

## Market Sustainability towards Global and Local Consumer Culture – Perspective of Retail Sector in Saudi Arabia: A Systematic Literature Review

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### Abstract

*The interaction of global and local consumer cultures, particularly in rapidly changing markets in Saudi Arabia's retail sector, is critical to understanding market sustainability. As countries become interconnected, it is critical to understand how global influences and local cultural differences affect consumer behaviour and market dynamics. This study aimed to understand market sustainability and local and global consumer cultural perspectives; also, explore underlying marketing theories and approaches applicable to market sustainability and consumer culture local and global approach; and analyze the influence of market sustainability on local and global consumer cultural perspectives for Saudi Arabia's retail sector; finally provide recommendations to maximize market sustainability in terms of a thorough literature review was conducted, analyzing seminal and recent works, resulting in a table that compares the influencing factors from both local and global perspectives. Key findings emphasized the importance of consumer identity, biculturalism, and the impact of globalization on local consumer sovereignty. On a global scale, attitudes toward global consumer culture positioning, hybrid cultural influences, and regulatory focus were significant. Based on these findings, recommendations and policy implications were presented, focusing on aligning global influences with local cultural values and practices to ensure market sustainability. This study provides a unique perspective on the Saudi retail sector, rapidly changing due to global influences and evolving local cultural practices.*

**Keywords:** Consumer Culture, Consumer Culture Theory, Market Sustainability, Global and Local Consumer Culture, Acculturation Theory, Cultural Globalization Theory.

### 1. Introduction

Gaining market sustainability holds a wider range of discussion, which is significantly emphasised as the challenge for emerging consumer markets. The focus of sustainability in the context of consumer markets is greatly focused on meeting consumer needs and ensuring sustainable consumption. On the other hand, globalisation today highly emerges as the key indicator that ensures economic prosperity within emerging markets. It also ensures economic development as the way to maximise consumers based on analysing the changing pattern in certain industries. For achieving retail sales, the consumer base holds greater opportunities to maximise the ability of brands to focus on sustainability (Rokka, 2021). However, despite the opportunities for business expansion in terms of market sustainability, there are considerable challenges in terms of achieving business growth

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due to complex consumer market conditions and firms' capability to achieve consumer sovereignty. It is also witnessed that most of the challenges to achieving globalisation by any firm are mainly surrounded by different types of cultural forces that help to achieve sustainable market practices. These cultural forces (global and local) influence consumers and gradually mould their consumption patterns (Afzal, Shao, Sajid, and Afzal, 2019). Due to this, consumers not only employ their consumption for fulfilling their psychological needs, but it also helps in creating and maximising their self-actualisation, which helps them to define their specific role within any society. To address these materialistic approaches, consumption is mainly recognised as the key source of identification as well as self-realisation for people because it provides symbolic meaning to their consumption (Steenkamp, 2019).

Knowing the significance of consumer culture, individual cultural values profoundly impact the choices of an individual when they respond to making any marketing effort. The local culture of any consumer has a general approach to resisting the use of foreign brands in various societies. It also determines the extent to which the consumer responds to foreign products. However, despite this, the 21<sup>st</sup> century is recognised as the era of increasing urbanisation, internationalisation, decomposition and enabling market sustainability. This changing behaviour of consumers in the global and local market based on their culture determines how sovereign the consumer is (Sobol, Cleveland, and Laroche, 2018). Based on this, the investigation aims to analyse the influence of market sustainability on understanding the global and local consumer cultural perspectives. It comprehends how consumer culture helps in building consumer sovereignty towards maintaining market sustainability in the retail sector. The objectives of the study are:

- [1] To understand the notion of market sustainability, local and global consumer cultural perspectives .
- [2] To explore underlying marketing theories and approaches applicable to market sustainability and consumer culture (local and global approach).
- [3] To analyse the influence of market sustainability on local and global consumer cultural perspectives for the retail sector of the Saudi Arabia.
- [4] To provide recommendations to maximise market sustainability in terms of enabling positive global and local consumer culture as a way to gain consumer sovereignty.

## **2. Literature Review**

### **2.1 Understanding Consumer Culture**

According to Michaelidou, Micevski and Halkias (2021), an increasingly consistent global marketplace spurred based on the dramatic development within global trade and investment. Haiyang, Jiaxun and Liangjie, (2019) claimed that a global marketplace gives chances for firms to explore greater consumer segments in the global market. It helps in maximising the attachment of consumers beyond national borders to understand the extent to which similarities result in choosing the brand. In response to globalisation to a greater extent, the concept of global consumer culture emerged. Butt, Mukerji and Shareef (2017) claimed that the concept of global consumer culture is not recognised as the marketing strategy that helps in reaching the global consumer segments by contrasting it to the local consumer cultural positioning (LCCP). Global consumer cultural positioning (GCCP) gives rise to a broader global consumer segment that helps in maximising interactivity and coordination among brands. Hungara and Nobre (2021) found that more than 85% of the advertisements are likely to be classified to exhibit one of the dominant strategies of cultural positioning. However, for the successful implementation of LCCP or GCCP strategy, it is essential to select the right target market.

Strizhakova and Coulter, (2019) claimed that globalisation is the process that gives limitless opportunities to local brands to make their selves differentiated upon their unique traits of local consumer culture and cultural meaning. The prospects associated with local consumer culture are likely to be enhanced based on building an indication to enable global integration. Hu and Spence (2017) found that from the event of the “America-First Policy” to Brexit, America’s withdrawal from the Trans-Pacific Partnership, the rising refugee crisis witnessed in Europe, and trading disputes across the world where the threats arise to the Schengen ID-free travelling gave rise to the global dominance in various industries. This also resulted in the heightening of xenophobia, which inevitably gave industries a march towards achieving a greater level of global integration. Such a situation of globalisation gave a significant position to firms, international marketing and consumers in the academic literature and is under scholarly investigation.

