

# **CONSUMER CULTURAL STUDIES**





© Institución Universitaria Politécnico  
Grancolombiano

### CONSUMER CULTURAL STUDIES

ISBN 978-958-5544-25-3  
E-ISBN 978-958-5544-26-0  
E-Book ISBN 978-958-5544-27-7

Editorial Politécnico Grancolombiano  
Calle 61 No. 7 - 66  
Tel: 7455555, Ext. 1516  
Bogotá, Colombia

#### General editor

Carlos Eduardo Daza Orozco

#### Scientific Editors

Adriana Bonomo, Violeta Corona Cabrera,  
Eduardo Norman-Acevedo, Juan Carlos Sosa Varela

#### Authors:

Adriana Bonomo, Arthur Asa Berger,  
Byung-Joon CHOI, Diana Giraldo-López, Eduardo  
Norman-Acevedo, Iván Alonso Montoya Restrepo,  
Juan Carlos Sosa Varela, Luz Alexandra Montoya  
Restrepo, Oscar Robayo-Pinzon, Sandra Rojas  
Berrío, Tetiana Dubovyk, Violeta Corona Cabrera

#### Publishing Leader

Eduardo Norman Acevedo

#### Publishing Production Analyst

Carlos Eduardo Daza Orozco

#### Copy Editing

Hernán Darío Cadena

#### Electronic Design and Layout

Nelson Rocha Sánchez

#### Photography

Designed by Pressfoto / Freepik

#### Printing

Xpress Estudio Gráfico y Digital S.A.S.

#### How to reference this book?

Bonomo, A., Corona-Cabrera, V., Norman-Acevedo, E.,  
Sosa-Varela, J.C. (2019). Consumer culture studies.  
Bogotá, Colombia: Institución Universitaria  
Politécnico Grancolombiano.

Printed in Colombia

Consumer Cultural Studies / Adriana Bonomo, Arthur Asa Berger;  
Byung-Joon CHOI ; Diana Giraldo-López ; Eduardo Norman-Acevedo;  
Iván Alonso Montoya Restrepo; Juan Carlos Sosa Varela; Luz  
Alexandra Montoya Restrepo; Oscar Robayo-Pinzon; Sandra Rojas  
Berrío; Tetiana Dubovyk; Violeta Corona Cabrera.

**Scientific editors:** Adriana Bonomo; Violeta Corona Cabrera; Eduardo  
Norman-Acevedo; Juan Carlos Sosa Varela; **General editor:** Carlos  
Eduardo Daza Orozco - Bogotá D.C.: Editorial Politécnico  
Grancolombiano., 2019.

132 p. : il. ; 17 x 24 cm.

Includes bibliographical references.

ISBN 978-958-5544-25-3  
E-ISBN 978-958-5544-26-0  
E-Book ISBN 978-958-5544-27-7

Consumer behavior 2. Marketing 3. Consumers - studies 4. Marketing  
research I. Adriana Bonomo II. Violeta Corona Cabrera III. Eduardo  
Norman-Acevedo IV. Juan Carlos Sosa Varela V. Institución  
Universitaria Politécnico Grancolombiano VI. Tit.

SCDD 658.8343 C758

Co-BoIUP

Sistema Nacional de Bibliotecas - SISNAB  
Institución Universitaria Politécnico Grancolombiano.

All rights reserved

Total or partial reproduction of this work is not allowed, nor its  
incorporation to an information system or any kind of handling  
in any existing or still inexistent form or media, without prior  
written consent by the Publishing Department of Institución  
Universitaria Politécnico Grancolombiano.

For scientific and academic purposes, Institución Universitaria  
Politécnico Grancolombiano grants the following Creative Commons  
licensing for the content of the works: Attribution - Non-Commercial  
- No Derivative - Share-Alike.

The content of this publication may be quoted or re-  
produced with academic purposes only if the source or origin  
is indicated.

The opinions expressed herein are the sole respon-sibility  
of the author(s) and shall not be considered institutional  
stances".

This book is the result of a research process and has been  
assessed by blind peers, it complies with selec-tivity,  
temporality, normality and availability criteria.

The Publishing Department of Institución Universitaria  
Politécnico Grancolombiano is a member of Asociacion de  
Editoriales Universitarias de Colombia (ASEUC).

