Rethinking Consumer Global Identity in Times of Anti-Globalization

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Abstract

Given drastic anti-globalization trends in the world, we ask whether consumer global identity even exists. We conduct semi structured focus groups with 76 consumers across five different markets to understand a) what global identity means to these young consumers, b) what values global identity embodies, and c) consumption patterns that emerge in relation to perceived global identity. Our research makes several important contributions. First, we provide a more nuanced understanding of global identity amidst strong anti-globalization sentiments. Second, we highlight four key sets of universal values that consumers associate with the global identity. Finally, we contribute by identifying a range of different consumption patterns associated with global consumer identity. Specifically, in contrast with previous studies (e.g., Steenkamp and de Jong 2010; Zhang and Khare 2009), we find that global consumer identity is strongly associated with anti-consumption, support of local and artisanal brands, green consumption, and antagonism towards global brands.

Keywords:

Consumer global identity, global values, consumption patterns

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