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CHAPTER 1 **CONSUMER CULTURE STUDIES, A GLANCE AT THE LITERATURE'S CONTRIBUTIONS TO THE CONCEPT**

AUTHORS:

Eduardo Norman-Acevedo, Ma.
Politécnico Grancolombiano
Institución Universitaria

Juan Carlos Sosa Varela, PhD.
University of Turabo of Puerto Rico

Adriana Bonomo, PhD. (c)
Catholic University of Uruguay

Violeta Corona Cabrera, Ma.
Pan-American University of Mexico

INTRODUCTION

Publishing a book on consumer culture studies originates from the need to review research conducted on this subject. Among the expectations of Politécnico Grancolombiano Institución Universitaria, and as a result of reviews on the subject, this opportunity was identified within scientific literature. This book intends to be useful for readers by identifying international research trends in this field. It also aims to support the decision-making of marketing managers, with respect to consumers, and to have important input that fosters future research.

To do so, the institution introduces the structure of this editorial project, which first identified relevant authors and made an initial call to authors based on an approach to the state of the art by implementing a systematic literature review (SLR) (Kitchenham, 2004). The call made in August 2017 proposed that a select group of authors participate in the project with a chapter of its structure, given that they have indicated their interest in the subject. This proposal received great reception among those invited, including eight articles submitted, from which, after a rigorous selection process, contributions of five chapters were included at the date of publication with participation from international researchers who believed in our project.

Moreover, the project proposed establishing an editorial committee that provides academic support for the proposal. To do so, we sent out a call for academics with a PhD. Juan Carlos Sosa Varela, Chair and Associate Professor, University of Turabo of Puerto Rico, is completing Post-Doctoral Studies (PAG) at the Central American Institute of Business Administration in Alajuela, Costa Rica, PhD in International Business (School of Business Administration), University of Puerto Rico: San Juan and has research interests in international marketing, corporate responsibility, and branding. Lic¹. Adriana Bonomo, Professor of high dedication at the Catholic University of Uruguay, holds a Doctorate in Business Administration (c) from “Santa Maria De Los Buenos Aires” Catholic University of Argentina, School of Social and Economic Sciences, with interests in Entrepreneurship and Marketing. Violeta Corona Cabrera holds a Master’s Degree in Strategic Marketing from Pan-American University and is currently a professor in the Marketing Department at the Pan-American University of Mexico and has interests in market research, strategic planning, and marketing strategy. The institutional contribution is made by Eduardo Norman-Acevedo, Editorial Head and professor at Politécnico Grancolombiano Institución Universitaria. Master’s Degree in Strategic Marketing Management and Expert in Communication and Dissemination of Science and Technology at the University of Oviedo, Asturias in Spain.

1. T.N.: Academic title used by professionals having a bachelor college degree in different fields.

Within the development of the Master's Program in Marketing at the Politécnico Grancolombiano Institución Universitaria, frequently, expectations are identified in the academic community regarding the appearance of information from various sources, the interest in ensuring quality and its origin. Thus, institutional affiliation to reliable databases like Scopus allows the academic community to consult quality information. For this reason, from the institution, supported by the teaching staff, we started to create review publications, identifying key aspects during the training process of future teachers and hoping to encourage the use of this type of tool that contributes to the quality of production and teaching.

This chapter comprises the different stages used in the SLR, based on the SLR protocol proposed by (Kitchenham, 2004). It evaluates the existing literature in a database such as Scopus, in light of the publication, with a methodology that allows for replication or future review. "The interest in developing a systematic review arises from researchers' need to summarize existing information on knowledge in the marketing field, in a rigorous and impartial manner" (López, Méndez, Paz, & Arboleda, 2016 p. 11). The goal is to establish a state of the art useful in the academic process of the institution.

The protocol includes systematically recording of the procedure, which enables us to contrast the information at different times to achieve conclusive results (Brereton, Kitchenham, Budgen, Turner, & Khalil, 2007). The protocol used for this study is constructed from the 13 activities proposed by the aforementioned authors. These activities are divided into three clearly distinguished stages (in the order mentioned): planning, execution, and analysis (López et al., 2016).

