La Creciente Presencia de la Cultura del Consumidor Global y su Impacto en las Estrategias de Mercadotecnia

The Growing Presence of Global Consumer Culture and its Impact on Marketing Strategies

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Abstract. As consumer's shopping scope keeps extending beyond borders, thanks to ecommerce accelerated growth these last few years, consumers are no longer limited to what its physically being sold in their country or region. Online users are constantly exposed to foreign products and services which often can be acquired, and because of this their needs have evolved as well as their priorities and their attention span. This brings on a complex challenge to marketing and its objective of not only approaching and getting the attention of potential clients but cementing their loyalty.

Keywords: Global consumers, strategies, marketing, entreprises

JEL M10, M11, M19, O32

Resumen. A medida que el alcance los consumidores al comprar se expande más allá de las fronteras, gracias al crecimiento acelerado del comercio electrónico en los últimos años, los consumidores ya no se limitan a lo que se vende físicamente en su país o región. Los usuarios en línea están constantemente expuestos a productos y servicios extranjeros que a menudo pueden adquirir, y debido a esto, sus necesidades han evolucionado, así como sus prioridades y su capacidad de atención. Esto plantea un desafío complejo para el marketing y su objetivo de no solo acercarse y captar la atención de clientes potenciales, sino también de fidelizarlos.

Palabras Clave: Consumidores globales, estrategias, mercadotecnia, empresas

JEL M10, M11, M19, O32

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Introduction

The term "global consumer culture" is a direct result of globalization and technological development, as economies and cultures expand increasingly and grow on their interdependence and as technological advances have allowed the rise of e-commerce while disrupting the management of supply chains worldwide, consumers' reach being limited to what their city or country offers is something of the past, nowadays going beyond frontiers can be done with just a click.

It is important to note that this integration has been gradual in the last few decades, however, the COVID-19 pandemic did propel e-commerce and with it its internationalization. It forced businesses to jump fully into this alternative, from international organizations that already had a presence online to small local businesses that did not even have a Google Maps profile before the quarantine. This world development cemented having an online presence, no matter how minuscule, into a necessity for businesses everywhere.

A Global Consumer is defined by Jansson-Boyd (2020) as a consumer who frequently purchases products across borders both on and offline, the sole ability to have this option shows how much consumer culture has grown and in turn how international marketing has developed. What differentiates international marketing is the trait of it being performed for various countries, it is the set of activities to promote goods and services to potential customers belonging to different countries (Nguyen, Phu & Chi, 2020). As it deals with a broader audience of consumers, international marketing has a heightened complexity as it must deal with the understanding of several cultures across different languages while balancing the economic and political intricacies of each country where it has a presence.

Regardless of its complications, international marketing is a great opportunity for companies as it opens the door to whole markets and potential customers, with that it can better reputation and notoriety, and therefore, it can augment sales. And so, the importance of understanding global consumer culture relies on taking full advantage of the opportunities that international marketing can offer; knowing a global consumers' context, preferences and

tendencies is the foundation for an effective multicultural marketing campaign and whatever comes after.

The Reality of Today: Global Consumer Trends

The quantity of foreign businesses competing on national markets is ever-growing which in turn foments the increase of standards for customers as they possess more options at different prices and quality, Neuenfeldt et al. (2023) specifies that "in developed and developing economies, the consumer market is primarily becoming a buyer's market" turning the users to look for maximum opportunity as they are offered goods where and how they desire.

The latter was explored by a report from the McKinsey Global Institute which exposes how by 2030 "three-quarters of global consumption growth will be driven by individuals spending more" and that half of these three quarters will be generated by only three demographics: retiring and elderly, China's working-age population, and North America's working-age population. These three demographics encompass a big mix of age, motivation, and culture which shows the necessity of adaptation to the continuing demands of these groups and focus on the context their environments provide; moreover, the personalization of goods and services will become an advantage in this diverse consumer panorama as this will allow companies to serve different demographics (Dobbs et al., 2016).

In addition, international marketing faces the challenge of acclimating to changing global consumer preferences, Adams et al. (2024) explain four of these changes that are going to be present in the international market, the first one is focused on brand exploration increasing while brand loyalty weakens, followed by the sustainability movement also displaying a downfall as economic issues grow and priorities change with them, adding the wellness sector's popularity and products and services centered in wellness for women.*Social Commerce*

The integration of social commerce, the selling of goods directly through social media, in the West has been somewhat slow, however, it can still be considered a major opportunity for every type of enterprise, as with it, companies are exposed to bigger audiences in a more intrinsic manner that can help them with forming brand loyalty besides driving sales (ECN, 2024).

As China has shown, being the current leader in social commerce, this strategy can bring great results as it taps into a growing aspect consumers of today demand: a shopping experience. This type of commerce's advantage leans on convenience as social media apps like Facebook, Instagram, and TikTok have more than two billion users each and a "staggering 92% of internet users worldwide access the web through mobile devices", both of these facts show the reasons behind the rise of social commerce and how its potential can seem endless (Sinelkov, 2024).

