A global consumer as a result of the impact of globalisation on the market

Um consumidor global em resultado do impacto da globalização no mercado

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Abstract

Nowadays, shopping from abroad is so common that consumers don't even realise that globalisation makes it possible for them. Globalisation is a never-ending phenomenon due to which borders disappear, and goods become globally available. The result of globalisation is the emergence of a global consumer. The paper's main aim is to analyse consumer purchasing

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behaviour in light of globalisation trends. The paper's research object is the purchasing behaviour of consumers under the influence of globalisation trends. The paper is divided into an introduction, theoretical background, methodology, analysis of results, discussion of results and conclusions. The methods of analysis, synthesis, abstraction and deduction are to be used to fulfil the paper's aim. As a result, the term global consumer is to be defined. The paper presents the main characteristics of the global consumer, such as how he thinks when buying, is interested, spreads information further, is not influenced by advertising, does not look only at the price, and prefers FairTrade, FSC, BIO, local products and modesty.

**Keywords:** Globalisation. Consumer Behaviour. Market. Global Consumer.

**Resumo**

Hoje as compras no exterior são tão comuns que o consumidor nem percebe que a globalização permite. A globalização é um fenômeno interminável devido ao qual as fronteiras desaparecem e os bens tornam-se disponíveis a nível mundial. O resultado da globalização é a emergência de um consumidor global. O principal objetivo do documento é analisar o comportamento de compras dos consumidores à luz das tendências de globalização. O objeto da pesquisa do artigo é o comportamento de compra dos consumidores sob a influência das tendências de globalização. O artigo é dividido em uma introdução, fundo teórico, metodologia, análise de resultados, discussão de resultados e conclusões. Os métodos de análise, síntese, abstração e dedução devem ser usados para cumprir o objetivo do artigo. Como resultado, o termo consumidor global deve ser definido. O artigo apresenta as principais características do consumidor global, como a forma como ele pensa ao comprar, está interessado, espalha informações ainda mais, não é influenciado pela publicidade, não olha apenas para o preço e prefere o FairTrade, FSC, BIO, produtos locais e modéstia.

**Keywords:** Globalização. Comportamento do Consumidor. Mercado. Consumidor Global.

**Introduction**

A frequently used word in people's everyday life is phenomenon. There are several phenomena, some of which are evaluated positively others negatively. The term phenomenon is most often defined in dictionaries of foreign words as a phenomenon, a phenomenon, a fact, or even an exceptional phenomenon in an extreme environment.
A phenomenon that significantly affects not only the world economy and politics but also the life of every individual is called globalisation. This phenomenon cannot be included among the positively evaluated but also among the negatively evaluated phenomena because globalisation brings advantages and disadvantages. Globalisation has been the subject of many studies and constant debates since its inception in 1983 when it was first used by then Harvard University professor Theodore Levitt to define the economy at the end of the 20th century. The term globalisation has been around for 20 years, but even after the death of its author in 2006, there is still no unified definition.

According to the OECD, globalisation is a process whereby markets and production in different countries become increasingly interdependent, thanks to the dynamics of trade in goods services and the mobility of capital and technology. WEF defines globalisation as a consequence of the digital revolution and an unstoppable process supported by the development of worldwide communication systems (Kuzmisin et al, 2008).

In the middle of this whole process is a person, as an element without which globalisation could not exist because he is the leading creator of this system and, simultaneously, the primary consumer of its outputs. Thus, globalisation substantially affects a person's quality of life, culture, and consumer behaviour. Several authors, therefore, deal with the importance of the automated immune system of an individual, which helps him orientate himself in the process of globalisation. However, it is questionable how much globalisation a person can bear.

"In addition to the demise of the bipolar world and the process of a new geopolitical structure, globalisation is the most frequently discussed topic today." In many cases, it looks as if globalisation is taking a backseat to the new wave of integration tendencies (e.g. EU enlargement), but it is more multifaceted and complex than it seems (Stanek, 1999).

"Globalisation is becoming the most discussed phenomenon both in theoretical circles, government circles, and society as a whole." At the same time, however, it is said that globalisation is an exceptional phenomenon that has existed for a long time but is currently coming to the fore (Stanek, 2005).

Globalisation can thus be characterised as an ongoing process of integration, which takes shape together with world development. The lack of uniform definition of globalisation also supports this statement. A distinctive feature of globalisation is overcoming borders.