"In the planning stage, the specific intention, as well as the approach, must be identified. This process includes writing out the objectives. The strategy considers all perspectives and outlines the development of relevant search strings to obtain the articles necessary for the SLR (Petersen, Feldt, Mujtaba, & Mattsson, 2008 p. 146). The search query lays out the criteria for selecting the literature and applies inclusion and exclusion criteria using Boolean operators (Cream & Verbano, 2013).

This chapter documents the process outlined to establish the publication's state of the art regarding consumers, from the Master's Program in Strategic Marketing Management at Politécnico Grancolombiano Institución Universitaria.

We propose the following methodology for this analysis:

Defining the area of study and time period

Initially, a developing need was identified in the publication area due to the difficulty of finding media related to publishing consumer culture studies. Thus, we found a thematic opportunity relevant to students.

Consumer culture studies

In relation to consumers, one of the findings from the previous exercise identified the opportunity to take a closer look at consumer culture studies, finding an interesting number of texts and an emerging interest in this specific topic.

This is how a new exercise is constructed, which gives rise to a new SLR aimed at better understanding this phenomenon in greater depth, proposing a trend within the findings.

Through this procedure, this book identified the interest and relevance in developing this particular publishing project. It sought to again analyze and interpret a new search query that included new interests found in the previous study, and developed a different period of analysis, which yielded an initial equation of 634 texts that were subsequently refined to the database that is covered within this chapter. The result yielded a database of 385 articles devoted to research on consumer culture studies between 2011 and 2018, using the following search query in the Scopus database:

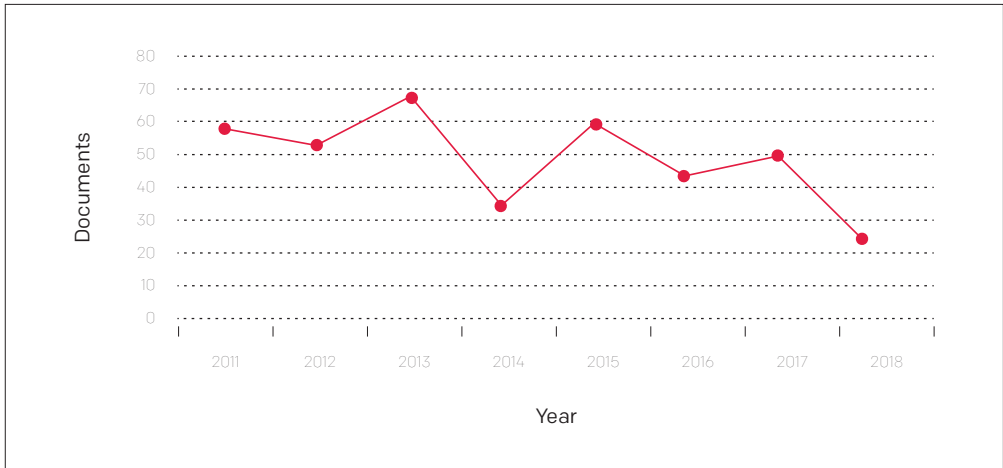
(TITLE-ABS-KEY (“consumer behavior” OR “consumer behavior”) AND TITLE-ABS-KEY (cultur*) AND TITLE-ABS-KEY (marketing)) AND (LIMIT-TO (PUBYEAR, 2018) OR LIMIT-TO (PUBYEAR, 2017) OR LIMIT-TO (PUBYEAR, 2016) OR LIMIT-TO (PUBYEAR, 2015) OR LIMIT-TO (PUBYEAR, 2014) OR LIMIT-TO (PUBYEAR, 2013) OR LIMIT-TO (PUBYEAR, 2012) OR LIMIT-TO (PUBYEAR, 2011)).

For this review, certain variables and aspects of each of the texts analyzed were considered: purpose, marketing variable, hypotheses, instrument and information collection techniques, types of sampling, research, and information processing, results, and the country or population involved.



Publication trend

Figure 1. Publication in Scopus, in accordance with the review.



Source: Scopus.