# **CONSUMER CULTURAL STUDIES**

Edited by:

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

JEANS



SÓ TEM UM JEITO  
DE SABER: PROVA-NDOS!



## CONTENTS

PRESENTATION .....	8
<b>CHAPTER 1</b>	
<b>CONSUMER CULTURE STUDIES, A GLANCE AT THE LITERATURE'S CONTRIBUTIONS TO THE CONCEPT .....</b>	<b>13</b>
<b>INTRODUCTION.....</b>	<b>14</b>
Defining the area of study and time period.....	16
Consumer culture studies .....	16
Publication trend .....	17
Type of text according to publication format .....	18
<b>STUDY CONCEPT AND ASSOCIATED VARIABLES.....</b>	<b>19</b>
Methodology introduced by the texts reviewed.....	24
Instrument (scale, log, guide).....	24
Type of sampling.....	25
<b>CONCLUSIONS.....</b>	<b>26</b>
<b>REFERENCES .....</b>	<b>31</b>
<b>CHAPTER 2</b>	
<b>CONSUMER DECISION PROCESS EXPLORATION: LUXURY FASHION PRODUCTS IN BOGOTÁ.....</b>	<b>41</b>
<b>INTRODUCTION.....</b>	<b>42</b>
<b>LITERATURE REVIEW .....</b>	<b>43</b>
<b>METHODOLOGICAL APPROACH .....</b>	<b>46</b>
Selection of participants .....	47
Description of the variables .....	47
Instruments.....	48
<b>RESULTS .....</b>	<b>49</b>
Analysis system for processing information.....	49
Semantic network.....	49
Dimensions and codes.....	50
<b>ANALYSIS OF THE RESULTS.....</b>	<b>51</b>
Schematic of the purchase decision process.....	53
<b>DISCUSSION.....</b>	<b>54</b>
<b>CONCLUSIONS.....</b>	<b>57</b>
<b>REFERENCES .....</b>	<b>58</b>

### **CHAPTER 3**

#### **INTERNET MARKETING COMMUNICATIONS**

<b>OF TRADE ENTERPRISES IN UKRAINE .....</b>	<b>63</b>
<b>METHOD .....</b>	<b>66</b>
<b>RESULTS .....</b>	<b>70</b>
<b>REFERENCES .....</b>	<b>75</b>

### **CHAPTER 4**

#### **SIX MARKETING TYPOLOGIES IN SEARCH OF A CUSTOMER**

<b>(WITH APOLOGIES TO LUIGI PIRANDELLO) .....</b>	<b>77</b>
<b>INTRODUCTION.....</b>	<b>78</b>
The VALS (Values and Life Styles) Typology .....	79
<b>THE CLARITAS TYPOLOGY .....</b>	<b>82</b>
These sixty-six categories and their subcategories are shown below:.....	82
<b>GRID-GROUP THEORY .....</b>	<b>84</b>
<b>IN DEFENCE OF SHOPPING .....</b>	<b>86</b>
<b>REFERENCES .....</b>	<b>88</b>

### **CHAPTER 5**

#### **THE RELATION BETWEEN CULTURE AND PSYCHOLOGICAL PROCESSES OF CONSUMERS: ATTRIBUTES-CONSEQUENCES-VALUES**

<b>LINKAGES VARIATIONS .....</b>	<b>95</b>
<b>MEANS-END THEORY IN CROSS-CULTURAL CONTEXTS.....</b>	<b>96</b>
<b>DYNAMIC APPROACH TO CULTURAL ORIENTATION     IN STYLES OF THINKING .....</b>	<b>96</b>
<b>METHODOLOGY .....</b>	<b>98</b>
General Study Design .....	98
Participants .....	98
Priming Manipulations.....	98
Measurement of MEC Linkages.....	99
<b>RESULTS .....</b>	<b>100</b>
Quantitative Variations in A-C and C-V Linkages.....	100
MEC Linkage Complexity.....	103
<b>DISCUSSION.....</b>	<b>104</b>
<b>REFERENCES .....</b>	<b>107</b>
<b>APPENDIX A .....</b>	<b>109</b>
<b>APPENDIX B .....</b>	<b>109</b>

