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# **CONSUMER CULTURAL STUDIES**

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## 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)



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.

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# ONE

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

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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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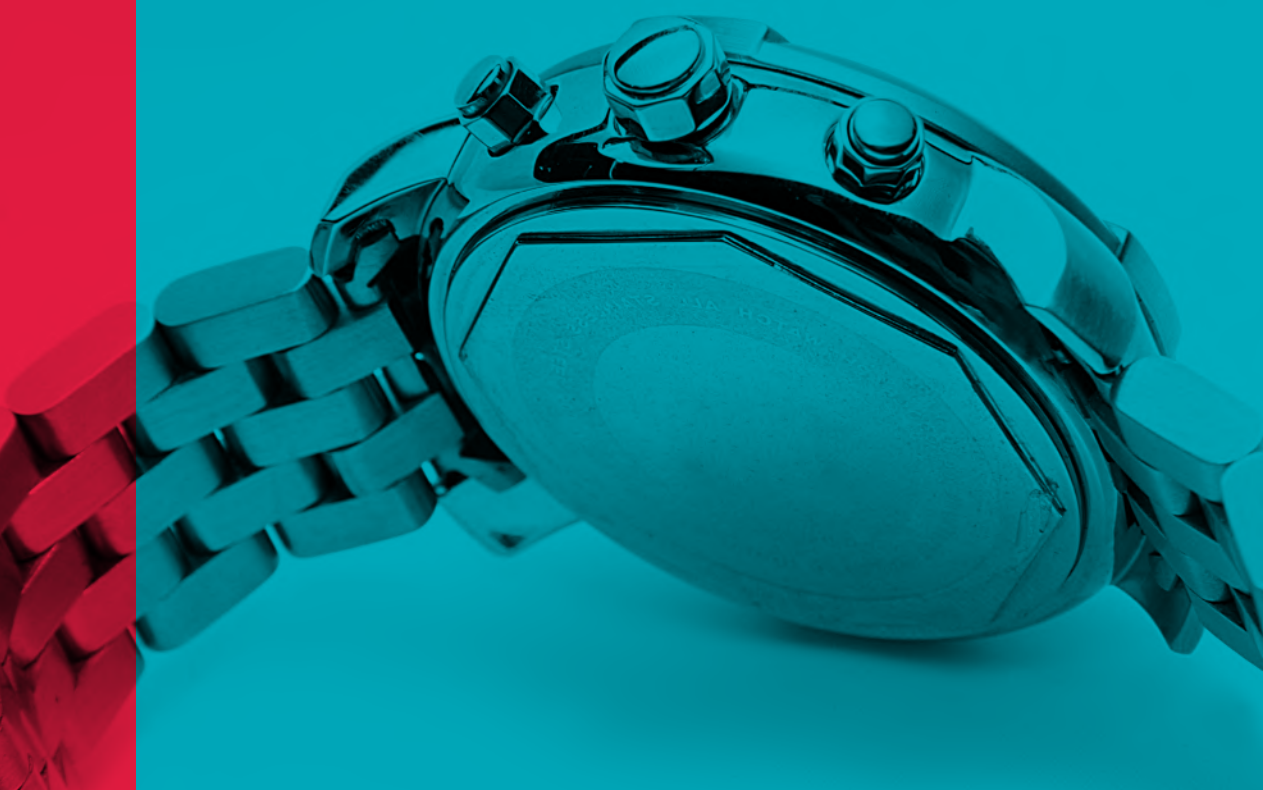
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# INWVO

## **CHAPTER 2**

### **CONSUMER DECISION PROCESS EXPLORATION: LUXURY FASHION PRODUCTS IN BOGOTÁ**

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and environment variables, is mostly driven by the positive emotions that are produced in consumers in regard to having access to fashion goods from renowned brands and by the impact that this consumption has on their self-image and on the image of them that the environment perceives.

Consequently, it can be concluded that the criteria that lead consumers to the decision process for purchasing luxury fashion goods are factors that primarily respond to the brand, supported by the influence of the environment, emotions, recognition, and self-esteem, understanding that even when they relate to purchasing power, this type of demand is based more on taste than on the need to access these goods because of the luxury.

Regarding the limitations of this study, the main limitation is the willingness of the people from the defined population to be interviewed due to the time it required. For this reason, in future research, condensing the questions, to reduce the time necessary for the interview and, therefore, to have greater willingness from the base population of the study, is recommended.

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## **CHAPTER 3: INTERNET MARKETING COMMUNICATIONS OF TRADE ENTERPRISES IN UKRAINE**

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## **CHAPTER 4**

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

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# FIVE

## **CHAPTER 5** **THE RELATION BETWEEN CULTURE AND** **PSYCHOLOGICAL PROCESSES OF CONSUMERS:** **ATTRIBUTES-CONSEQUENCES-** **VALUES LINKAGES VARIATIONS**

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style after priming may open up new possibilities for the direct examination of the various antecedents and consequences of consumers' cognitive differences. Potentially, future experiments can thus find which aspect of the analytic–holistic thinking dimension comes to be particularly salient due to priming independence or interdependence. Further research would help broaden our knowledge of the causal role of the consumer's self-view in determining cultural cognitive styles by using the analytic–holism scale as complementary tool for manipulation checking.

In summary, our findings may fruitfully be extended to naturalistic environments, such as retail food stores and restaurants. It would be worth trying to explore whether drawing on congruent contextual cues in real-world purchase situations also facilitates relevant cognitive processing styles, thereby giving rise to the cross-cultural variations in decision makers' hierarchical cognitive structures. We hope that this study linking chronic or activated thinking styles to the MEC framework will provide fresh avenues for much more international research on the relationships between analytic–holistic cognition and consumer decision making regarding food products.

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# SIX

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

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