

Home-Country Interactions and Consumer Acculturation

Soroush Sepehr

UTS Business School, University of Technology Sydney, Ultimo, NSW, Australia

Email: soroush.sepehr@uts.edu.au

Short Abstract

Consumer acculturation theory largely remains silent on how broader home-country-related sociocultural processes form the ethnic consumer subject. Addressing this gap, the current paper investigates what are the home-country-related acculturative processes, and how they form the ethnic consumer subject? We investigate this in the context of Iranian immigrants in Australia. A Foucauldian discourse analysis is conducted on the data collected through 20 semi-structured interviews and netnographic studies of two online discussion forums. The findings highlight three discourses of emigration, religious ideology and Iranian nationalism, and how they come into effect in the formation of the consumer subject in the context of immigration and in relation to the host-country processes and forces.

Keywords: Immigrant consumer acculturation, consumer subjectification, Foucauldian discourse analysis.