

A Conceptualisation of Consumer Multiculturation

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Cite as:

Nguyen Duong, Yu Qionglei, Yannopoulou Natalia (2022), A Conceptualisation of Consumer Multiculturation. *Proceedings of the European Marketing Academy*, 51st, (107577)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



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Abstract

The rise of cross-border mobility, international trade and internet usage enhances intercultural interactions between marketer-consumer and consumer-consumer of different cultures. As consumers interact with multiple cultures at the same time, their cultural identity and practices could change and become more complex. This paper brings international marketing and consumer research attention to consumer multiculturalisation. Based on acculturation theory and the limited development of consumer multiculturalisation, we conceptualise consumer multiculturalisation by redefining the concept and generating its characteristics. Also, we discuss factors that could affect consumer multiculturalisation; thereafter propose a theoretical framework. The conceptualisation of consumer multiculturalisation will help to advance knowledge in international marketing and cross/inter-cultural consumer behaviour by differentiating it with consumer acculturation and enhancing the accuracy of measurement.

Keywords: *Consumer Multiculturalisation; Conceptualisation; Theoretical Framework*

Track: International Marketing & Marketing in Emerging Countries