In the context of consumer culture, Xie, Batra and Peng, (2015); Catulli, Cook and Potter (2017) discussed the concept of global identity, which is determined based on three different levels, which include individual, relational and collective. Collective and relational self-identities are mainly closer to social identities that include national and global identities. However, at the relational level, based on the personalised relationship the related personal networks help in forming the relationship, which maximises the integration between the global and national consumer culture. Graffigna and Gambetti, (2015) in the same context commended that the collective self thus does not require any interpersonal bonding instead these bonds tend to be based on depersonalised associations relevant to the symbolic group. Westjohn, Arnold, Magnusson and Reynolds, (2016) claim that the identification with a national or global community tends to be part of the collective identity of a person. It mainly emphasises the orientation of an individual which emphasises their sense of belongingness, sharing and empathy to the specific community. Hence, in the context of the consumer cultural perspective Hungara, and Nobre, (2021) recognised that globalisation is mainly discussed under the standard economic theory, which dealt with the idea of consumer power under the imperative preface of consumer sovereignty. In the course of marketing, Sassatelli, (2015) found that consumers are recognised as individualised beings that hold greater power to determine what they demand from brands and thus their desire rules the market. However, if such an approach is put forward under the neo-classical economic theory, then it is likely to latter implies a more simplistic approach to power.

Arnould, Press, Salminen, and Tillotson, (2019) claimed that the persuasion of specific consumers to use varied sophisticated promotional techniques as well as the consequent influence of their tastes and wants tends to be the object of their structural critiques within any consumer society. Consumers' approach to sharing their desires and the extent to which they demand marketers focus on approaches to meet their needs mainly reflects a globalised approach.

Steenkamp, (2019) found that several attempts were made to analyse the integrated view of the consumer culture. In the discussed narrative, the focus was drawn upon the ways to measure consumer behaviour via individual culture as well as materialism that tend to have a significant influence on changing consumer behaviour. Cleveland and Bartsch, (2018) claimed that when imported or foreign products are highly available in the market and promoted intensively, then it tends to trigger consumers’ materialistic approach and thus reflect their specific cultural values to determine whether to adopt the new product or not. On the other hand, market sustainability rather creates a way to maximise consumer involvement and analyse their cultural preferences to promote sustainable products.

Cela and Gatto, (2018) in their research claimed that the specific multi-domestic strategy tends to be recognised as the natural approach to international segmentation through countries that represent exclusive segmentation to deal with market conditions and consumer market preferences. Through a multi-domestic strategy, firms are likely to take

the accessible approach that is cost-effective and maintains the distribution activities segment-wise. It also allows standardised production, which aims to cater to the needs of society. In this context, nationality is mainly taken as the proxy for any culture and thus it is believed that the norms are learnt by any consumer market based on the national culture, which leads to understanding consistent consumer behaviour even in circumstances where the nation is widely culturally diverse.

Cleveland, (2018) also endorsed the idea that increasing globalisation caused a reduction in the homogeneity among consumers. The idea discussed by past authors such as Kipnis, Demangeot, Pullig, and Broderick, (2019) contended that the market segmentation of one country seems to be seldom unique and based on that, marketing practices are strategically defined. In a similar context, while analysing the cultural effect on the consumer segment of any country, it is found that national culture is majorly shared among people belonging to a specific country. The entire cycle of production and consumption is planned based on the national culture and may distinguish greatly. Various cultural frameworks in this context define the variation in consumer behaviour and attitude. It is also recognised as a stable characteristic, which holds a tendency to determine the persistent preferences and selective attention that marketers need to consider regarding environmental cues and conditions to fulfil consumer needs.

## 2.2 Market Sustainability

According to Wijethilake, and Upadhaya, (2020), market sustainability is determined as the way to accomplish sustainable objectives, which ensures the implementation of rightful approaches to take care of the environment and stakeholders. The effective implementation of sustainability does require major changes to conventional operations where organisational control and learning systems are significant. Green, Toms, and Clark, (2015) found that when organisations intend to incorporate the environmental and social attributes of the product, and then the production process becomes well-focused to maintain sustainability. However, Lubowiecki-Vikuk, Dąbrowska, and Machnik, (2021) to understand the environment of market sustainability, the idea of sustainable marketing is discussed, which emerged from sustainable development. It determines the extent to which the sustainable relationship is maintained with customers under a balanced natural and social environment. Towards a sustainable environment, there is perhaps well organised social-driven process, which transforms the meaning of marketing. The notion of sustainability is highly linked to the culture of specific traditions, the changing materialistic approaches and economic prosperity, which transition cultural-oriented societies into maximised market sustainability. Sassatelli, (2015) found that market sustainability involves an entire proxy of globalisation. It is greatly discussed to know how marketers and businesses shift their marketing strategies to make their businesses grow sustainably. Moreover, the argument presented by Han, (2021) found that businesses focus on sustainability and emphasise creating market sustainability because consumers today highly demand sustainability. It makes them capable to fulfil market-based responsibilities as well as the responsibility towards society and the environment.

