



Special issue call for papers from International Marketing Review

Global Consumer Culture: The Evolving Nature of Global and Local Consumption

For 2017 Global Fashion Management Conference at Vienna

Extended Abstract Submission Deadline: Feb. 6th, 2017

Full Paper Submission Deadline: Sept. 6th, 2017

Guest Editors: John Cadogan, Eunju Ko, Fabian Bartsch, Mark Cleveland

[International Marketing Review](#) will publish a special issue on ‘Global Consumer Culture: The Evolving Nature of Global and Local Consumption’ from the selected papers presented in ‘Global Consumer Culture: The Evolving Nature of Global and Local Consumption’ track of 2017 Global Fashion Management Conference at Vienna. The purpose of this special issue is to explore issues related to ‘Global Consumer Culture: The Evolving Nature of Global and Local Consumption’.

Without a doubt, globalization, defined as the process of worldwide market and cultural integration, has changed the way businesses operate (Steenkamp & de Jong, 2010). However, beyond its effect on business activities, globalization continues to have a profound impact on the consumer landscape (Özsomer, Batra, Chattopadhyay, & ter Hofstede, 2012). People once primarily lived their lives in accordance with the values, norms and behavioral expectations of their local culture; yet today’s consumers are relentlessly exposed to external cultural forces, without having to leave their native countries. Hitherto, researchers had largely overlooked the societal transformations being experienced among mainstream populations (focusing primarily on minorities). Due to globalization these alterations are now perceptible; however, the emerging literature intimates that these changes are proceeding unevenly and intricately, within and across borders, consumer groups and consumption contexts.

Consumers use shared sets of consumption-related symbols across borders, and foreign products are readily available in many domestic markets. As a consequence, companies have adapted their marketing strategies to target evolving global consumer segments that are favorably disposed to foreign and/or global market offerings (Papadopoulos & Martín Martín, 2011). In an effort to capture these changes in consumer behavior, as a result of globalization, international marketing research has sought to conceptualize consumers’ positive and negative dispositions toward foreign countries and globalization (Bartsch, Riefler, & Diamantopoulos, 2016). Among others, literature describes consumers as being ethnocentric (Shankarmahesh, 2006; Sharma, 2015;

Siamagka & Balabanis, 2015), cosmopolitan (Cleveland, Papadopoulos, & Laroche, 2011), xenocentric (Balabanis & Diamantopoulos, 2016), global citizens (Strizhakova, Coulter, & Price, 2008), and/or having a global identity (Tu, Khare, & Zhang, 2012). These various consumer groups offer theoretically well-suited segments which are distinguishable based on their consumption behavior (Riefler, 2012; Strizhakova, Coulter, & Price, 2012), reflected in their susceptibility toward global, foreign, and local brands. Consequently, the global, foreign, and local nature of brands offers an important distinguishing criteria that companies may leverage to attract said consumer groups (Cleveland, Laroche, & Papadopoulos, 2015; Guo, 2013; Özsoyner & Altaras, 2008). Indeed, firms manipulate signals, including associations toward or away from particular cultures, in order to position products and to persuade consumers (Prince, Davies, Cleveland & Palihawadana, 2016).

Thus, the globalization of markets provides international companies with a paradigm that promotes global brand portfolios over local ones. However, that literature also is observing emerging trends in which large consumer segments are tending to favor local brands, either generally or for specific contexts (Steenkamp & de Jong, 2010; Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). The later trend are forcing companies to reconsider their strategies and find ways of responding to the changing nature of global and local branding. Identifying the role consumer dispositions play in this paradigm shift is a first step in accommodating the evolving nature of global and local consumption. Thus, despite the growing body of research that seeks to investigate the various ways consumer dispositions impact marketing decision (e.g., Bartsch, Diamantopoulos, Paparoidamis, & Chumpitaz, 2016; Cleveland, Rojas-Méndez, Laroche, & Papadopoulos, 2016), the current state of the literature remains fragmented and requires further attention.

