Sociocultural dimension of traditional and modern forms of consumer motivation

Abstract. Guided by the scientific principle from the general to particular, from the whole variety of theories and approaches existing in the system of scientific knowledge, the study presents the sociocultural perspective of studying traditional and modern forms of consumer motivation.

The general methodology of sociocultural dimensions is built in line with the paradigms of quantitative and qualitative approaches. The first makes it possible to compare large amounts of data, determine patterns and evaluate individual behavioural preferences, values and attitudes. The qualitative approach involves an in-depth detailed analysis of cultural values, attitudes and norms, history, mentality, traditions, religion and other features. We have used the concepts of modern science representatives that interpret the transformation of all areas of society as a set of sociocultural trends.

Official statistics and research results are interpreted from the standpoint of a sociocultural approach. Based on the data presented, we can conclude that older consumers are more conservative and tense with new consumer practices. There is a conflict of innovation and tradition. And this debate is actualized in the subject area of economic sociology. Moreover, modern people, regardless of age, are no longer able to independently explain their consumer preferences and rationally build their own cultural consumption practices. In turn, the Internet creates sustainable consumerism, a cultural artefact that is becoming the main consumer motivation. As a result, it is concluded that sociocultural analysis allows us to determine the harmonizing contours of conflicting traditional and modern models of consumer preferences. Using the sociocultural approach in the study of economic processes makes it possible to diagnose problems more precisely and make management decisions more effectively and reasonably.

Keywords: Sociocultural Analysis; Traditional Consumption; Modern Consumption; Motivation; Consumerism

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детальний аналіз культурних цінностей, установок і норм, історії, ментальності, традицій, релігії та інших особливостей. У статті використано концепції представників сучасної науки, які трактують трансформацію всіх сфер суспільного життя як сукупність соціокультурних тенденцій.

Дані офіційної статистики й результати наукових досліджень інтерпретовано з позицій соціокультурного підходу. Методи історизму, порівняння й аналогій дозволили виявити загальне й особливе в споживчих перевагах народів різних країн, виходячи з їх національної культурної специфіки.

В результаті робиться висновок, що використання соціокультурних вимірів у практичній площині дає можливість не тільки детально досліджувати споживчі переваги, але й познати вектор корекції економічних відносин, що складаються в тому чи іншому суспільстві. Соціокультурний аналіз дозволяє визначити контури гармонізації конфліктувань традиційних і сучасних моделей споживчих переваг.

Використання соціокультурного підходу при вивченні економічних процесів дає можливість якісно діагностувати проблеми, більш ефективно й обґрунтовано приймати управлінські рішення.

Ключові слова: соціокультурний аналіз; традиційне споживання; сучасне споживання; мотивація; конс'юмеризм.

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Социокультурное измерение традиционных и современных форм потребительской мотивации

Аннотация. Руководствуясь научным принципом от общего к частному, из всего многообразия существующих в системе научного знания теорий и подходов в исследовании представлена социокультурная перспектива изучения традиционных и современных форм потребительской мотивации.

Общая методология социокультурных измерений выстраивается в русле парадигм количественного и качественного подходов. Первый даёт возможность сравнивать большие массивы данных, определять закономерности, оценивать отдельные поведенческие предпочтения, ценностя и установки. Качественный подход предполагает глубинный детальный анализ культурных ценностей, установок и норм, истории, ментальности, традиций, религии и других особенностей. В данной работе использованы концепции представителей современной науки, которые трактуют трансформацию всех сфер общественной жизни как совокупность социокультурных тенденций.

Данные официальной статистики и результаты научных исследований интерпретированы с позиций социокультурного подхода. Методы историзма, сравнения и аналогий позволили выявить общее и особенное в потребительских предпочтениях народов разных стран, исходя из их национальной культурной специфики.

В результате делается вывод, что использование социокультурных замеров в практической плоскости даёт возможность не только детально исследовать потребительские предпочтения, но и обозначить вектор коррекции экономических отношений, складывающихся в том или ином обществе. Социокультурный анализ позволяет определить гармонизирующие контуры конфликтующих традиционных и современных моделей потребительских предпочтений. Использование социокультурного подхода при изучении экономических процессов даёт возможность качественно диагностировать проблемы, более эффективно и обоснованно принимать управленческие решения.