According to Arnould and Thompson, (2015), cultural differences are considered a significant aspect to achieve sustainability within the consumer market. Market sustainability is likely to be influenced based on consumer desires, their demands and the extent to which they are satisfied. It is highly associated with consumer behaviour, which determines the sustainability of the market. Steenkamp, (2019) elucidated that a sustainable global market is likely to be influenced by consumer perception. A satisfied consumer is likely to develop a strong sharing capability associated with cultural values, which becomes an integral part for them to interact and share their opinions. However, Alves and Alves, (2015) asserted that the development of a sustainable market is essentially based on understanding the role of individual cultural values and the materialistic thoughts associated with consumer buying behaviour in different marketplaces. Berger, Humphreys, Ludwig, Moe, Netzer and Schweidel, (2020) while

sharing the perspective of businesses claimed that a business manager tries to determine the optimal marketing level where they can standardise to deliver customers with homogeneity. This makes marketers mainly focus on analysing individual cultures so that they may become capable of forming direct and effective relationships with global as well as local consumers. These consumers potentially change their interests based on how a marketer pitches them and fulfils their needs.

Cleveland, Rojas-Méndez, Laroche and Papadopoulos, (2016) found that several attempts in the past were made to create an integrated perspective associated with consumer culture. Cleveland, Papadopoulos and Laroche, (2022) claimed that efforts were made to measure individual culture through consumer behaviour and found that materialism increases significantly in those societies that do not influence by decision-making and in such systems, individual decisions are likely to outweigh. Shavitt and Barnes, (2020) also mentioned that decision-making is likely to vary from culture to culture as well as product to product. Hence, when imported products are available in the eastern markets they are intensively promoted, consequently the consumer materialistic value reflects the cultural value towards the decision of adopting or not adopting a new product.

### 2.3 Consumer Culture Theory

According to Arnould and Thompson (2018), the concept of consumer culture is mainly implied in the modern world and defines the actual orientation of consumption. It is considered as the social arrangement through which the link between the social resources as well as cultural resources, the symbolic and the materialistic resources that hold meaningful ways and the mediated forces that influence the culture through the market. Past theorists such as Kiely, and Marfleet, (1998); Vaish, (2007); and Afzal, Shao, Sajid, and Afzal, (2019) promoted the concept of consumer culture using discussing specific characteristics, which include consumer culture mainly reflect upon the idea of consumption. A person who embraces the idea of consumer culture mainly regards based on consumers as an essential and valuable approach in its own right. Moreover, it also attempts to add true meaning to the lives of people and build their collective sense of environment and help in orienting their experiences via consumption.

According to Afzal, et al. (2019), consumer culture is not only referred to as the process, which describes only the consumption patterns of tangible products, but it also focuses on anything, which is consumed such as images, lifestyle, services as well as symbols. Within the literature on consumer culture, there are various categories of consumption, which are commonly referred to as commodities. Commodities are mainly market-made and the consumption of these commodities is mediated via markets only. Consumer culture is mainly associated with individual freedom, modernity, market relations and choices.

These characteristics altogether define the consumer culture as an essential part of making any marketing decision under the process of globalisation. In the process of globalisation, Consumer culture is increasingly focused on two axes, which include localism and globalism. The local consumer culture is widely interpenetrated by global forces. It views the world as highly integrated and well-connected (Thompson, MacInnis, and Arnould, 2018). The forces of globalism when collide, then reconciled along with the forces of localism, which tend to define the consumer features for centuries. On the other hand, global consumer culture is the one which defines the consumer attitude and behaviour based on social arrangements and holds meaningful symbolic representation to deterritorialise to achieve business goals (Afzal, et al. 2019).

### 2.4 Cultural Globalisation Theory

According to Afzal, Shao, Sajid, and Afzal, (2019), cultural globalisation theory determines the response to the joint forces that are associated with globalism as well as localism, which is largely analysed at the macro level of any society or group. Theories

associated with cultural globalisation are mainly done under the cross-national diffusion of symbols, attitudes, media forms and lifestyles. The focus is mainly on analysing the process that underlies the principal actors of globalisation. Taylor (2018) found that the global consumer culture (GCC) tends to bring the assimilating approach from the larger number of people who have preferences from their local and traditional cultures, and substitute globally diffusing behaviour. Afzal et al., (2019) in the literature while supporting the process of globalisation noted that global consumer culture emerged based on the increasing connection found in different local cultures, which guides a way to develop cultures without means of one anchorage into the specific territory.

Under cultural globalisation theory, the first assumption argued that along with the market diffusion economies, there is a sophisticated role of technology, which is spread among corporations that leads to mass advertising, the standardised image of brands, erotic gratification and the sales of affluence dreams via advertising (Ozer, 2019).

Another assumption discussed under the theory is within the context of localisation, which reflects that there is the desire to maintain the local consumer culture and due to this, one rejects to come under the influence of global culture. Hence, despite there are forces of globalism, the local culture is highly recognised as the core factor, which influences consumer behaviour and their specific identity. Consumers belonging to highly conservative markets prefer local consumption because it is relatively easier for them to identify and resonate with their local values, lifestyle, behaviour and attitudes (Afzal et al., 2019).

The third assumption emphasises on hybridisation of markets, which is the concern with the desire of embracing elements relevant to the global culture as well as a way to integrate global practices based on local cultural practices. To this, Lawihin, (2022) claimed that the global cultural forces have highly become indigenised in every way. Echoing the position, Piegdoń, (2020) presented the argument that consumer modernisation does not mean the assimilation of global culture, rather it emphasises fusion, hybridity and creolisation to resonate with the postmodern plurality that any country faces. Pieterse, (2019) in a similar context presented the argument that hybridisation leaves individuals to expand into different consumer domains.

The fourth assumption of the idea of global consumer culture is based on cultural anomie. Under the literature on global consumer culture, lesser attention is given to the idea of consumer cultural anomie, which assumes that consumers tend to have higher cultural involvement, which can be based on global consumer culture or local consumer culture or a combination of both. Cultural alienation in this context is identified as adaptation or cultural identification, which is based on the rejection of different symbols of culture either global, local or hybrid. It also represents the low level of cultural identity or the loss of identity (Afzal, et al., 2019).