It should first be noted that the research on consumer culture studies has remained an active and interesting topic, as it is seen as a publication trend, and is stable during the years of the review, with increased interest in 2013, remaining constant until 2017. We identified that, as of the date of the review, in publications for the current year, two publication periods are still missing, which explains the decreasing trend in 2018 as shown in Figure 1.

Below, the main publishers interested in the subject are shown.

Source	Texts
Asia Pacific Journal of Marketing and Logistics	20
British Food Journal	11
International Marketing Review	10
Journal of Islamic Marketing	10
European Journal of Marketing	8
Journal of Business Research	8
Journal of Global Fashion Marketing	8
Journal of Consumer Marketing	7

Table 1. Source: Scopus

From this information, we can identify the means most interested in the subject analyzed, the different citation opportunities of greater relevance to select means of disseminating this trend, and the review of topics relevant to consumer culture studies for future studies.

Language	Texts
English	378
Chinese	2
Russian	2
French	1
German	1
Spanish	1

Table 2. Source: Scopus

In addition, we found that the predominant language in the journals consulted was English and that the country with the most case studies was the United States with 109 texts, followed by the United Kingdom with 49. This was one of the main reasons for deciding to publish the book in English, to have the widest visibility possible.

Type of text according to publication format

Type of publication	Texts
Article	262
Book Chapter	30
Conference Paper	29
Book	25
Conference Review	15
Review	12
Editorial	6
News Article	4
Letter	1

Table 3 Source: Scopus

Unlike the first study conducted, for this new analysis, all forms of publication were included in the search, to obtain a broader view.

Regarding how they are circulated, we identified that 68.1% of the texts are published in scientific articles, which matches the publication trend in the marketing field overall, where 76.11% are published in this manner, which indicates a behavior similar to other forms of publication such as books where this percentage is only 6.5%, compared to 7.18% in books for marketing. This confirms the need to publish more in-depth data, justifying this book's publication.

STUDY CONCEPT AND ASSOCIATED VARIABLES

From the results analysis generated by the SLR, some main concepts were identified, which allow us to visualize the literature's progress.

Study concept and associated variables	Text
Big data analysis	2
Co-creation	2
Consumer behavior	207
Consumer behavior; Consumer buying behavior; Cross-cultural	1
Consumer behavior; Cross-cultural	3
Consumer behavior; Cross-cultural; Mobile/online shopping	1
Consumer behavior; Emerging markets; Cross-cultural	1
Consumer behavior; Emerging markets; Mobile/online shopping	1
Consumer behavior; Ethical consumption & sustainability; Literature review	1
Consumer behavior; Literature review	2
Consumer behavior; Market segments	3
Consumer behavior; Market segments; Ethical consumption & sustainability; Cross-cultural	1
Consumer behavior; Market segments; Mobile/online shopping	2
Consumer behavior; Mobile/online shopping	5
Consumer behavior; Mobile/online shopping; Cross-cultural	1
Consumer behavior; Sustainable consumption	2
Consumer buying behavior	7
Consumer culture theory	8

Study concept and associated variables	Text
Consumer culture theory; Consumer buying behavior	1
Consumer culture theory; Market segments	1
Cross-cultural	22
Cross-cultural; Market segments	3
Cross-cultural; Mobile/online shopping	1
Emerging markets	3
Ethical consumption & sustainability	6
Ethical consumption & sustainability; Cross-cultural	1
Literature review	1
Market segments	10
Mobile/online shopping	19
Mobile/online shopping; Cross-cultural	1
Mobile/online shopping; Emerging markets	1
Mobile/online shopping; Market segments	1
Packaging	1
Packaging, Sustainable consumption	1
Practices of social innovation	7
Practices of social innovation; Co-creation; Mobile/online shopping	7
Practices of social innovation; Co-creation; Mobile/online shopping; Literature review	7
Practices of social innovation; Consumer buying behavior	1
Practices of social innovation; Cross-cultural	1
Practices of social innovation; Market segments	1
Practices of social innovation; Mobile/online shopping	2
Practices of social innovation; Mobile/online shopping	1
Relation between culture and gender roles in the purchase and consumption of products	3
Total, general	353

Table 3. Source: Created by the authors.

