

The background features several large, stylized, overlapping swirls in shades of purple, green, and blue. Interspersed among these swirls are numerous small, yellow, triangular shapes that resemble confetti or starbursts, creating a vibrant and dynamic visual effect.

Consumer Research in the World

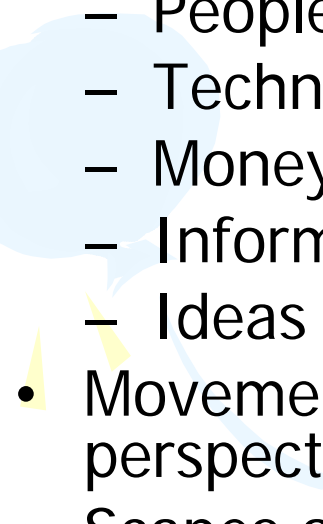

Globalization

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Globalization

- Global interconnectivity: encounters with many cultures
 - Homogenization AND heterogenization
 - Organized and linked by flows and scapes
 - Appadurai's flows and scapes
 - People - ethnoscapes
 - Technology - technoscapes
 - Money - financescapes
 - Information & images - mediascapes
 - Ideas & ideologies - ideoscapes
 - Movements across boundaries are dynamic, fluid, and perspectival
 - Scapes are navigated and negotiated by consumers
 - "Flows" involve a series of symbolic *translations* across locations rather than mechanistic movement along inert channels of passage (Rajagopal 2000)
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Asymmetry in Power Relations and Flows

- Coca-colonization: Coke, McDonald's, Levi's, MTV, Disney, computer games, American (or American style) TV shows, look-alike shopping malls with look-alike goods
- Banana Republicanization: Thai restaurants, Indian jewelry, Chinese bowls, world music,
- More from the dominant to the weaker


Fluidity and Interlinked Nature of Cultures → Hybridization

- Hybridization: mix and match from different sources, local and global - music, popular culture, restaurants, home decoration
- Hybrids help negotiate change and continuity while serving individuals to establishing identity and difference in local structures, social hierarchies

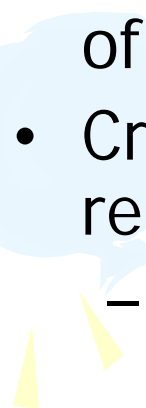



Global Consumptionscapes: Multiple Consumer Cultures

- Unique and authentic hybridizations: not emulation nor a mere spread of Western/American consumer culture
- Specific local meanings and experiences
 - meaning of goods and symbols are locally constituted using global and local ideas and ideologies
 - to serve consumers in their daily lives: dealing with the contradictions, changes, uncertainties of their lives, with multiple social distinctions: gender, age, class, religion, ethnicity,
- Consumption patterns
 - modernity & status via the goods of the world
 - revival of roots, search for authenticity
 - resistance to dominant patterns of consumption
 - recontextualization
 - hybridity (synthesis & struggle)



Reception of the Global: Diversity, Power, and Resistance

- Global “structures of common differences” (Wilk 1996)
 - Multiple discourses & “antidiscourses” (Born 1998) leave space for attempts to resolve the contradictions of global-local encounters
 - Creative reception: potential for resistance as well as reinforcement of structures of inequality
 - Discourses are appropriated by consumers, expressing resistance (Thompson and Haytko 1997)
 - Disjunctures in flows are used to the advantage of those powerful in transnational networks, reinforcing power relations (Rajagopal 2000)
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Studying Islamic Fashions in Secular Turkey

- A new Islamic bourgeoisie, conservative in values but avant-garde in consumption practices, interested in reviving traditions but not traditional at all
- Study
 - production (retailers, designers, fashion shows) as well as consumption of Islamic clothes
 - various groups of Islamists: rich, middle class, feminists, in cities, homes, and resorts in Turkey & immigrants in Berlin
- Urban, middle-class covered women differentiate themselves from:
 - “Overly” Westernized, secular uncovered Turkish urban women
 - “Backward” rural Islamic women who wear a scarf out of habit
 - Urban, poor covered women
 - Islamic newly-rich
 - Orthodox Muslims wearing black chador

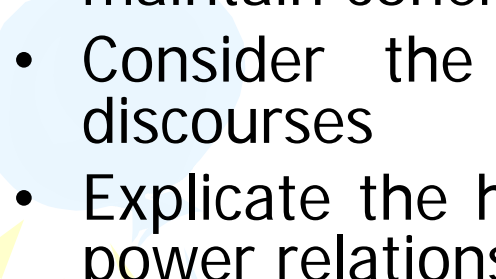


Constructing Turkish Islamic Identities within **Global Islam** and **Global West**

- Religion at the service of (per)forming modern identities
- New consumption patterns emerge as consumers negotiate various **tensions between** the local and the global and the **tensions within** the local itself
- Hybrid forms negotiate global-local as well as internal tensions, drawing from not only territories (rural-urban, global-local, East-West) but also times (past-present, old-new) and communities (secular-religious)



How to Study Globalization: Trying to Understand Global-Local Interpenetration

- Study the flows and the scapes as received & experienced in the context of local historical conditions & social relations
 - Focus on how globally circulated ideas and objects are incorporated into local practices and life strategies to maintain coherence in daily existence
 - Consider the reception and appropriation of multiple discourses
 - Explicate the hybridization processes in their interplay with power relations
 - Consider the agency of the local in global-local encounters
 - Study how nonwesterners fashion their own modernities and modern consumption patterns (rather than “clash of civilizations”)
 - Relevance: human relevance
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