Nor are the trends in consumer purchasing behaviour stable. Continuity of globalisation and new trends cause changes in consumer behaviour that are sometimes impossible to predict. Products and services are rapidly developing and changing thanks to
new technologies and materials. What was of interest yesterday may become unnecessary tomorrow.

"No one can say exactly what the future will look like, but it is possible to get an idea of future behaviour patterns if we consider current consumer behaviour and emerging development trends." Research institutes, therefore, deal with questions like (Garbarova, Bachanova & Vartiak, 2017): "What will our society look like in 2020?" "What will people's consumer behaviour be like in 10 to 15 years?" "What changes will appear?"

**Theoretical Background**

"The basis of globalisation is the Latin word globus, which means sphere. At the end of the 20th century, this term became perhaps the most frequent word on our planet. It sounds abundantly from the mouths of politicians, philosophers, sociologists, economists, ecologists, and theologians in various contexts. Globalisation has expanded the vocabulary of most languages with new terms. The world is called a global village. There are global threats to humanity, global culture, global markets, etc" (Rolny & Lacina, 2008).

Globalisation generally increases international connections in all areas of social life (politics, economy, culture, communication, environment). For globalisation in a given country, an advanced social establishment is necessary, which creates a homogenised world culture by erasing local traditions and regional differences. Such a progressive social institution can be considered the so-called turbo-capitalism, which in post-communist countries becomes the only possible form of social organisation and forms the basis of the deregulation of the world economy. The author of the term turbocapitalism is Edward Luttawak, an American economist and specialist in geopolitics (Krizanova et al, 2010).

"Globalisation is currently considered a key factor in the development of the world economy. Its essence is clarifying a wide spectrum of opinions and concepts." On the one hand, globalisation is considered the last stage of capitalism. On the other hand, globalisation is characterised by creating a global market. By gradually breaking down national borders and handing over more and more competencies to transnational organisations, states are becoming more dependent on the global economic system. "Under the influence of globalisation, the asymmetric dependence of an increasingly large part of humanity on the decisions of an increasingly small number of multinational corporations and financial groups is growing." Globalisation results from deregulation and the growing importance of information and
Globalisation has advanced tremendously in recent decades. Big industry has created a world market. There are constant upheavals in production, entrenched relationships disintegrate, and everything stable disappears. "Since globalisation is not a single but a multifaceted process, it will be better to discuss globalisation. There are also alternative (anti) globalisation attempts to control and transform the dynamics of capital and technology" (Safranski, 2006).

The complex and extensive process of globalisation has developed gradually over several decades and still does not have a final form. The development of globalisation began at the end of the 19th century and can be divided into the following three stages (Balaz & Vercek, 2002):

- 1870 – 1920 – the growth of investments in business, the development of international trade, the increase of financial flows across state borders, the development of industry and rapid colonial expansion,
- 1944 – 1970 – there is a renewal of the process of internationalisation after the crisis in the years 1920-1930 and the Second World War, the breaking down of trade barriers, the emergence of transnational (multinational, global) companies, the development of economic integration in Europe,
- since 1970 – the process of deregulation of the economy, intensification of production, use of new technologies in production, restructuring of the economy (change in economic policy), transfer of a large part of production to low-cost countries.

With the development of globalisation, the opposites of globalisation are also gradually developing, which are supported by the negative aspects of globalisation and the opinions of opponents of globalisation (welfare also has an opposite face: increase in poverty, violence, unemployment, family breakdown, inequality). The main anti-globalisation directions (Krizanova et al, 2010):

- localisation (regionalisation) – discrimination of the globalisation process in favour of local structures (the state provides all its needs on its territory),
- nationalism – a strong pro-national orientation that represents the interests of the nation as a whole (protection and preservation of traditions),
- chauvinism – hostility towards other nations or ethnic groups (exalting and elevating one's nation),
• protectionism – a political trend whose goal is to protect the state from external influences (the state refuses to cooperate with other states if it should be impoverished as a result).

Methodology

The paper's main aim is to analyse consumer purchasing behaviour in light of globalisation trends. The paper's research object is the purchasing behaviour of consumers under the influence of globalisation trends. Following the fulfilment of the main aim, the following work procedures were used in the paper:

• determination of the research problem – determination of the main goal of the article,
• orientational analysis – a summary of the theoretical starting points of the problem being solved,
• analysis of the current state of the solved topic in the form of an analysis of results,
• analysis of consumer purchasing behaviour concerning globalisation trends in the form of deep characteristics of the global consumer and subsequent discussion of the results, formulation of conclusions.