With the consumer culture studies SLR, the great importance of analyzing consumer behavior is identified, where an interest in understanding this phenomenon occupies great part of the literature. From Table 3, we find 231 articles having this concept as their main motivation. It is worth mentioning two previous review articles regarding this particular topic from the works consulted. The first article (Kaufmann, Loureiro, Basile, & Vrontis, 2012) explains the various stages of the evolution of the relationship between consumers and brands. The second conceptualization proposes a new pattern of segmentation and categorization of brand consumers and their respective behaviors derived from the different stages of development of the consumer-brand relationship integrating cultural aspects that lead to new segmentation patterns and socially responsible marketing. The second article (Al-Hyari, Alnsour, Al-Weshah, & Haffar, 2012), related to understanding the concept from a religious perspective, gives researchers an opportunity to recognize the concept from a marketing/management perspective.

Within the SLR, there are 13 articles directly related to the topic of consumer culture Theory. These reviews raise five essential theoretical issues in basic and applied fields of study. The first suggests a detailed analysis of the processes and consequences of activities during use (Penz & Stöttinger, 2015). The second explains activity meaning and actor motivations (Mitchell & Imrie, 2011). The third predicts (shapes) what actions and results will occur and the impacts of attempts to influence before, during, and after getting involved (Granot, Alejandro, & Russell, 2014). Finally, controlling or influencing beliefs, attitudes, behaviors, and assessments (Woodside, 2017). One of the most interesting articles is that of Ladik, Carrillat, and Tadjewski (2015), who argue that Belk's study within the theory of consumer culture is significant for the whole discipline, regardless of the paradigmatic position. The research presented aims to demonstrate that the article by Belk (1988) is possibly among the most influential articles ever published in JCR on the subject.

We can see a trend within the literature on consumer behavior toward studies associated with mobile/online shopping. The findings reflect similarities between markets, but also differences, related to consumers' motivation in using augmented reality systems to support their decision to buy online. It also suggests the need for retailers to consider online shopping to improve their success using the Internet (Swamp, Rese, & Baier, 2017; Zendejdel, Paim, & Delafrooz, 2016). For Hagag, Clark, and Wheeler (2015), there are several cultural frameworks, but they are not based on consumer behavior, whether online or offline. They consider this to be an opportunity in this area of research.

The term practices of social innovation is included in 27 texts, of which articles such as *The effect on medical tourism of spreading cultural content online* (Hong, Kwak, & Kwak, 2016), which considers understanding the effect of consumer search behavior

in the worldwide circulation of medical tourism. Another study suggests that consumers are moving from electronic channels to mobile channels and consider the effect of these technological innovations in retail environments from a cognitive perspective, where studies are limited (Swamp & Priporas, 2016), which becomes a research opportunity. Additionally, Abou-Elgheit (2013) analyzes the enormous digital business environment in China for e-commerce, digital marketing, consumer behavior, IT outsourcing, software development, and innovation. The analysis reveals vast opportunities in China's digital social business that takes advantage of the collaborative culture for businesses and individual consumers. Finally, the study *A cross-country study of consumer innovativeness and technological service innovation* argues that the results of a multi-group structural equation modeling show that the relationship between consumer innovation capacity and attitude toward innovation varies in three dimensions: perceived novelty, perceived value, and perceived risk.

When reviewing the term Big Data analysis, the obtained bibliographic results yielded a limited number of texts, which could signify a research opportunity. In the research study *big data and consumer behavior: imminent opportunities*, Hofacker, Malthouse, and Sultan (2016) suggest that big data has the potential to broaden our understanding of each stage of the consumer decision-making process. While the field has traditionally progressed using first a theory followed by experimentation, it now appears that the nature of the feedback cycle between theory and results may change with the use of this technique. In another article *Design and implementation of hadoop-based customer marketing big data processing system*, Liu (Liu, 2016) argues that reliability and validity can be analyzed to determine the data collected, checking its correlation analysis, and the hypothesis model of regression analysis to obtain accurate marketing.