## 2.5 Acculturation Theory

Schwartz, Birman, Benet-Martínez, and Unger, (2017) presented the perspective of acculturation theory, which emphasises that the process of globalisation or localisation is at the micro level where the individuals belong. Acculturation is mainly referred to as the changes, which any group or individual experiences as the result of being in contact with another culture. The models associated with acculturation mainly explain the difference in response to new cultures. However, it extensively emphasises understanding how external forces enter into home cultures, which influences entering into home cultures and manages global consumption flows.

## 2.6 Consumer Culture – The Global Consumer Culture and the Local Consumer Culture

According to Bartsch, Riefler, and Diamantopoulos (2016); Strizhakova and Coulter (2019) the role of local consumer culture (LCC) and global consumer culture (GCC)

tends to be influential because it takes consumer attitudes into account. Therefore, based on such relevance, the constructs involved in GCC include global connectedness, identification with the global community and susceptibility. On the other hand, another measurement was developed by Tu, Khare, and Zhang (2012) relevant to GCC and LCC. The focus is mainly on analysing the aspects that influence consumer attitude in a certain environment and makes them capable to make their decisions of purchases. The investigation explicitly discussed the notion of consumer culture based on different aspects of consumption, which involves, services, products, symbols, images and lifestyle.

However, to Westjohn, Arnold, Magnusson and Reynolds, (2016), the ultimate purpose of LCC and GCC is to maximise global integration. The idea of global integration in the context of consumer culture is based on building a compressed world that emphasises on intensification of consciousness of the entire world as a whole. In other words, De Mooij, (2019) mentioned that global integration not only emphasises the observable acts such as political cooperation, bilateral ties, international trade, travel and integration of economies but the entire sociopsychological approach to building a single consumer market that gives changes to consumers all over the world to become connected to billions of big and small brands. The rising global integration to Demangeot, Broderick and Craig, (2015) emphasises the idea of becoming aware of applying the right meaning to live in the world as a single marketplace, which in other words is known as the world culture theory. Roudometof, (2016) also found that the perspective of the world culture theory suggests that with the progress of time, global cultures have become prominent within daily activities and this makes people increasingly close to building their positive attitude and respect for global brands, firms and products. Consequently, the global consumer culture emerges, which transcends the link to a single culture and a way of creating an opportunity for communities to collaborate and ensure market sustainability.

Despite the possibilities and opportunities that integrated consumer culture created, Gorrie (2020) raised the concern that consumer culture may bring a threat to market sustainability. The challenges for the economies and industries may become high in terms of increase in resource consumption, higher level of generating waste and certainly the adoption of regulatory policies and trading values may become weak due to lack of monitoring with time. Further, Echegaray, (2016) also mentioned that market sustainability may likely become affected due creation of global and local consumer culture because the product lifecycle may become shorter with time and marketers will fail to innovate or create differentiated products in the given time frame. Kopnina, Washington, Taylor and Piccolo, (2018) also presented the argument that despite the benefits global and local consumer culture brings, it may likely create a threat to global sovereignty because the differences in certain markets are relatively high. Moreover, the difference is mainly based on the economic structure of those markets and this makes the integration of developed economy with undeveloped economy a questionable factor.

### **3. Research methodology**

#### **3.1 Systematic literature review**

The objective of the SLR was to identify and analyze essential literature records related to the influencing factors of market sustainability from both local and global consumer cultural perspectives, mainly focusing on the retail sector of Saudi Arabia. The study used a systematic literature review using published records (Greenhalgh & Peacock, 2005). To conduct a systematic literature review, it is essential to first develop certain questions that help in maximising the relevance and credibility of conducting the review on the issue. The study emphasises answering questions that link to the development of consumer culture and its association with market sustainability. It emphasised providing a systematic review based on applying to main steps defined by Kahiya (2018) identifying



the search terms and what databases are likely to be accessed, and criteria for exclusion and eligibility, which are defined in the figure 1:

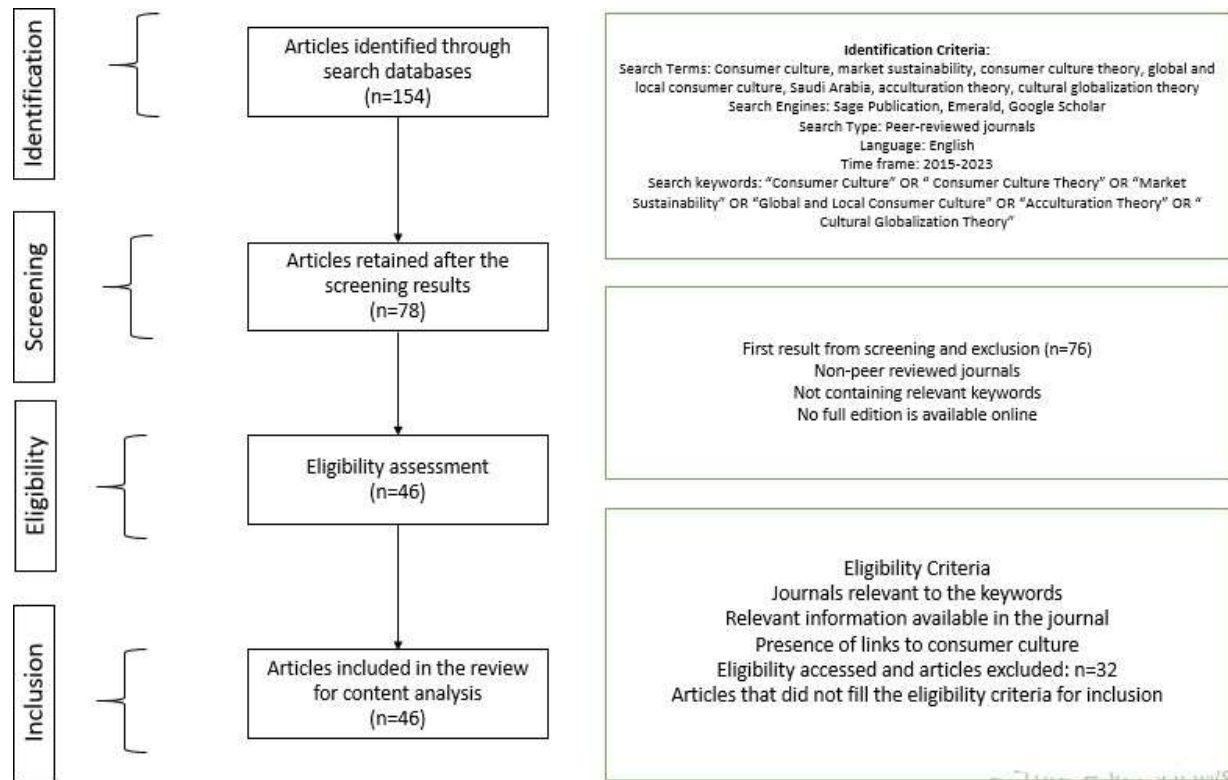


Figure 1. PRISMA diagram

The discussion presented in the paper gives greater significance to understanding what consumer culture is market sustainability is associated with global and local consumer culture. He and Wang, (2015) found that the international marketing research on Local Consumer Culture and Global Consumer Culture heavily drew attention towards the theory of consumer culture, the theory of acculturation and cultural globalisation theory. These theories received greater scholarly attention. Stephen (2016) research, however, focused on the aspects of consumer behaviour in link to consumer culture, which also builds a new direction to investigate the issue and produce meaningful findings to understand global and local consumer culture.

### 3.2 Data Sources and Search Strategy

A search was conducted across multiple electronic databases, including Web of Science, Scopus, Google Scholar, and JSTOR. The search was augmented by cross-referencing critical articles to identify additional relevant studies (Greenhalgh & Peacock, 2005). Primary search terms used were: "market sustainability," "consumer culture," "Saudi Arabia retail sector," "local consumer behavior," and "global consumer influence." Boolean operators (AND, OR) were employed to refine the search results.

### 3.3 Inclusion and Exclusion Criteria

Studies were included if they:

- Focused on market sustainability in the context of consumer culture.
- Had a direct or indirect relation to the retail sector in Saudi Arabia or similar markets.
- Were published in English between 1990 and 2022.

Studies were excluded if they:



- It was not available in full text.
- Did not provide sufficient empirical evidence or theoretical grounding.
- Were not peer-reviewed (grey literature).

### 3.4 Data Extraction

Relevant data from the 46 selected records was extracted using a standardized form capturing: study objective, methodology, key findings, implications for the Saudi retail market, and recommendations. This form facilitated the synthesis of information and ensured uniformity in data extraction (Moher et al., 2009). Each record underwent a quality assessment using the Critical Appraisal Skills Programme (CASP) tool (CASP, 2018). Studies that failed to meet the minimum quality criteria were reconsidered for inclusion.

### 3.5 Data Analysis

A thematic analysis was conducted on the extracted data. Braun & Clarke's (2006) six-phase guide was followed: familiarizing with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and writing the report. Based on the systematic review, a table juxtaposing influencing factors from local and global perspectives was formulated, which later informed the discussion, recommendations, policy implications, and future directions of the research.

## 4. Findings of the study

### 4.1 Demographic information

Figure 1 shows the number of studies from different journals and thoroughly summarizes the studies published in different scholarly journals. The most notable distinction is that "International Marketing Review" stands out with the most studies, at 6. This suggests that this journal might be a significant forum for discussions and writings on the SLR subject. The "Journal of International Marketing" and the "Journal of Business Research" are two other journals with numerous contributions, each with four and five studies, respectively. A growing interest in these fields is indicated by the fact that several journals, including "Sustainability," "Consumer Culture Theory," and "Journal of Cleaner Production," each have two studies.

On the other hand, the vast majority of the journals—among them the "International Journal of Production Research," "Journal of Marketing," "Consumer Behavior and Culture," and "Journal of Retailing"—have just one study in each issue. This demonstrates a broad distribution of research across various platforms, highlighting the interdisciplinary nature of the subject. The various journals, covering everything from marketing and production to social theory and environmental ethics, point to a wide range of scholarly interests, highlighting how multifaceted and broad the research field is.

