International Festivals: Reverse Acculturation Or the Peddling of Ethnicity

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Every year thousands of people attend International festivals. Why do individuals attend these international festivals? Research efforts have concentrated on understanding the acculturation of immigrants, yet there is a paucity of research on “reverse acculturation.” We investigate “reverse acculturation” within the context of international festivals. Utilizing data from 650 surveys, we find there are gender differences with regards to the motivations to attending these festivals. Further, we find that the need to “experience the other” is one of the primary motivations for participating in these festivals. We suggest that reverse acculturation might explain the motivation for continuance participation in these festivals.

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Discussion and next step

These two studies tried to enhance knowledge concerning evaluations of original products, counterfeits and imitations in the luxury industry. Originals and counterfeits were repeatedly rated more positively than imitations. And as results suggest, counterfeits are not always evaluated more negatively than original products. In addition, they provide significant insight into key variables managers ought to carefully consider in their struggle against the rising dark side of the luxury industry. Results indicate that not only legal aspects play a role in consumers’ purchase decisions of counterfeits and imitations. Luxury products are bought much more for what they represent (Nia and Zaiychkowsky 2000; Penz and Stöttinger 2005). Thus, the external aspect of a counterfeit is of great importance.

The next step of our research consists in a new experiment, including four different types of distribution channels and personal variables in order to describe more precisely the counterfeit buyer. As trust in seller or store affects directly consumers’ attitude toward this entity, influencing in consequence purchase intentions (Jarvenpaa et al. 2000; Lim et al. 2006), screen shots of three different types of websites (original vs. well known vs. unknown) and an illustration of a market are used to construct the experimental stimuli. We are talking more precisely about cognitive-based trust which is “developed based on rapid, cognitive cues or first impressions” (Lim et al. 2006, 236). In fact, on the Internet, first impression is largely based on interface and design features of the website. The main contribution lies in the identification of who buys counterfeits and through what channel much more than why.

References


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Every year thousands of people attend festivals all over the United States. Indeed many cities pride themselves with the diversity of festivals that they have in their city. It is one of the marks of cultural diversity of an area. Why do individuals attend these festivals? This research was conducted to examine the reasons why people attend international festivals. The International Festival that was the focus of this research occurs over a three day period and draws over 20,000 participants every year. Research efforts have concentrated on understanding the consumption behavior of individuals from many different lands, yet there has been a paucity of research seeking to understand why natives of a given country choose to attend international festivals.