Co-creation is also a strong trend within publication, with more than 16 articles including this term within the SLR, and at least 14 of them are associated with the topic of consumer behavior. From the review, it is worth highlighting a study on the agricultural consumption of products that states in its findings that the quality of the product is the client's key motivator. Price is not a significant barrier in purchasing as long as the customer feels included (Murphy, 2011). Most of the texts related to this topic are included in proceedings and cover topics alluding to the effects of the policy of disseminating information about products, interactivity of social networks, and online consumer behavior, strategies to establish service-focused designs based on consumers and their degrees of involvement, the influence on general attitudes of sustainability and the congruence of values in consumer behavior among others ("International Conference on Information Systems, ICIS 2012, Volume 1," 2012; 2011; Volume 2," 2012; 2012, Volume 3," 2012, Volume 4," 2012; 2012, Volume 5," 2011; 2012, Volume 5," 2012).

The growth of the term cross-cultural is present in 37 reviewed texts, involving concepts such as ethical consumption and sustainability (Yen, Wang, & Yang, 2017). Another text consulted contributes decisively to group decision-making and joint decisions in segments that have not been widely researched: intercultural problems in emerging markets, emotions, and consumer misconduct (Cohen, Prayag, & Moital, 2014). Another relevant text suggests a positive relationship between intrinsic religiosity and the belief that questionable consumer activities are not ethical. However, extrinsic religiosity does not affect consumer opinions about the ethics of consumer practices (Patwardhan, Keith, & Vitell, 2012). The literature review showed a trend toward purchasing ethical foods (organic foods, fair trade products, and locally grown products), suggesting that this phenomenon can do more harm than good in the long term, in terms of the environment, nutrition, and health (Popa, Draghici, Popa, & Niculita, 2011).

In relation to studying the relationship between culture and gender roles in the purchase and consumption of products, a book called *Gender, culture, and consumer behavior* is highlighted (Otnes & Zayer, 2012). It offers innovative research on gender and consumer behavior with topics relevant to psychology, marketing, advertising, sociology, women's studies, and cultural studies. Another relevant study on gender shows how women go from being a wife in a consanguineous family in Nigeria, which they describe as patriarchal, to transforming their role in a nuclear family in the United Kingdom, a society to which they attribute gender equality (Lindridge, Peñaloza, & Worlu, 2016). In the research study *Gender: As a purchasing decision variable and a research at Karamanoglu Mehmetbey University* (Alagöz & Burucuoglu, 2011), they attempt to explain the term gender in several categories and study its effects (like a subclass of personal factors) in buying behavior.

Finally, the cultural concept is provided by articles from the SLR that indicate the term consumer buying behavior, which highlights a study on the characteristics of country of origin (COO) products and seeks to understand the effects of these types of products between subnational cultural consumers, which is relevant given the increasing ethnic diversity of consumer markets (Shoham, Segev, & Gavish, 2017). It is also worth noting a modeling of consumer buying behavior using the Z-Number concept (Shoham et al., 2017). In the study by Shoham et al. (2017), the concept of Z number is applied to handle uncertainties when analyzing consumer buying behavior. This concept is also related to another empirical study conducted with Korean American families in relation to values, attitudes, and behaviors related to fashion. In this study, two roles of fashion were identified in relation to the process of family assimilation. It refers to a strong relationship between the values of parents and children in the Korean American families interviewed (Lee & Lee, 2015).

Methodology introduced by the texts reviewed.

Methodology	Number of texts
Causal	5
Descriptive	3
Exploratory	17
Mixed	2
Qualitative	318
Quantitative	8
Total, general	353

Table 4 Source: created by the authors

The analysis of the methodologies used by these studies outlines a propensity for qualitative research in the knowledge area. Studies have a tendency toward empiricism.

Most of the documented research studies are studies aimed at describing a phenomenon. Only eight documents use quantitative methodologies and only two use mixed methodologies, which identifies an opportunity to conduct multidisciplinary research with experts in other knowledge areas.