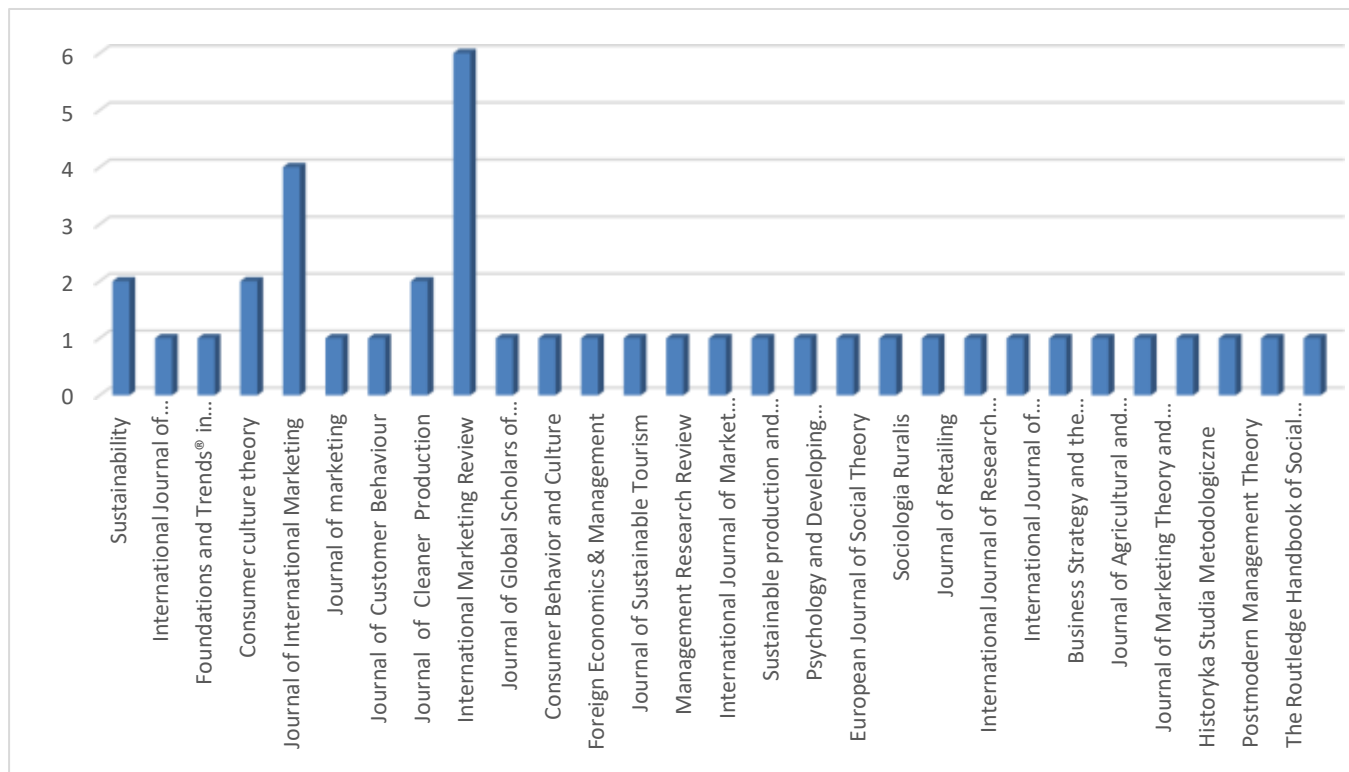


Figure 1. Distrbution of studies

#### 4.2 Notions of market sustainability, local and global consumer cultural perspectives

Table 1 offers the aspects of different notions of market sustainability juxtaposed with local and global consumer cultural perspectives. As shown in Alves & Alves (2015) and He & Wang (2015), a prevalent theme is the interplay between sustainability practices, such as the integration of sustainability and lean manufacturing, and how cultural identity, particularly a preference for domestic brands, might affect its reception. In parallel, globalization significantly shapes consumer behavior, highlighting the global-local dichotomy. In Chinese retail, there's a shift towards market sustainability with the consumption of user-oriented product service systems. Afzal et al. (2019) and Catulli et al. (2017) bring out the challenges and transformations in this sector, while Butt et al. (2017) explore the implications of Global Consumer Culture Positioning (GCCP) in shaping perceptions.

Furthermore, the table underscores the role of identity and cultural context in consumer behaviors. Lubowiecki-Vikuk et al. (2021) delve into the insights from a responsible consumer lifestyle, resonating with Sobol et al. (2018) and Cleveland (2018), who analyze the Dutch consumer context and the influence of acculturation on global consumer culture. Echegaray (2016) examines the emerging markets' consumer reactions to product obsolescence, juxtaposed against He & Wang (2015)'s investigation into the impact of consumer ethnocentrism in China. Schwartz et al. (2017) provide a broader view, highlighting the effects of biculturalism and cultural globalization, reiterating the duality of local and global influences.

Lastly, as seen in Green et al. (2015) study, strategic organizational orientations toward sustainability are influenced by the cultural context in which they operate. Shavitt & Barnes (2020) illuminate the role of culture in the consumer's journey within local markets. Concurrently, there's an increasing focus on understanding the ramifications of excessive consumption, with Gorrie (2020) examining the role of the law as a regulatory mechanism. The broader epistemological and ontological considerations of global consumer culture are analyzed by Cleveland & Bartsch (2018), underlining the continued evolution and multifaceted nature of consumer perspectives in a globalized world.

**Table 1. Notions of market sustainability, local and global consumer cultural perspectives**

Market Sustainability	Local Consumer Cultural Perspectives	Global Consumer Cultural Perspectives	Sources
Integration of sustainability and lean manufacturing	Cultural identity and preference for domestic brands	Globalization and its effects on consumer behavior	Alves & Alves (2015); He & Wang (2015)
Market sustainability in Chinese retail	Consuming use-oriented product service systems	Global Consumer Culture Positioning (GCCP)	Afzal et al. (2019); Catulli et al. (2017); Butt et al. (2017)
Sustainability insights from responsible consumer lifestyle	Impact of culture and identity on consumer behavior in Dutch context	Acculturation to global consumer culture	Lubowiecki-Vikuk et al. (2021); Sobol et al. (2018); Cleveland (2018)
Consumers' reactions to product obsolescence in emerging markets	Consumer ethnocentrism impacts in China	Biculturalism and cultural globalization	Echegaray (2016); He & Wang (2015); Schwartz et al. (2017)
Market orientation's impact on environmental sustainability strategy	Role of culture in the consumer journey in local markets	Taxonomy of positive consumer dispositions towards globalization	Green et al. (2015); Shavitt & Barnes (2020); Bartsch et al. (2016)
Role of law in regulating excessive consumption	Impact of culture on local identity and biculturalism	Global consumer culture's epistemology and ontology	Gorrie (2020); Sobol et al. (2018); Cleveland & Bartsch (2018)