The Importance of "Glocal" Strategies

As an acronym for global and local, this concept turned strategy looks to join local and global factors for a comprehensive understanding and action when dealing with international management matters (FundéuRAE, 2019). This aspect is imperative because the international marketing approach to global consumers can break or make a company's entry and successful stay in a given country. Brand knowledge, loyalty, and reputation depend on how the enterprise interacts with its customers, and so the company's performance is directly affected by international marketing strategies (Nguyen & Chi, 2020). It is important to have a cohesive global branding however this does not mean it should not be tailored to each region.

The Cultural Side

Taking in consideration, that a big part of international marketing comes through internet relationships between the seller and the consumer, companies need to be sure that their building of relationships outside of their home countries stays relevant and adequate (Anastasiadou & Vasse, 2018). Building a relationship with one's clients is a basic objective of any company that grows in complexity when applied to global consumers, and it grows in importance when dealing with multiculturality because if the major or only presence in the foreign country relies on e-commerce, their online presence will be the sole source of information and interaction that the consumer will be able to have and therefore judge appropriately.

Consumption habits are components of culture and because of this they can be considered as a social construct, it is only logical to take it into account when creating and enforcing marketing strategies in a different country; international marketing is often stroked by determined cultural barriers like language, religion or even more specific constraints that prove the value of having

cultural considerations on brand's strategies. For this, international marketing has to become intercultural, it has to adapt the general company's brand marketing guidelines to a more local scale. Bearing in mind cultural differences make campaign adaption easier, the comprehension of the locality is a challenge, but the payoff is remarkable as it unifies the company's values and messages with its audience (Devestel, 2020).

The consequences of not considering the cultural aspect of each place can result in "reputational damage, market rejection, and missed opportunities", the integration of cultural differences is an intricate task as it not only needs to take into account each culture's traditional behaviors, but it also has to identify when these do not apply; for instance, younger generations' connection with internet culture, especially in metropolitan cities, can reject or hold with less seriousness consumer values specific to their region (Clay, 2024).

Accomplishing a balance between global and local cultures is the purpose of a glocal strategy, international businesses need to strive to maintain their brand's essence along with strategies aligned to local preferences. International marketing must pay attention to what culture brings to a consumer's table and invest the necessary time and resources to connect with local consumers and thus form a relationship with them (2024).

Are Global Consumers just a myth; then?

Despite the prevalence of globalization in our daily culture, the generalization or grouping of what entails a global consumer is shortsighted. There is no doubt that more than ever society's interactions are borderless and therefore, people all over the world are exposed to common content that influences their points of view, regardless, of the portrayal of a "mega segment" and its utilization in international marketing can be ineffective if it is not merged with local factors (Bharadwaj & Taylor, 2021).

It is important to consider that globalization is a phenomenon and thus its inherent concept does not have an exclusive play in its results. A random phenomenon of globalization is that "instead of bringing homogeneity globalization brings revival for the regional cultural identities" (Krasteva, 2015), furthermore, the creation and popularization of subcultures and niches, also refer

as in social media with the termination of "cores", are proof of this constant inclination for individualization mixed with a desire of belonging in globalized society.

Implications for the Individual

It is important to note the consequences this global reach of consumers has on individuals and collectives, Jansson-Boyd (2020) makes mention of matters from the environment and consumption to individual's mental dispositions. Starting with the most urgent, environmental issues are amplified by international trade as affairs like transport, packaging, and sourcing's effect on pollution and disparity of resources are pronounced. This goes in hand with the over-consumption of goods, which can bring on economic issues and mental worries like anxiety, addiction, and the enhancement of instant gratification's role in self-control and poor decision-making.

Data demonstrates that disposable income does not equal a rise in happiness, the failure of individual value comparison has elevated to a global scale, and with it dissatisfaction levels rise. However, it not only affects the consumer's well-being but also the workers behind the goods, this is where ethics and CSR junctures as workforce conditions are often lacking in manufacturing companies. It is only fair to question if cheap products that more often than not are of a disposable nature are worth the jeopardization of consumer's and company's values.

Final remarks and recommendations

Thanks to globalization and technological advances, the rise of international marketing along with e-commerce has allowed consumers to engage in a borderless market and make the transition from being a regional or national user to a global consumer effortlessly. International marketing grants companies the means to take advantage of access to a broader audience and guides them towards economic success, nevertheless, it should not be taken lightly as the factors that make marketing international present businesses with several challenges. Companies must evaluate past and current trends to look forward into the future, they need to inform themselves on matters such as growing demographics with purchasing power and consumer's rapidly changing preferences to identify opportunities and not fall behind.

As businesses' online presence becomes increasingly vital for their success, the relationships with their clients formed through e-commerce need to become a focus as maintaining pertinent interactions with international audiences is a complicated requirement for its prosperity. Here relies upon the significance of a glocal standard on international marketing, local culture is integrated with the general identity of a company resulting in effective marketing as a culture will always be a factor in how audiences receive a company's interaction. As well, a multicultural approach assures the understanding of ever-changing consumer habits and trends.

The increasing popularity of consumers' allocation on international markets brings a whole set of complexities and consequences that companies and individuals need to equally ponder, this globalized world has created a society with a penchant for individuality and personalization, and now more than ever context is a part of consumers values and demands. As accessibility and competitiveness grow, fluctuating standards and apathy become byproducts of the saturation of choice which leaves organizations with only two choices: embrace a state of constant change and the issues that come with it, or forego consumers' trends and succumb to their self-imposed limitations.

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