**CHAPTER 6**

**MARKETING RESEARCH PROCESSES. A PERSPECTIVE OF THE FUTURE**

**FROM A QUALITATIVE VIEW ..... 111**

**INTRODUCTION.....112**

**METHODOLOGY .....116**

**RESULTS .....120**

Marketing Bibliometrics Analysis According to Research Focus .....120

Analysis of the Experts' Results.....121

**CONCLUSIONS .....129**

**REFERENCES .....130**

## PRESENTATION

**Eduardo Norman Acevedo**

Institución Universitaria Politécnico Grancolombiano  
Publishing Leader

Marketing -as a social discipline that outlines cultural traits- involves 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*<sup>1</sup>, 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*<sup>2</sup>, as a meaningful predictor of the perceived social usefulness between market variables and its co-creation and crowdsourcing activities; 4. *Emerging markets*<sup>3</sup>, which explores strategic orientation of the market according to characteristics of quick growth and industrialization. 5. *Mobile/online shopping*<sup>4</sup>, an inquiry into the behavior of purchase decisions based on channels or digital media positioning. Finally, and prominently, some elements of *Ethical consumption*<sup>5</sup> 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.

1. Faletar, Kovačić, & Cerjak (2018); Kimixay, Cheng, & Liu (2019); Swain & Dhurkari (2018).

2. Ammar, Garbout, & Trigui (2018); Elghannam, Arroyo, Eldesouky, & Mesias (2018)

3. Guo, Kulviwat, Zhu, & Wang (2019)

4. Kimixay et al. (2019)

5. Ganglmair-Wooliscroft & Wooliscroft (2019), Moraes, Carrigan, Bosangit, Ferreira, & McGrath (2017), Papaioikonomou & Alarcón (2017), Zollo, Yoon, Rialti, & Ciappei (2018)



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, Aranã, & 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:

- Ammar, O., Garbout, S., & Trigui, I. T. (2018). Co-design and chronic regulatory focus: A cross-cultural study and suggestions for future e-marketing practices (B. T. M.A., J. R., K. Y., & N. A., Eds.). *3rd International Conference on Digital Economy, ICDEc 2018*, Vol. 325, pp. 28–47. [https://doi.org/10.1007/978-3-319-97749-2\\_3](https://doi.org/10.1007/978-3-319-97749-2_3)
- Arnould, E., Press, M., Salminen, E., & Tillotson, J. S. (2019). Consumer culture theory: Development, critique, application and prospects. *Foundations and Trends in Accounting*, 12(2), 80–166. <https://doi.org/10.1561/17000000052>
- Brenes, M. D. C. R., & Hernández Rivero, V. M. (2018). The incorporation and use of ICT in early childhood education. A study on infrastructure, teaching methods and teacher training in Andalusia . *Pixel-Bit, Revista de Medios y Educacion*, (52), 81–96. <https://doi.org/10.12795/pixelbit.2018.i52.06>
- Chekima, B., Chekima, S., Syed Khalid Wafa, S. A. W., Igaua, O. A., & Sondoh, S. L. (2016). Sustainable consumption: The effects of knowledge, cultural values, environmental advertising, and demographics. *International Journal of Sustainable Development and World Ecology*, 23(2), 210–220. <https://doi.org/10.1080/13504509.2015.1114043>
- Elghannam, A., Arroyo, J., Eldesouky, A., & Mesias, F. J. (2018). A cross-cultural consumers’ perspective on social media-based short food supply chains. *British Food Journal*, 120(10), 2210–2221. <https://doi.org/10.1108/BFJ-11-2017-0633>
- Faletar, I., Kovačić, D., & Cerjak, M. (2018). Buying behaviour of organic vegetables consumers in Croatia. *Agriculturae Conspectus Scientificus*, 83(3), 213–218. Retrieved from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85056350919&partnerID=40&md5=588cdf2659b4ebcfab3f01382f5fa948>
- Fernández-Hernández, C., León, C. J., Aranã, J. E., & Díaz-Pérez, F. (2016). Market segmentation, activities and environmental behaviour in rural tourism. *Tourism Economics*, 22(5), 1033–1054. <https://doi.org/10.5367/te.2015.0476>
- Ganglmair-Wooliscroft, A., & Wooliscroft, B. (2019). Well-Being and Everyday Ethical Consumption. *Journal of Happiness Studies*, 20(1), 141–163. <https://doi.org/10.1007/s10902-017-9944-0>
- Guo, C., Kulviwat, S., Zhu, J., & Wang, Y. J. (2019). Competing in an emerging market: antecedents and consequences of market orientation and the role of environmental factors. *Journal of Strategic Marketing*, 27(3), 248–267. <https://doi.org/10.1080/0965254X.2017.1411386>
- Jeong, N., Yoo, Y., & Heo, T.-Y. (2011). Market segmentation strategies for future telecommunications services. *Portland International Center for Management of Engineering and Technology - Technology Management in the Energy-Smart World, PICMET’11*. Retrieved from

