The key and primary concern in marketing is getting to understand how globalization affects or impacts consumer behavior. Consumer behavior is how people come up with choices on what they need, what they want, or how they will buy them. Understanding consumer behavior in marketing helps to know how a new product may be responded to and the best way to put the product in the market. Consumer behavior eventually leads to consumer culture. Globalization has a major impact on consumer behavior since globalization brings new consumer culture, which is an adaptation to the new ways that globalization comes with. Globalization regarding marketing is the fusing of different economies on a national level through major aspects like trade, capital flows, and through the growth of technology and migration. This Editorial focuses on how globalization has had its impacts on consumer behavior.

1. Introduction
Globalization has had its impacts on individuals where it creates new and specific wants, desires. Nations and states have seen the stimulation of globalization in the progression of trade policies. With the coming up and advancement in information technology, foreign brands have come to light through media and communication, which has enhanced the spread of globalization. However, the backbone of globalization is the process of how goods and services and their people flow. Globalization has had a specific influence in its economy where it alters the structure through the consumers. Consumer preferences and consumer culture; where the lifestyle comes with globalization impact, emulation of other countries culture arises, this changes consumer needs and behavior. Through media and communication, the affluent and less affluent are compelled to increase Westernization in developing countries.

2. Literature Review
Globalization is extensively defined as the proneness and a mirror that emanates from foreign brands and likeness. Through previous research, it has been noted that consumers incline to and prefer products that come from countries that they have a certain liking and positivity to. This preference, which is seen mostly in developing countries, developing states, or towns, comes from the people trying to copy the people’s lifestyle and consumer behavior from developed places.

2.1 Acculturation in Albania
Previous research has shown that the western lifestyle and foreign brands come up as a sign of prestige and diversity, especially among Albania consumers. In terms of image, quality, technological advancement, and originality, foreign brands were much better than Albanian’s brands.

Cultural exchange is the process by which some values and lifestyles are passed and intertwined between two or more individuals coming from different areas. The idea of culture is a stem of globalization, which influences consumer behavior, has been studied and researched extensively. Globalization, which has made the world seem like an online village, has enabled various cultures between different people (Batra Et. Al, 2019). Media has spread different cultures and has brought about the being to global culture bringing about the indigenous culture’s downgrading. The Albanian market was one of the markets that proved the change of culture to the inclination that goes to a foreign brand. This type of change and assimilation is known as acculturation.

Acculturation, which is caused by globalization, is defined in different studies as getting new information from western culture in the areas and sectors involving lifestyle. Many variables were met to look into consumer acculturation through...
many research and discussions on acculturation. These variables included music, language, which is both the mother tongue and the preferred language, sense of clothing, writing, movies, and even the behavior towards parties.

Consumer behavior regarding the effects of globalization has been defined in different researches as a behavior of status. Globalization has brought about conspicuous consumption where consumers would want to publicly show off their possessions or goods to appear unique and special to establish a certain social identity (Cleveland Et. Al, 2016). The possession of certain things that represent a special status can, in characterization, define consumer behavior. In Albania, globalization has brought about a competitive nature, especially in the youth who need to possess certain things in order to feel like they belong to a certain class and status.

Through globalization, the existence of new forms of technological advancement, new types of dressing, new types of food, and even different forms of transport have been seen. In India, the youth have been affected most by the impact of globalization in regards to what they buy and even in the reason why they purchase certain goods (Cleveland Et. Al, 2016). However, even the grown-ups in Albania have faced the changes that impact their choices of goods and services, wherewith modernized roads, for example, it has brought about the need to buy certain cars that fit the status. With certain obvious advancements that come with globalization, buying certain goods and services is influenced in certain directions.

2.2 Impacts of the Pandemic on Consumer Behavior
Globalization on a different level has affected consumer behavior wherein the issue of the ongoing pandemic, the choices by consumers have been limited if not defined. Through globalization, diseases have found ways to spread over long distances with ease and higher speed. Covid-19 is one of these situations where the virus had its way out of Wuhan because of plane travels and interrelation of the country with the rest of the world through trade and exchange of goods and services (Donthu and Gustafsson, 2020). The impact of Covid-19 through globalization has also impacted consumer behavior in different ways.

Different researches have classified the impacts of globalization on consumer behavior into personal factors, social factors, and psychological factors. In the psychological aspect and notion, the spread of COVID-19 throughout many nations has affected individuals differently where they have had a change in consumer behavior because of adaptation and needs. Consumer behavior is heavily dependent on the attitude of the consumer or buyer. The existence of a pandemic has changed people’s attitude towards too much spending, and purchasing habits have been affected. The being of COVID-19 has brought about a level of conscious shopping where most consumers are spending on necessities. Consumers have also been seen to be buying more of local brands. In the bid to keep social distancing and isolation, consumers have also been inclined to shopping online and do not go to the markets like they used to. Lastly, many people have resorted to working from home; this is due to the guidelines to prevent COVID-19 spread.

On personal levels, the coming up of COVID-19 has impacted individual behavior because of different reasons. COVID-19 throughout the world has caused many people their jobs due to retrenchments from organizations. This only says that many people have the pressure to spend what they are not earning, which has not been the case. Research has shown that many consumers will be inclined to consume the cheapest goods and services in the most minimum way for survival. These consumer’s behavior will also be affected by COVID-19 through globalization because the youth who are the major consumers have been forced to stay at home. Since money is limited, they might not be able to spend on things like they usually did. Most consumers on personal levels have been...
moved from the notion where status is the key and thus conspicuous spending; most consumers have adapted to buying only what they need and what is basic.

Social factors that have been seen with the impact of COVID-19 in consumer behavior through the influences of social influencers. Through family members, friends, and people with personal influence, consumer behavior has been seen to change to align with those of the influencer.

3. Conclusions
From the research done, it can, therefore, be stated that globalization has both positive and negative impacts on consumer behavior. Globalization in developing countries has its positive impacts, where globalization brings about increased revenue production. Globalization on consumer behavior influences the consumers to buy new products with the goal to keep up with the trends from other countries and states. This kind of influence causes conspicuous spending, where the consumer buys products blindly. This is a positive impact on the country’s economy through imports. Consumer behavior in a country that has been influenced by cultures through globalization influences investors who would invest in certain services that would bring the cultures close to home. From the research done, a high number of people globally are affected by the impacts of globalization on the way they consume some goods and services. Globalization in consumer behavior is a major effect on marketing since the marketers would have to understand the market to know the kind of goods and services that would best satisfy the consumers.

Globalization on consumer behavior has had its negative effects where it has destroyed a country's culture. The coming of globalization has made the world a common market place. This has made the participants or the consumers feel like what they represent is of lesser value than what they need to have for prestige.

It can be recommended that the consumers in all developing countries should be educated on the importance of supporting the local market. It should be a privilege to get to use the products that have been manufactured and made locally. Also, the use of social media among the youth should be monitored so as to prevent the influence of globalization on them and their actions. Through globalization, it has been proved that crime among the youth has erupted. The effects of globalization should be monitored where they should affect the economy through the growth of the revenue produced and the maintaining of culture and consumer behavior.

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