#### 4.3 Underlying marketing theories and approaches applicable to market sustainability and consumer culture (local and global approach)

Table 2 provides a thorough overview of the various underlying marketing theories and strategies that can be used to address market sustainability and consumer culture from national and international viewpoints. Consumer Culture Theory and Globalization Theory stand out among the various theories offered, indicating that the influence of culture and globalization on market sustainability is significant. The works categorized under the heading of "Consumer Culture Theory" look at various facets of how culture affects consumer behaviors, from the effects of cultural change on production to the distinction between local and global consumer cultures. This demonstrates the complex interrelationships that exist in the market today between culture, production, and consumption. While reflecting on the crucial significance of the global market's influence in influencing local consumer behaviors and vice versa, the Globalization Theory, on the other hand, focuses primarily on the implications of globalization on consumer behaviors in various sectors.

Theories about how consumers navigate their identities against a global backdrop include biculturalism, ethnocentrism and cultural identity, acculturation theory, and cultural globalization. The concepts of ethnocentrism, cultural identity, and acculturation go much deeper into how consumers prioritize domestic over imported brands or how they adapt to and acclimate to global consumer cultures. In contrast, biculturalism focuses on the negotiation between multiple cultural streams. These findings support the notion that the identity of the contemporary consumer is intricate, multifaceted, and dynamic, influenced by both regional customs and global influences.

The Law and Consumption theories and digital and social media marketing highlight the more modern marketing challenges and opportunities. Marketers must consider the impact of online platforms and recognize their critical role in forming perceptions and preferences as the digital age continues to change consumer behaviors. Similarly, a growing concern about sustainability and the moral implications of marketing strategies is indicated by the focus on the legal aspects of consumption, particularly excessive consumption. Including these modern theories denotes a change in emphasis, with a stronger emphasis on ethical and sustainable marketing in a digital world that is becoming more connected. Lastly, the table incorporates various viewpoints and methodologies, presenting a comprehensive picture of how marketing theories interact with consumer culture and market sustainability in the modern globalized context.

Table 2. Underlying marketing theories and approaches applicable to market sustainability and consumer culture (local and global approach)

Underlying Theories	Marketing	Approaches	Sources
Consumer Culture Theory		Impact of cultural transformation on production	Alves & Alves (2015)
		Consumer multicultural identity affiliation	Kipnis et al. (2019)
		Consumers' mobilization of co-created resources	Thompson, MacInnis & Arnould (2018)
		Global versus local consumer culture	Steenkamp (2019)
Globalization Theory		Impact of globalization on consumer behavior in retail	Afzal et al. (2019)
		Consequences of global marketing and advertising	De Mooij (2019)
Product Obsolescence		Consumers' reactions in emerging markets	Echegaray (2016)
Market Orientation		Relation to environmental sustainability strategy	Green et al. (2015)
Biculturalism		Negotiating multiple cultural streams	Schwartz et al. (2017)
Ethnocentrism and Cultural Identity		Preference and purchase of domestic versus import brands	He & Wang (2015)
Acculturation Theory		Acculturation to global consumer culture	Cleveland (2018)
		Global consumer culture: epistemology and ontology	Cleveland & Bartsch (2018)
Law and Consumption		Role of law in excessive consumption	Gorrie (2020)
Global Consumer Culture Positioning (GCCP)		Soft-sell and hard-sell advertising appeals	Butt et al. (2017)
		Consumers' attitudes toward GCCP for Chinese brands	Haiyang, Jiaxun & Liangjie (2019)
Cultural Globalization		Hybridisation of cultures	Pieterse (2019)

Digital and Social Media Marketing	Role in shaping consumer behavior	Stephen (2016)
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#### 4.4 Influencing factors of market sustainability on local and global consumer cultural perspectives for the retail sector of the Saudi Arabia

Saudi Arabia's retail industry is changing as a result of both regional cultural quirks and international market trends. From a local standpoint, consumer identity and ethnocentrism are crucial to the market's viability. According to He & Wang (2015), consumers who identify strongly with their national or ethnic group are more likely to favor domestic brands over foreign ones. The traditional Saudi consumer values that emphasize the value of locally produced goods and services consistent with their cultural and religious beliefs align with this sentiment. In addition to biculturalism and national identity, consumers' choices are influenced by the fact that many Saudis balance their traditional roots with external influences (Cleveland, 2018). Local consumer sovereignty also emphasizes the value of empowering consumers and making them active participants in the market, which is particularly significant in a nation undergoing rapid social change like Saudi Arabia, as discussed by Sassatelli (2015).

From a global standpoint, as global brands and lifestyles proliferate, acculturation to the global consumer culture has started to affect the Saudi market (Cleveland, 2018). This is a consequence of globalization, travel, and digital communication, which expose Saudi consumers to global goods and trends, making positioning within global consumer culture essential for global brands. Saudi consumers are fusing local and global preferences as a result of the effects of globalization on consumer behavior, according to Pieterse (2019). The Saudi retail market is a prime example of this hybridization, where international franchises may offer products catering to regional tastes. Furthermore, consumer attitudes toward the positioning of the global consumer culture are evolving as consumers become more environmentally conscious and sustainability-driven. International brands entering the Saudi market must be aware of this change and adjust their positioning to suit global trends and regional preferences (Catulli, Cook, & Potter, 2017; Haiyang, Jiaxun & Liangjie, 2019). Finally, Saudi Arabia's retail industry exhibits a singular fusion of regional cultural values and influences from the world market. It's essential to comprehend this balance if businesses are to succeed and maintain market viability. Saudi consumers' deeply ingrained cultural and religious beliefs must be preserved and respected, but there is also a need to address their changing tastes and preferences influenced by international trends. In addition to meeting the immediate needs of Saudi consumers, integrating local and international elements will pave the way for a long-term, sustainable retail market.