Instrument (scale, log, guide)

Instrument	Number of texts
Guide	18
Literature review	7
Log	158
Survey	130
Scale	40
Total, general	353

Table 5 Source: created by the authors

The instrument configuration is distributed between scales, logs, and guides, being logs as one of the most used instruments, followed by surveys, which accounts for the previously related methodologies.

Type of sampling

Sample type	Number of texts
Convenience sampling	4
Critical reading	34
Observation	249
Sampling	10
Simple Random sample	56
Total, general	353

Table 6 Source: created by the authors

In the previous table, the different types of information collection are connected. The various mechanisms used by the researcher to collect and record the information were taken from the SLR.

The technique is focused on the methodology. For some of the texts, there may be different information collection techniques, but for this analysis, the most relevant one was selected according to the method.



CONCLUSIONS

This book's contributions can be very useful in identifying research opportunities, as well as being a useful tool for constructing basic concepts for future research.

The chapters proposed for this publication suggest an approach to some of these theoretical models identified within the SLR. Next, we will describe the common points found within the theoretical models that introduce the different chapters to guide readers on the relevance of their reading and opportunities to make progress in the state of the art of the topics.

Chapter 2:

EXPLORATION OF THE CONSUMER DECISION PROCESS: LUXURY FASHION PRODUCTS IN BOGOTÁ.

Authors:

Oscar Robayo-Pinzon PhD. (c)

Politécnico Grancolombiano Institución Universitaria

Bachelor's degree in psychology and Master's degree in consumer psychology from Konrad Lorenz University, and researches in the areas of consumer behavior, decision-making models, and brand choice patterns.

Sandra Rojas-Berrío PhD.

Assistant Professor, School of Economic Sciences, National University of Colombia.

Diana Giraldo-López MS.

Politécnico Grancolombiano Institución Universitaria

Professional in Business Administration with emphasis in Finances and Master in Strategic Marketing Management at the Institución Universitaria Politécnico Grancolombiano; with 10 years of experience in commercial area, marketing, customer loyalty, and sales channels.

This chapter is the product of a research that presents the results as a suggestion for marketing managers in this sector. It identifies the need to improve their marketing strategies, focusing on what their target audience is looking for. This research is the first to analyze the decision process in buying luxury fashion products in the city of Bogotá through the use of in-depth interviews. It shows potential given the thematic con-

cordance found in nine texts within the database. One of the studies considered in the review is *Digitalization, luxury fashion and "Chineseness": The influence of the Chinese context for luxury brands and the online luxury consumers experience* (Rovai, 2018). This study proposes an understanding of the emerging problems arising from the Chinese consumer market, which influence the strategy of digitalization of luxury brands in China. This allows us to make a direct comparison to this chapter, with user experiences from two different social contexts. This study suggests the need to expand the result of the very limited research on the subject. This finding from the SLR indicates the potential for readers to compare the appreciation of luxury in two places as diverse as Bogotá and China using the cross-cultural concept.

Within the referenced studies, there is also concurrence with texts on fashion marketing strategies, a phenomenon that was also studied in Mexico (Rajagopal & Rajagopal, 2017; Rajagopal, 2011). In Italy, generally, this is covered by S. Kim, Shimizu, and Donvito (2016); specifically in the city of Florence, by the authors Aiello, Donvito, Grazzini, and Petrucci (2016); in Korea, by Read and Lee (2015); in China, by Read and Lee (2015), which may be a complement to another study, *Fashion phenomenon in postmodern marketing applications and effects on the marketing components* proposed by (Aksu, Pektaş, & Eseoğlu, 2011), which is complementary by researching the effects of the phenomenon of fashion on understanding marketing and applications in marketing components. As an alternative, the Istanbul Shopping Fest project is suggested, which aims to turn Istanbul into a shopping center as a global brand, primarily for European countries and Central Asia, and for other neighboring countries; not only using clothing and fashion products but also the distinctive values of clothing and food as cultural and tourist values. Finally, the article: *The impact of country of origin and ethnocentrism as major dimensions in consumer purchasing behavior in fashion industry* examines the impact of the COO and ethnocentrism on consumer purchasing behavior in the fashion industry, specifically in the fabric industry written by Abedniya and Zaeim (2011).