Ключевые слова: социокультурный анализ; традиционное потребление; современное потребление; мотивация; консьюмеризм.

1. Introduction

With the beginning of the 21st century, one of the main problems of modernity has become aggravated - the contradiction between the ever-growing demands of modern society for obtaining new benefits, thanks to technologisation and the growth of scientific and technological progress on the one hand and spiritual and moral culture on the other. Thus, the society is confronted with an urgent question of how to bring traditional and modern motivational consumer practices into a state of homeostasis (equilibrium). T. Veblen was one of the first to try to answer it with the emergence of management, becoming the founder of a new behavioural theory. Any market participant, in his opinion, acts rationally, relying on his financial resources and leaning towards socially approved ethical elections (Veblen, 1984).

Modern science has gone through a complex evolutionary path from criticizing an economic person to the full recognition of a social person who builds his consumer motivation not on monetary gain, but on the basis of cultural and ethical codes that have developed in society (Bowles, 2004). At the same time, the global cultural transformation of the world leads to a change in life directions, lifestyle and, as a result, to new consumer choices.
Therefore, there is an objective need to study such consumer practices, taking into account the traditional already existing scientific laws and modern sociocultural trends.

2. Brief Literature Review

We have found the ideas of a fair arrangement of society in which cultural and creative achievements, rather than a race for material gain and growth in consumer motivation, become people’s aspiration, in the works of J. K. Galbraith (1998). Representatives of the German sociological school, exploring the phenomenon of mass culture, noted its negative impact on consumer motivation (Horkheimer, 1969; Benjamin, 2018; Marcuse, 1991).

In recent years, researchers have recorded a significant correlation between social institutions and culture (Licht, Goldschmidt, & Schwartz, 2007). On the one hand, technological and other societal changes lead to cultural shifts, while on the other hand, culture itself becomes a factor in such changes. At the same time, the person himself and society as a whole are changing (Sorokin, 2017). The complex relationships of social institutions of modern society with the dynamics of behavioural attitudes and values are described in detail by A. Alesina and P. Giuliano (2016), M. Douglas (1966, 2002) and D. Slater (2002).

Future projections of institutional transformations also depend on sociocultural changes in society (Polterovich, 2008; Featherstone, 1993). As E. Nikishina (2016) notes, the sociocultural approach can be used to determine the competitive advantages of a particular model of socio-economic development.

Cultural differences («cultural distances») significantly affect the entire spectrum of economic relations, both at the macro and micro levels, increasing or decreasing commodity circulation, thereby affecting the volume and structure of consumption (Ghemawat, 2001; Tang, 2012; Tadesse & White, 2010).

It is culture according to V. Rozin (2005) that acts as a single system or competing between norms, rules, ideals and life scenarios. T. Kuzmina (2018) considers consumption as a process of acceptance of a cultural object by a person or a group of people. The author quite reasonably defines everything that carries a value and semantic load and, ultimately, significantly affects consumer choice of such objects. The mentality of people, according to the Russian researchers, determines the stereotypes of consumer choices (Shabunova, Leonidova, & Ustinova, 2017).

The results of sociological studies of the second decade of the 21st century illustrate the growing importance of cultural models in the consumer preferences. That is what is defined in ethnomet hodology and symbolic interactionism as «collective representations», «folk models», and «cultural meanings» (Pyatayeva, 2013).

In turn, collective representations are determined by the narratives of a given society. Narratives are interpreted as various stories, narratives, and advertising plots that set the semantic load of human actions. For example, it is a dispositive of acquiring the most prestigious goods and services for the consumer society (Friedman & Combs, 1996; White, 2007).

The above discourse allows us to tell that modern science has a certain arsenal of methods and means in the knowledge of various socio-economic processes, taking into account sociocultural specificity. At the same time, despite the widespread use of methods for measuring sociocultural factors in various spheres of human life, the prospects for using the sociocultural approach in the study of consumer motivation are fragmented. Therefore, they need a deeper study.

3. Purpose

Based on the analysis of traditional and modern forms of consumer motivation, we need to determine the possibilities of using the sociocultural approach in the study of consumer preferences of different countries of the world, based on their cultural specificity.

