Socio-cultural retailing: what can retail marketing learn from this interdisciplinary field

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Abstract
Purpose
The purpose of this paper is to contribute to the on-going cultural turn in retail marketing by offering an overview of the interdisciplinary field of socio-cultural retailing and discussing how this body of work can contribute conceptually, methodologically and substantively to the field of retail marketing.

Design/methodology/approach
This paper is based on a literature review of socio-cultural retail studies in marketing, cultural geography, sociology, and anthropology. The literature is analysed in relation to the substantive, conceptual and methodological domains of retail marketing.

Findings
Drawing on the literature review, the authors argue that socio-cultural retail studies can contribute to the field of retail marketing substantively, conceptually and methodologically, thus broadening its current scope and domains.

Originality/value
This paper provides an overview of an interdisciplinary field and identifies how it can contribute to the field of retail marketing. It is valuable for retailing researchers interested in socio-cultural approaches to the study of contemporary retailing.

Keywords
Retailing, Retail marketing, Review, Socio-cultural, Marketing, Cultural geography, Sociology, Anthropology

Citation
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Wholesale and retail. Wholesaling, jobbing, or distributing is defined as the sale of goods or merchandise to retailers, to industrial, commercial, institutional, or other professional business users, or wholesalers of most products usually operate from independent premises. Wholesale marketing for foodstuffs can take place at specific wholesale markets where all traders are congregated. Traditionally, wholesalers were closer to the markets they supplied than the source from which they got the products. However, with the advent of the internet and E-procurement there are an increasing number of wholesalers located nearer manufacturing bases in China, Taiwan, and Southeast Asia. Retail is the sale of goods and services from individuals or cultural differences in marketing should receive primary attention when selling goods or services internationally, as the cultural environment changes one country to the other. This means that multinational companies must understand the culture of a specific state before selling the products. Here are some significant cultural factors that businesses intending to move to the international stage should consider. 1. Language. Languages are some of the major cultural differences in marketing that companies ought to understand before they market their products and services in a foreign country. Intercultural Communication is therefore an interdisciplinary field of inquiry. The primary academic disciplines involved in Intercultural Communication studies are: Psychology, Anthropology, Sociology, Linguistics and Communication. The scope of Intercultural Communication and the main contributions of the various fields can be seen as follows (Bennett 1998): perception, interpretation, attribution (psychology, linguistics, communication). Researchers from these disciplines have worked in the past, basically, from their own perspectives, with their own focuses and with their own methods. In general, they have not learned complementary theoretical approaches, and hardly any dialogue between researchers of different scientific orientations has existed.