- <https://www.scopus.com/inward/record.uri?eid=2-s2.0-80053380188&partnerID=40&md5=54b1350714afd377159c0838039d4aa6>
- Kimixay, L., Cheng, L., & Liu, X. (2019). An empirical study to understand the effect of email marketing on Consumer's online buying behavior in a developing country. 3rd International Conference on *Management Engineering, Software Engineering and Service Sciences, ICMSS 2019*, 179–183. <https://doi.org/10.1145/3312662.3312669>
- Li, M., Zhang, H., Xiao, H., & Chen, Y. (2015). A grid-group analysis of tourism motivation. *International Journal of Tourism Research*, 17(1), 35–44. <https://doi.org/10.1002/jtr.1963>
- Moraes, C., Carrigan, M., Bosangit, C., Ferreira, C., & McGrath, M. (2017). Understanding Ethical Luxury Consumption Through Practice Theories: A Study of Fine Jewellery Purchases. *Journal of Business Ethics*, 145(3), 525–543. <https://doi.org/10.1007/s10551-015-2893-9>
- Papaoikonomou, E., & Alarcón, A. (2017). Revisiting Consumer Empowerment: An Exploration of Ethical Consumption Communities. *Journal of Macromarketing*, 37(1), 40–56. <https://doi.org/10.1177/0276146715619653>
- Rehman, V. (2017). Looking through the Glass of Indian Culture: Consumer Behaviour in Modern and Postmodern Era. *Global Business Review*, 18(3\_suppl), S19–S37. <https://doi.org/10.1177/0972150917693139>
- Simpson, K., Bretherton, P., & Vere, G. D. (2012). Lifestyle market segmentation, small business entrepreneurs, and the New Zealand wine tourism industry. In *Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction* (pp. 157–188). [https://doi.org/10.1300/J162v05n02\\_09](https://doi.org/10.1300/J162v05n02_09)
- Sirtautiene, D., & Sirtautas, V. V. (2009). Consumer market segmentation on the base of evaluating TV commercials. *Transformations in Business and Economics*, 8(2), 150–168. Retrieved from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-67650270035&partnerID=40&md5=bba05abcf772cbbbdd7239e8e0371c81>
- Steenkamp, J.-B. E. M., & Ter Hofstede, F. (2002). International market segmentation: Issues and perspective. *International Journal of Research in Marketing*, 19(3), 185–213. [https://doi.org/10.1016/S0167-8116\(02\)00076-9](https://doi.org/10.1016/S0167-8116(02)00076-9)
- Swain, A. K., & Dhurkari, R. K. (2018). Shopping goods and consumer buying behavior: An AHP perspective. *2018 International Conference on Computers in Management and Business, ICCMB 2018*, 9–13. <https://doi.org/10.1145/3232174.3232179>
- Zaharia, S. (2019). Online Shopping Motives - An Empirical Investigation of Consumer Buying Behavior in Germany's Main Online Retail Segments (N. F.F.-H. & S. K., Eds.). *6th International Conference on HCI in Business, Government, and Organizations, HCIBGO 2019, Held as Part of the 21st International Conference on Human-Computer Interaction, HCI International 2019*, pp. 333–349. [https://doi.org/10.1007/978-3-030-22335-9\\_23](https://doi.org/10.1007/978-3-030-22335-9_23)
- Zollo, L., Yoon, S., Rialti, R., & Ciappei, C. (2018). Ethical consumption and consumers' decision making: the role of moral intuition. *Management Decision*, 56(3), 692–710. <https://doi.org/10.1108/MD-10-2016-0>