In particular, there is a dearth of research that seeks to better understand the differences among conceptualizations of consumer dispositions (and their resulting brand preferences), their antecedents (e.g., how do personality dimensions shape the adaptation of dispositions), how multiple identities interact and shape consumer behavior (e.g., the combination of multiple possibly contradicting identities), the interaction and trade-off among global and local consumer cultures, the appropriation of global consumer culture elements and their indigenization by local societies, and finally, the prospective development of several global consumer cultures across emerging markets (e.g., to what extent is there an overlap among Western and Eastern “*global consumer cultures*”).

The purpose of this special issue is to provide scholars with a platform to share important, potentially controversial intuitions which push the boundaries of our understanding of global and local consumer cultures and their joint influence on many consumer behaviors. As such, we welcome submissions that seek to offer novel insights into the evolving nature of global and local consumer cultures, their effects on consumers’ underlying decision making processes, as well as on how these developments are precipitating a paradigm change in global and local branding approaches.

The guest editors will welcome rigorous contributions which address the above-mentioned aims or respond to proximate issues pertaining to consumers’ varied local, global and foreign dispositions. Suitable topics include but are not limited to:

- How global consumer culture fosters development of multiple, possibly conflicting cultural identities (leading to identity confusion and other forms of acculturative stress, and various coping mechanisms related to consumption)
- How consumer cultural dispositions and identities are differentially activated according to the context, and what are the behavioral ramifications (for example, pro social behavior)
- Broader consideration of the roles played by these consumer cultural identities and dispositions (e.g., beyond consumption, including prosocial behaviors)
- Iconicity in the context of global and local consumption behavior
- Strategies for optimizing (and communicating) brand globalness and localness positioning
- Consumer cultural dispositions and local branding (e.g., consumer xenocentrism and brand attitudes)
- Identification of hybrid segments (i.e., combining positive and negative dispositions), and moving beyond the false dichotomy of global vs. local consumer orientations
- The appropriation (selective borrowing or ‘bricolage’) and indigenization (creolization) of the “global” by the “local” (i.e., the absorption and transmutation of global products, lifestyles, ideas, etc. to fit into local realities and sensibilities) and vice-versa
- Global consumer subcultures, arising from the juxtaposition of demographics, social forces, and consumption constellations.

Submission Deadlines:

1. Extended Abstract Submission Deadline: Feb. 6th, 2017

Authors should submit their extended abstracts related to the theme of this special issue, ‘Global Consumer Culture: The Evolving Nature of Global and Local Consumption’, to the co-chairs of ‘Global Consumer Culture: The Evolving Nature of Global and Local Consumption’ track of 2017 Global Fashion Management Conference at Vienna. Authors should also inform their intention to be considered for this IMR special issue to the co-chairs of this track at the time of submission to GFMC.

- Submission Guidelines for the extended abstract to 2017 GFMC at Vienna are located at:

<http://gammaconference.org/2017/>

- Guest Editors: John Cadogan (Loughborough University), J.W.Cadogan@lboro.ac.uk; Eunju Ko (Yonsei University), ejko@yonsei.ac.kr; Fabian Bartsch (IÉSEG School of Management), fabian.bartsch@univie.ac.at; fabian.bartsch@univie.ac.at; Mark Cleveland (University of Western Ontario), mclevela@uwo.ca

2. Full Paper Submission Deadline: September 6th, 2017

Authors should submit full papers to the Guest Editors of this IMR Special Issue through the ‘ScholarOne Manuscript portal (<https://mc.manuscriptcentral.com/imrev>)’, to be reviewed for publication in the special issue.

Submissions will undergo a double blind, peer review process. Manuscripts must follow the submission guidelines of IMR.

(http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=imr)

Preference given to the submissions that:

- Accepted by a track chair of '2017 Global Fashion Management Conference at Vienna'
- Registered for the 2017 GFMC at Vienna
- Presented in 'Global Consumer Culture: The Evolving Nature of Global and Local Consumption' track of 2017 GFMC at Vienna

If you have questions, please contact the guest editor of this IMR special issue.

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