Table 3. Influencing factors of market sustainability on local and global consumer cultural perspectives for the retail sector of the Saudi Arabia

Influencing Market (Local)	Factors of Sustainability	Influencing Market (Global)	Factors of Sustainability	Sources
Consumer identity and ethnocentrism		Global consumer culture positioning		He & Wang (2015)
Biculturalism & national identity		Acculturation to the global consumer culture		Cleveland (2018)
Local consumer sovereignty		Globalization effects on consumer behavior		Sassatelli (2015)
Cultural shifts due to globalization		Hybrid cultural influences		Pieterse (2019)

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Use-oriented service systems	product	Attitudes toward global consumer positioning	Catulli, Cook & Potter (2017); Haiyang, Jiaxun & Liangjie (2019)
Impact of orientation	market	Influence of regulatory focus on global consumption	Green, Toms & Clark (2015); Westjohn et al. (2016)

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## 5. Discussion, recommendations and implications

### 5.1 Recommendations for Saudi retail sector

To address the duality of local and global consumer preferences, businesses in the Saudi retail sector should adopt a cultural integration strategy. This entails blending elements of global consumer culture with local cultural and traditional values. For instance, while global branding can be maintained, product offerings can be tailored to cater to Saudi tastes and preferences. Incorporating familiar local motifs, flavors, or traditions into global product offerings can strike a chord with Saudi consumers' sense of ethnocentrism and national identity, enhancing their acceptance and market penetration (He & Wang, 2015; Cleveland, 2018). A robust strategy for sustainable market positioning would involve engaging and educating the consumers. Brands should facilitate platforms for consumers to voice their opinions, preferences, and concerns, fostering local consumer sovereignty (Sassatelli, 2015). Workshops, awareness campaigns, and interactive events can be organized to educate consumers about the benefits of sustainable products and practices. By becoming more informed, consumers make choices that resonate with global sustainability standards and local cultural significance.

Given the global shift towards sustainable and ethical consumerism, the Saudi retail sector should amplify its focus on sustainability. By promoting eco-friendly products, reducing waste, and emphasizing ethical sourcing, businesses can appeal to the globally-aware segment of Saudi consumers. However, this shift towards sustainability must be genuine and not just a marketing gimmick. Genuine efforts toward sustainability can be a significant differentiator in the market, further establishing consumer trust and loyalty (Catulli et al., 2017; Haiyang et al., 2019). From a macro perspective, support from regulatory bodies can significantly enhance the move towards sustainable consumer culture. Collaboration between businesses, government, and non-governmental organizations can lead to policies and incentives promoting sustainable retail practices. Incentives for businesses that adopt eco-friendly practices or collaborate with local artisans can encourage a more organic integration of global and local influences. Such collaborations can also address the influence of regulatory focus on global consumption, ensuring a balanced approach to consumer sovereignty (Green et al., 2015; Westjohn et al., 2016).

### 5.2 Policy implications for Saudi retail sector

The Saudi government should pass and enforce regulations encouraging ethical business conduct in the retail industry. This could be accomplished by providing tax breaks, financial aid, or other incentives to companies that adopt sustainable sourcing practices, lower their carbon footprints, and prioritize eco-friendly packaging and waste management. Such regulations would ensure that the retail sector complies with international sustainability standards and strengthen businesses' ability to position themselves sustainably in the market. The Saudi government can guarantee that companies operating in the retail sector have the direction and motivation to work toward a sustainable future by incorporating these practices into the regulatory framework. While globalization has many benefits, there is also a chance that distinctive cultural characteristics will be lost. The Saudi government should implement regulations



supporting celebrating and preserving regional culture in retail settings. This could entail providing grants, training, and promotional opportunities to help regional producers, artisans, and craftspeople. Retailers might also be encouraged to stock regional goods, helping to create a situation where regional and international goods can coexist peacefully. The government can use these measures to protect the nation's rich cultural heritage from being obscured by the influx of imports.

A thriving retail industry depends on a well-informed consumer base. Policies should be implemented to encourage consumer education about ethical standards, the origins of products, and sustainable practices. Regulations should also be implemented to guarantee that companies are open about their sourcing and production processes so that customers can make informed choices. Last but not least, in a rapidly growing global market, strong consumer protection laws are necessary to guarantee that imported goods entering the Saudi market meet the same high standards demanded of domestic companies.

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### 5.3 Limitations and future directions

First, although the current study sheds light on how local and international consumer cultures interact in the Saudi retail industry, it mainly uses secondary data sources, which may not adequately capture the constantly changing dynamics of consumer behavior. A general approach may need to include the subtle differences in cultural practices and individualistic tendencies. While the aforementioned influencing factors offer a thorough understanding, additional underlying factors or new trends unique to the Saudi market might have yet to be covered. The recommendations and policy implications reached may be idealistic, and their implementation in the real world may present unforeseen difficulties that call for iterative adaptation.

To gain deeper insights into Saudi consumers' lived experiences and perspectives, future research should consider primary data collection techniques, such as surveys, interviews, or focus groups. This would make understanding their goals, motivations, and aspirations in the retail industry easier. Additionally, research examining the impact of technology and e-commerce platforms within the Saudi context would be particularly pertinent given

how these platforms continue to influence local and global consumer behaviors. Regular reviews of adopted policies and recommendations would also be advantageous because they allow for timely alterations and improvements. Lastly, working with other regional markets could offer comparative analyses, giving a broader perspective on how countries balance local and international consumer cultures in their retail sectors.

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