Secondary data was collected by searching for relevant sources in book publications, magazines, electronic documents, and news agency reports.

The method of analysis and the synthesis process were used mainly for summarising the theoretical starting points and describing the topic's current state.

Using the abstraction method, the collected information was sorted into essential and non-essential, the non-essential was excluded, and the essential was further worked on to compile the paper outline.

The deduction method will allow the analysis and discussion of the results and the conclusion of the final statement.

Analysis of Results

Globalisation, which requires flexibility and mobility of capital, labour, management and information, could not exist without global transport and telecommunication systems.
Without the global dissemination of information, creating the market conditions necessary for capital growth would not be possible (Brecka, 1998).

The telecommunications sector contributed to the formulation of the term global consumer. In recent decades, telecommunication has grown dramatically due to the huge demand for transmitting information over long distances for communication in modern society. The telecommunications industry is the world's fifth-largest and fastest-growing industry. Major companies in the telecommunications industry face unique challenges resulting from technological trends and customer demands. The main challenges of this industry are globalisation trends, competitive consequences of new technologies and the changing legal environment (Batista de Paula & Heitor Sampaio, 2018).

The global telecommunications market is expanding rapidly. However, it is not a choice of a "push" or "pull" strategy, as both coincide. The interactions of these two forces have made the telecommunications sector one of the most essential components of social, cultural and political activity (ITU, ret. 2023).

The global trend towards liberalisation of markets for telecommunications and information technology goods and services has amplified the influence of the fundamental forces of demand and supply management. As a result of this trend, most of the telecommunication networks are currently operated by private owners. A significant event also introduced national, regional and international economic competition. Of particular importance is the World Trade Organization (WTO), which agreed to liberalise trade in essential telecommunications services, as confirmed by an agreement concluded in February 1997 between 69 countries, which together represent more than 90% of global telecommunications revenues. The agreement entered into force in February 1998 (ITU, ret. 2023).

There are several definitions of globalisation in the cross-section of the spheres in which it operates. Out of all the spheres, the process of globalisation has advanced the most in the economic sphere, in which it has the following characteristics (Balhar, 2003):

- Complex of economic and non-economic activities:
  - the growth of business activities of multinational companies,
  - use of the progress of science, technology and information technology,
  - concentration of economic and political power,
  - acceleration of national economies,
  - the new quality standard of economic parameters – global dimension;

- Consistently liberalised global market:
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- global capital market,
- the global labour market,
- global land and raw materials market,
- building global centres of science and research.

The process of globalisation creates three dimensions by its action (Heckova & Chapcakova, 2010):

- globalisation of national markets – as a result of accessibility to foreign competitors and investors, national markets are integrated into global markets,
- globalisation of industries – to gain competitive advantages, companies try to expand the scope of their activities,
- globalisation of businesses – the value chain of an enterprise is dispersed around the world and thus becomes global.

Globalisation affects human life in different parts of the world to different extents. This means the same factor can have a positive or negative effect, depending on how a specific local area becomes part of the global space (Almeida, Rogel & Shimoura, 2010; Jankalova & Vartiak, 2017).

The main positives of globalisation:

- overcoming time and space,
- technology development,
- global competitive environment,
- the emergence of business groups,
- implementation of transnational projects,
- mobility of production factors,
- global capital appreciation,
- support of regional economic integration,
- getting to know other cultures.

The main negatives of globalisation:

- inequality in the distribution of world wealth,
- increasing uneven economic and social development,
- the expansion of high and low social classes and the disappearance of the middle class,
- labour market restructuring,
- increase in unemployment,
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- terrorism,
- global ecological problems (global warming, deforestation, soil destruction, pollution of the world's oceans and seas, depletion of mineral resources, emergence of new civilisational diseases).

**Discussion of Results**

"The economic encyclopedia defines a consumer as consuming material goods or services obtained on the market. The consumer is the goal of all economic processes and relationships that occur in society" (Dzurova et al, 2007).

Individuals buy tangible and intangible goods to satisfy their needs. However, there is a difference between a buyer and a user. The person who buys is not always the user of the given good. So, the buyer does not have to be the person who made the purchase decision. It is imperative for marketing to find out who is the initiator, the buyer, and the user of the purchased good (Richtero, 2010).

