

Authenticity and the Internationalization of Cultural Products

Mariana Porto-da-Rocha

ESPM

Vivian Strehlau

ESPM

Cite as:

Porto-da-Rocha Mariana, Strehlau Vivian (2020), Authenticity and the Internationalization of Cultural Products . *Proceedings of the European Marketing Academy*, 49th, (64277)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020 .



Authenticity and the Internationalization of Cultural Products

Abstract

We aim to explore how a cultural product with a particular geographic identity continue to be authentic after an internationalization process. The attraction for the consumption of cultural products is the symbolic value of the foreign. On the other hand, foreign cultural products are reinterpreted and adjusted to their new international audiences. Sometimes, the modifications are so intense that the cultural product is no longer recognizable to its original culture. We conducted a qualitative exploratory study with masters of capoeira (an Afro-Brazilian fight dance) who live in Europe. Until now, its internationalization was the diasporic type. However, a new generation of high-graduated non-Brazilian capoeiristas is formed, and they are already teaching capoeira in their countries of origin. So, we managed to track possible consequences to capoeira's connection to its roots and the authenticity strategies involved in this new phase of its internationalization.

Keywords: *Consumer; Culture; Authenticity*

Track: International Marketing & Marketing in Emerging Countries