4. Results

The contradictions of traditional and modern consumer motivations are determined by lifestyle and social status. The higher status strata were forced to meet higher consumer standards in traditional society. Such a practice was recognized by the traditional consumer, who built his motivation in close relationship with his social group, based on group mental stereotypes. Wealth or poverty only confirmed belonging to one or another social status and, accordingly, a person consumed only the amount that his social group claimed. Even if they were able to consume larger amounts of energy, the lower classes were forced to limit their spending if additional resources were available, due to existing cultural taboos, norms and rules established for a particular social group.
However, not only status positions influenced consumer motivation. Ethnic mentality, cultural diversity led to different practices of eating food, for example, how diverse is the world cuisines. The Europeans eat bread, the Chinese do not drink milk, the British prefer coffee and the Dutch drink tea. Pasta is the visit card of Italians, it is grape wines and Camembert cheese for the French, and seafood for the Scandinavians. Modern qualitative and quantitative assessment of the cultural factors in food consumption and its perception by different nationalities is presented, for example, in the research by N. Nemeth, I. Rudnak, P. Ymeri and Cs. Fogarassy (2019).

Traditional culture sets the general vector for the fashion development and creates stereotypical models of consumer behaviour. Such items as the classic men’s suit, consisting of a jacket, trousers and long-sleeved shirt, a Scottish kilt as a typical element of men’s clothing, or women’s sari, are still relevant and in demand in different parts of the world (Kolesnikova, 2019).

In consumer motivation, it is important to recognize the signs of cultural transformation. The modern world is characterized by new consumption patterns that permeate everyday reality and divide communication flows into hot and cold ones (Malikova, 2011). The former signs fill the information vacuum (where it is present) with an increase in television and Internet exposure. The latter ones already carry the maximum information saturation. Studies of sociologists and marketers nowadays reveal the «culture of global consumption» (Berger & Huntington, 2003; Derrida, 2002). Along with the general increase in consumer spending in 1970-2018 (see Figure 1), their results record the following trends in consumer motivation:

- increasing reproduction of the «network culture of consumption»;
- rapid growth rate of online shopping;
- demand for both digital and physical shopping experience;
- increasing attention to environmental issues of products;
- sharp shift towards digital communication channels;
- non-cash methods of payment for goods and services.

The final consumption expenditure per capita in the world in 2018 amounted to USD 6 205.162 in constant 2010 USD prices (World Bank, 2019). The consumer spending of the chosen countries in 2018 is presented in Figure 2.

Yesterday's Arab Bedouin has become a consumption leader in the world. However, he often prefers to live in the desert in his tent than in the city palace. In the illustration, we will not see Sweden, Finland, Norway or Denmark among the leaders in consumption, since «demonstrative modesty» has become the dominant standard in the Scandinavian countries in recent decades on the contrary to the «demonstrative behaviour» (Kanaeva & Elistratova, 2018). This fact confirms the importance of the sociocultural factor in consumer motivation.

Let us consider in more detail the current global trends in consumer preferences. According to the 10th Global Consumer Behaviour Survey conducted by PwC, (2019, Internet survey, 27 countries of the world n = 21000), modern consumers turned out to be the strongest link
in the global economy chain, as they have achieved an individual approach to them regardless of communication interaction channels.

On average, 67% of consumers worldwide make purchases in online stores at least once a month. This is 5% more than in 2018.

The top 5 countries-leaders in online shopping are China where 95% of consumers make purchases via the Internet; Vietnam (87%); the UK (82%); Hong Kong (76%); Germany (75%).

At the same time, Russia has shown high growth rates both in the audience and in the frequency of Internet purchases. The number of consumers making such purchases at least once a month has increased by 22% compared to 2018.

Russian consumers are more likely to make daily shopping trips to nearby stores. They like the emergence of new technological services, but in general, convenient payments and help from competent consultants are the key attributes that improve consumers’ shopping experience in physical stores.

Thus, non-cash payment methods for goods and services amounted to 19.5 trillion Rub in Russia in 2018. In 2016 such payments were made in the amount of 11.2 trillion Rub. More than 45% of Russians use mobile applications when making purchases.

The Internet trading market is constantly growing in Russia: in 2018, sales reached 1,150 billion Rub and the number of online users reached 75 million.

In 2018 the number of Russian buyers making online purchases every month reached 69%. By 2023, the e-commerce market is expected to double in size. More than 70% of online purchases are made by residents of the Central, Northwest and Ural Federal Districts of Russia.