For Chapter 3:

INTERNET MARKETING COMMUNICATIONS OF TRADE ENTERPRISES IN UKRAINE.

Author:

Tetiana Dubovyk Grand PhD (Economics)

Professor, Department of Marketing and Advertising
Kyiv National University of Trade and Economics
Kyiv, Ukraine

This chapter covers the study of the transformation of the Ukrainian economy as whole, activities by specific groups of commercial companies, and trends in the development of Internet marketing communications (InMC), from the concepts of consumer behavior, market segments, and mobile/online shopping's perspective. It is precisely relevant to the proposed publication because it considers the overlap of these concepts with at least 50 texts in the SLR. This chapter discusses overlap with six texts that deal with the concept of *marketing communications*. The analysis of Trade Enterprises is explained in the article *How consumer mindsets in ethnic Chinese societies affect the intention to buy Fair Trade products: The mediating and moderating roles of moral identity* (Yen et al., 2017) and in the article *Strategies for trade sales in a changing Asian business culture* (Leach, Liu, & Pelton, 2011). Another important text for the Market Communication concept is *Cross-Cultural Consumer Behavior: Use of Local Language for Market Communication—A Study in Region Friuli Venetia Giulia (Italy)* (Rosa, Sillani, & Vasciaveo, 2017). Another article that stands out from the SLR is *Psychological, economic and social efficiency of advertising in modern marketing communications* by Lebedev (2015). Its results from experimental studies on emotional assessments of commercial and social advertisements in altered states of consciousness and by people with mental pathologies are presented. Finally, it analyzes the correlations between consumers' personal characteristics and their assessments of commercial offers under different marketing communications. The communication phenomenon is also analyzed from the concept of consumer behavior in texts by Dogerlioglu-Demir and Tansuhaj (2011a, 2011b). The mediating and moderating roles of moral identity in the communication of products (Yen et al., 2017).

Chapter 4:

**SIX MARKETING TYPOLOGIES IN SEARCH OF A CUSTOMER
(WITH APOLOGIES TO LUIGI PIRANDELLO)**

Author:

Arthur Asa Berger, PhD

Professor Emeritus

Broadcast and Electronic Communication Arts

San Francisco State University

In analyzing two of the most popular marketing typologies, the VALS 1 and 2 typology and the Claritas typology, the possible use of a third typology that could complement the benefits of the first two is suggested. The author argues that these typologies have certain shortcomings and suggests a third typology called grid-group that considers the existence of four lifestyles (consumer cultures) that oppose each other but shape

consumer preferences for community members. The concept discussed in this chapter synthesizes another publication by the author, *Ads, Fads, and Consumer Culture* (Berger, 2011), other texts identified that refer to the VALS typology are: (Chang, 2011, 2013; Fornerino, Jolibert, Sánchez, & Zhang, 2011; Karami, Olfati, & Dubinsky, 2017; J. Kim & Kim, 2014; Ogden & Cheng, 2011; Raji & Riekkki, 2012). Regarding grid-group analysis, by (Li, Zhang, Xiao, & Chen, 2015). Another relevant text within the SLR is: *A typology of internet users based on comparative affective states: Evidence from eight countries* (Christodoulides, Michaelidou, & Siamagka, 2013), whose study proposes the distinction of affective typologies based on the intentions of Internet users, which uses comparable samples from four Western and four East Asian countries. The chapter fits into the publication through the concepts of cross-cultural and consumer behavior, some texts relevant in the review are presented in this chapter, such as the one considered in *Cultural persuasive affordances in advergames design across cultures: A conceptual model* (Wanick, Ranchhod, & Wills, 2015) introduces a conceptual framework with the integration of cultural persuasion opportunities that could be considered in studies that involve persuasion, play, branding, and intercultural consumer behavior. Also, the results of another study whose findings suggest that attitudes toward materialism directly affect consumer behavior, and therefore marketing strategy (Moore & Berger, 2015). In addition, some studies address the concept of lifestyles (Popa et al., 2011; Grybovych, Lankford, & Lankford, 2013), and more recently (Muralidharan & Xue, 2016).