"Marketing workers of manufacturing and commercial organisations are interested in how consumers react to various marketing stimuli (various product variants, prices and advertising activities) to win them over to purchase their products and services." can affect if consumers are not interested in their products. Therefore, it is necessary to examine the relationship between the stimuli that enter the "black box" of the consumer and his reactions to them. Consumer characteristics and the purchase decision process also influence consumer behaviour (Bodo, 2006).

Economists assume that consumers are rational when their purchasing behaviour is reasonable. However, the consumer's behaviour should maximise his benefit. Thus, in economic psychology, a rational consumer is a consumer who "maximises the subjective benefits in a given situation, also taking into account the costs." A rational consumer should also be aware of the future consequences of his choice. The term rational consumer is closely related to information. The information is used throughout the purchasing decision process, which consists of these parts (Lieskovska et al, 2005):

- The process of knowing the problem results from the contradiction between the desired and the current state.
- Gathering information – Searching for information involves mental and physical activities that cost time, energy and money. However, the benefits of information retrieval often outweigh these costs.
• The process of evaluating and choosing alternatives – the consumer evaluates possible options and selects the most appropriate solution, often already during information gathering.
• Purchase – when making a purchase, the consumer chooses the place of purchase, the technical implementation of the purchase, the method of payment and transport.
• Post-purchase behaviour – the consumer consumes and evaluates the purchased product after purchasing. This process is the starting point for further purchasing decisions.

An increasing number of foreign competitors are appearing on national markets, which creates room for increasing demands in the area of customer requirements because they can choose between several competing products when choosing a product. In developed and developing economies, the consumer market is primarily becoming a buyer's market, which very quickly gets into the position of maximum opportunity to offer the customer goods at the desired place, in the desired quantity, at the desired time and from any country. The so-called global customer (Garbarova & Vartiak, 2022).

Conclusions

The paper's main aim was to analyse consumer purchasing behaviour in light of globalisation trends. Based on the definition of the theoretical starting points, the analysis of the results and the subsequent discussion of the results, it was possible to characterise the global consumer and its characteristics in detail.

The global impact of the products affects the redistribution of the customer's available resources. Competition among global organisations often focuses on identifying and acquiring a global customer. "Global consumers are understood as local and regional groups of customers with similar needs and requirements who seek similar features and benefits of products on the market."

Many companies have focused on the global consumer, with some profiting from the middle class of global customers. In contrast, others have focused on the global youth market or the elite segment of the global market (Vartiak, 2015). The global consumer has the following characteristics (Bartosova & Musova, 2022):
• he thinks when buying – the consumer realises that he has a lot of power, and together with the product, he buys its origin and the conditions of its creation;
• the consumer requests information about the products he wants to buy (where the goods were made, what raw materials they are made of, where the raw materials come from, under what conditions the goods were made, what is the warranty);
• spreads information further – the consumer informs his friends and acquaintances about the reasons for his purchase because knowledge about personal experience disseminated informally carries a lot of weight;
• not be influenced by advertising – let the consumer buy only what he needs and not be persuaded by advertising to buy something, what he doesn't need and doesn't want;
• does not look only at the price – the consumer realises that the price does not have to tell everything;
• prefers FairTrade – for products from developing countries, the consumer prefers products with the FairTrade brand, which guarantees the consumer that there was no suppression of human rights, pollution or damage to nature during its creation and that the growers or producers received a wage for their work that enables them to develop and a certain standard of living;
• prefers FSC – when purchasing a wood product, the consumer prefers products certified as FSC (environmentally appropriate, socially beneficial and economically viable forest management);
• prefers BIO – when buying food, the consumer chooses products labelled BIO, the cultivation and production of which is more friendly not only to the environment but also to the health of consumers;
• prefers local products – the consumer tries to buy mainly products that are made from local ingredients as close as possible to the point of sale;
• prefers voluntary modesty – the standard of living in Europe is at a high level and subject to trends, but despite this, the consumer tries to buy only the most necessary things for life.

Companies that do business or want to do business internationally or globally must use international marketing to acquire customers. While "international marketing is a business philosophy whose goal is to satisfy the needs and wishes of customers in international markets" (Machkova, Sato & Zamykalova, 2002).
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