

How does social media consumption disseminate neoliberal multiculturalism?

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Short Abstract

In this work in progress, we investigate how neoliberal multiculturalism can subjugate consumers even before migrating to multicultural immigration countries as the result of social media consumption. Our netnographic study highlights three mechanisms through which hierarchies in relation to neoliberal multiculturalism are normalised even before living in immigration countries.

Keywords: *Consumer acculturation, neoliberal multiculturalism, social media, netnography.*

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