Chapter 5:

THE RELATION BETWEEN CULTURE AND PSYCHOLOGICAL PROCESSES OF CONSUMERS: ATTRIBUTES-CONSEQUENCES-VALUES LINKAGES VARIATIONS.

Author:

Byung-Joon CHOI PH.D. in Marketing CNU.

Assistant Professor of Marketing

European Business School Paris

This chapter argues that primary consumers with holistic thinking consider broader connections between the key perceptible elements of the series of means and ends, providing support for the dynamics of culture-specific thinking styles, such as the driver of cultural variations, in consumers' cognitive complexity during the decision-making process. Important marketing perspectives arise from the results of this empirical multicultural study. The decision-making process concept is developed by (Pantano et al., 2017; Razzaque & Chaudhry, 2013). This chapter, framed within the concepts

of consumer behavior, emerging markets, and cross-cultural, is associated with 36 texts from the review conducted, and is similar to the concept in the article *Hispanic marketing: A cultural perspective* (Korzenny & Korzenny, 2012), and it can be interpreted from the studies of consumers' responses to CSR in a cross-cultural setting (Karaosman, Morales-Alonso, & Grijalvo, 2015). *Cross-cultural research in international marketing: clearing up some of the confusion* (from Mooij, 2015). *Students' attitudes to marketing communications: Cross-cultural aspects* (Romanova & Noskova, 2015), which defines the influence of different elements of the culture model (cultural values, elements of material, and institutional environment) in the attitudes of Russian and Chinese students toward marketing communications.

We end external contributions with Chapter 6:

MARKETING RESEARCH PROCESSES. A PERSPECTIVE OF THE FUTURE FROM A QUALITATIVE VIEW.

Authors:

Luz Alexandra Montoya-Restrepo PhD.

Associate Professor, School of Mining, National University of Colombia.

Iván Alonso Montoya Restrepo PhD.

Associate Professor, School of Agricultural Sciences, National University of Colombia

Sandra Rojas-Berrío PhD.

Assistant Professor, School of Economic Sciences, National University of Colombia.

The research will focus on the future as a discipline highly associated with sensory and neurological studies, produced with social networking strategies, and aimed at describing specific phenomena with an ethnographic focus, which will develop a new scientific anthropology–marketing, associated with the concepts of social innovation practices, co-creation, and consumer behavior. It is directly related to 17 texts from the literature review, particularly highlighting its similarity with the article *Reinventing the Role of Consumer Research in Today's Open Innovation Ecosystem* (Moskowitz & Saguy, 2013), which suggests contributions to science through consumer Research (CR). The text indicates the need to apply open innovation principles and promote innovation focused on the consumer, proposing the use of social networking strategies. It also suggests the potential identification of seven paradigm changes regarding consumers' roles and how to interact with them. Other elements suggested by the authors of this chapter, such as

new consumer needs or unsatisfied needs or those that can be better managed, are also explored by authors from the SLR, including (Roozmand et al., 2011; Koo & Le, 2014; Cova, Kozinets, & Shankar, 2012). Also, the issue of purchasing decision-making mechanisms are explored by (Berčík, Horská, Gálová, & Margianti, 2016; Hofacker et al., 2016). Articles regarding product use or utilization are also identified. We find developments related to market research in articles by (Akturan, Tezcan, & Vignolles, 2011; Allen, Byon, & Drane, 2011; Atkinson, Nelson, & Rademacher, 2015; Chekima, Khalid Wafa, Igau, & Chekima, 2015; Cohen et al., 2014; Feinberg, 2012; Ferguson & Phau, 2012; Hernando & Campo, 2017; Morhart, Malär, Guèvremont, Girardin, & Grohmann, 2013; Opoku, 2012; Pennington, 2015; Pocol & Bolboacă, 2013; Rehman, 2017; Robson, Pitt, & Wallstrom, 2013; Sadikoglu, 2017; Shavitt, Jiang, & Cho, 2016; Shin, 2012; Shoham et al., 2017; Tifferet & Herstein, 2012; Wróblewski, Dacko-Pikiewicz, & Cuyler, 2017).

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