There is a direct relationship between consumer income and online shopping: more than 82% of residents with incomes of over 70 thousand rubles per month make online purchases. 21% of buyers make purchases exclusively in Russian stores; only 15% make online purchases in foreign stores and 19% of buyers both in Russia and abroad.

The leading goods that they buy are books, various types of media and entertainment: 13% of consumers buy books, music, media and video games exclusively on the Internet. The next most popular products are electronic devices - 9% of buyers buy equipment and electronics only in online stores. In 2019, 54% of consumers are ready to make online purchases of food products as well. The desire to see and touch the product (67%) and doubts about the quality (57%) are two main factors that deter customers from shopping food products online.

The mobile Internet audience reached 56% of the total adult population in Russia in 2018. 79% of Russian buyers used smartphones for online shopping in 2018. Online purchases have become more frequent: daily online purchases via mobile devices have grown by 8%.

Approximately 70% of Russian buyers refer to attractive prices, fast delivery and a good assortment as the key factors for a successful online purchase.
Young audience is looking for attractive prices, convenient ways of returning goods and interesting content on social networks. It is important for them that online stores have a convenient website and mobile application, a unique assortment and employees who are ready to provide prompt assistance. Middle-aged consumers feel the influence of social networks on their decision to purchase goods that belong to most categories: travel, food, recipes and restaurants, cafes, technology, as well as cosmetic products.

In general, 52% of Russian consumers are sure that social networks influenced their decision to purchase goods from the categories «clothes» and «shoes». Older age cohorts are interested in speed of delivery and availability of goods. At the same time, they acquire trusted brand products (PwC, 2019).

The general structure of consumer spending in the chosen countries of the world is presented in Figure 3.

Therefore, it is no coincidence that despite the growth of the Internet shopping, according to the results of the Public Opinion Foundation survey conducted on March 24, 2019 (53 constituent entities of the Russian Federation, 104 settlements, \( n = 1500 \)), 39% of Russians in the last six months began to save more on food than before, 2%, on the contrary, weakened the economy, 52% of respondents in families did not change anything in this regard. Almost the same answers were distributed to the question of buying non-food items in the last six months (Public Opinion Foundation (FOM), 2019).

Based on the data presented, we can conclude that older consumers are more conservative and tense with new consumer practices. There is a conflict of innovation and tradition. And this debate is actualized in the subject area of economic sociology. Moreover, modern people, regardless of age, are no longer able to independently explain their consumer preferences and rationally build their own cultural consumption practices. As Russian economists noted, a global trend has emerged, which is recorded in the vast majority of countries that have transited to the market economy, and inequality has significantly increased in terms of personal income, consumption, housing, and financial assets (Grigoryev & Pavlyushina, 2018).

The research results of Russian scientists confirm that at the level of needs, stereotyped models of cultural life are realized (Zubok & Chuprov, 2018). Consumer preferences are built depending on the social status of the purchasers of goods and services. New cultural consumption practices are not equally perceived by different age cohorts. The cultural worlds of older and younger, rich and poor intersect in everyday life and in the global network. In turn, the Internet creates sustainable consumerism, a cultural artefact that is becoming the main consumer motivation.
As noted J. Heckhausen and H. Heckhausen (2008), sociocultural motivation includes at least two levels: intrapersonal and situational. Consumer motivation is formed by a disposi-
tive (motivation, narrative, prevailing cultural practice of a particular community) which is linked to «popular» collective models of behaviour. Moreover, on the one hand, a person internalizes these models, and on the other, under the influence of external influences, he makes one or another consumer choice.

5. Conclusion
Application of the sociocultural approach in the study of economic processes makes it possible to diagnose problems more precisely and make management decisions more effectively and reason-
ably. At the same time, social, economic and other conditions of human life are taken into account sufficiently (Kulkova, 2016).

Sociocultural analysis allows us to determine the harmonizing contours of conflicting traditional and modern models of consumer preferences. The use of sociocultural approach in the study of economic processes makes it possible to diagnose qualitatively and make management decisions more effectively and reasonably.

Innovation is becoming the main incentive for modern cultural consumption practices. The consumer choice strategy is determined by the level of socio-economic development, the mentality of the people, the dynamics of the penetration of new forms and methods of sociocultural interaction, new life styles and standards.

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