Libyan International Medical University
Faculty of Business Administration

Course: International Marketing .
Topic: Global Consumer Culture
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"A people-centered approach to heritage, that benefits all levels of society, will bring social cohesion and economic growth to emerging economies and developing countries."

"

1 Introduction.

Global Consumer Culture.

Introduction.

Consumer behavior now crosses national borders and has a global impact. The last few decades have seen the emergence of a global consumer culture. Consumers no longer shop just locally; instead, they frequently purchase products across borders. Many businesses sell their products globally. Starbucks, GAP, Apple, IKEA, and Lego are some brands that are commonly consumed across the world. The global trade ensures that people can easily purchase out of season foods as supermarkets stock produce from all the corners of the world. The following papers are focusing on GCC and its importance.

Advancing knowledge of the global consumer culture: Introduction to the special issue

Michel Laroche, 2015

- "Some areas are well developed (e.g. global Marketing communications) while others such as social media, brand communities and digital marketing still require new developments. More advances are needed in other aspects of marketing strategy, such as international branding issue, global distribution issues, and global industrial and B2B issues, also researches needs to continue developing testing validating measurements instruments that are invariant cross cultures."

Global consumer culture: consequences for consumer research.

Carlos J. Torelli, Jennifer L. Stoner, 2018

- "The authors integrate the conceptual framework that highlights the reinforcing nature of global consumer culture with recent findings about the psychology of globalization. Specifically, the authors bring attention to the perceptual, cognitive and motivational consequences of globalization, as well as its effects on consumer identification. The authors illustrate how this integration provides insights for better predicting consumer behavior in a globalized world."

Reflections on global brands, global consumer culture and globalization

Saeed Samiee, 2018

⊙ "Globalization is often thought of as a necessary condition for the existence of global brands and GCC. However, global brands existed long before the transition toward an increasingly integrated world. Further, global branding is related to the development of GCC as an inter-market segment. The paper also highlights the absence of an operational definition for global brands and the overemphasis on consumer brands as the drivers of much of the research in global branding and GCC."

Global consumer culture: epistemology and ontology.

Mark Cleveland, Fabian Bartsch, 2018

- "GCC is a reinforcing process shaped by global culture flows, acculturation, deterritorialization, and cultural and geographic specific entities. This process allows consumers to indigenize GCC, and GCC to contemporaneously appropriate aspects from myriad localized cultures, producing creolized cultures."

Some recent influences on global consumer culture.

📌 Ayşegül Özsomer, 2018

◉ "GCC is a reinforcing process shaped by global culture flows, acculturation, deterritorialization, and cultural and geographic specific entities. This process allows consumers to indigenize GCC, and GCC to contemporaneously appropriate aspects from myriad localized cultures, producing creolized cultures."

The Role of Social Media in Accelerating the Process of Acculturation to the Global Consumer Culture.

Vincent Dutot, Jessica Lichy, 2019

"The results support the proposed model and highlight the importance of factors such as

Social influence, social networks, cultural novelty or trust in the acculturation process. Above all, this research program aims to encourage both professionals and academics to devote more effort to studying AGCC and the role of social media."

**Acculturation to the global consumer culture: a generational cohort comparison .**

Jason Carpenter et al, 2012

"It appears that the younger generational cohorts are open to globalization, showing interest in learning about people and lifestyles in other countries. It also shows a strong affinity for global culture and trends. From a strategic marketing perspective, companies seeking to expand outside their national borders should be successful provided that they are able to attract and retain the attention of the younger cohort groups. The need for adaptation of the existing brand and advertising may be minimal if the target customer is younger. In contrast, global companies seeking to attract consumers from the older generations may need to consider significantly adapting the brand to be more in line with local customs and culture."

Do Consumers Acculturated to Global Consumer Culture Buy More Impulsively? The Moderating Role of Attitudes towards and Beliefs about Advertising
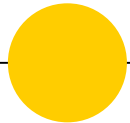
Barbara Czarnecka, Bruno Schivinski, 2019

"The findings reveal that consumers acculturated to GCC buy more impulsively and like advertising more than consumers less acculturated to GCC. Consumers acculturated to GCC and those who like advertising more, as measured by attitudes and beliefs about advertising, buy the most impulsively of all consumers. This study offers important evidence that consumers' cultural orientation is related to their consumption behaviors. The findings may contribute to advertising literacy programs to raise awareness of issues of the persuasive nature of advertising and the strong influence of consumers' acceptance of GCC on impulsive buying"

📌 **Reflection.**

Globalization is a common topic that was discussed in the previous paper and its effect on business activities, globalization continues to have a profound impact on the consumer landscape, also companies are adapting their marketing strategies to target evolving global consumer.

Some of the paper suggested that companies need to reconsider their strategies and find ways of responding to the changing nature of global and local branding. Further, brands who have made social media a top priority recognize the value that these sites will provide a pay back. Sustainably grown social media networks offer brands a powerful opportunity for interaction and conversion. Your illustrations are essential for forging effective online connections and, as a result, driving sales for all types of businesses.

Finally, a common limitation is there was no clear populations nor sampling number mentioned.

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