick growth and industrialization. 5. Mobile/online shopping, an inquiry into the behavior of purchase decisions based on channels or digital media positioning. Finally, and prominently, some elements of Ethical consumption are formulated, from which arises a concerning lack of meaningful relationship between well-being evaluative scales and ethics and sustainability dimensions that integrate consumption practices.

4. Kimixay et al. (2019)
This collaborative publishing project was built following those trends; it embraced the participation of diverse international authors, whose perception, rationale and research development helped signify the interest and need for an in-depth approach in consumer cultural studies to provide perspectives to tackle the market’s influence over popular culture, its diverse identity resources and intersections between influential analytical categories, such as surroundings, organizations and circulation and distribution of tangible and intangible products.

From a mixed methodology, the book highlights five important development areas: neuromarketing and nano marketing, research on sensory marketing, social networks and Internet analysis, ethnographies and different forms of interactive interviews. In their execution, all of the above share different quantitative techniques of different segmentation models such as The Values, Attitudes and Lifestyles (VALS) (Jeong, Yoo, & Heo, 2011; Sirtautiene & Sirtautas, 2009; Steenkamp & Ter Hofstede, 2002) or Claritas typology (Brenes & Hernandez Rivero, 2018; Fernandez-Hernandez, Leon, Aranà, & Diaz-Pere, 2016); and in terms of qualitative techniques, they determine relationships between consumers’ knowledge and purchase habits, associated through: sensory and neurological conditions, social network strategies and specific phenomena (Simpson, Bretherton, & Vere, 2012) that lead to the configuration of a scientific anthropo-marketing, which gives us an in-depth analysis of data and interpretations on possible predictions for assertive decision-making.

The development of this publication adds diverse components that lay out the possibility of analyzing consumers’ cultural phenomenon, from: understanding of the variables that intervene in the purchase decision-making process from several geographic locations, even when the market is subject to globalized rationales; reviewing local phenomena from intercultural contexts that sketch behaviors associated with the consumer; consumption of luxury items and the argumentation towards its selection; to the emerging collective -and individual- axiology of the market, which exceeds the interests to build a map of commercial factors that operate on an offline, while adapting to the continuous changes in consumers’ behavior and personality traits.

This work introduces a comparison between different marketing strategies and what it takes to increase the intention of sustainable purchases, cognitive styles of concentrations, cultural norms and market forces between unique and distant societies with implications that -mainly- respond to the brand, supported by the influence of surroundings, emotions, acknowledgement and self-esteem. With the understanding that even when they are related to purchasing power and cognitive processing styles -in function of the change of self-concept induced by auto-perceptive manipulation- may affect decisions at the moment of the purchase or consumption.
Finally, “Cultural Studies of the Consumer” goes deep into the commercial factors that operate in the network and that are constantly updated to respond to meaningful user experiences, invigorating information search processes and agile, easy and assertive purchase opportunities and choices.

References:


