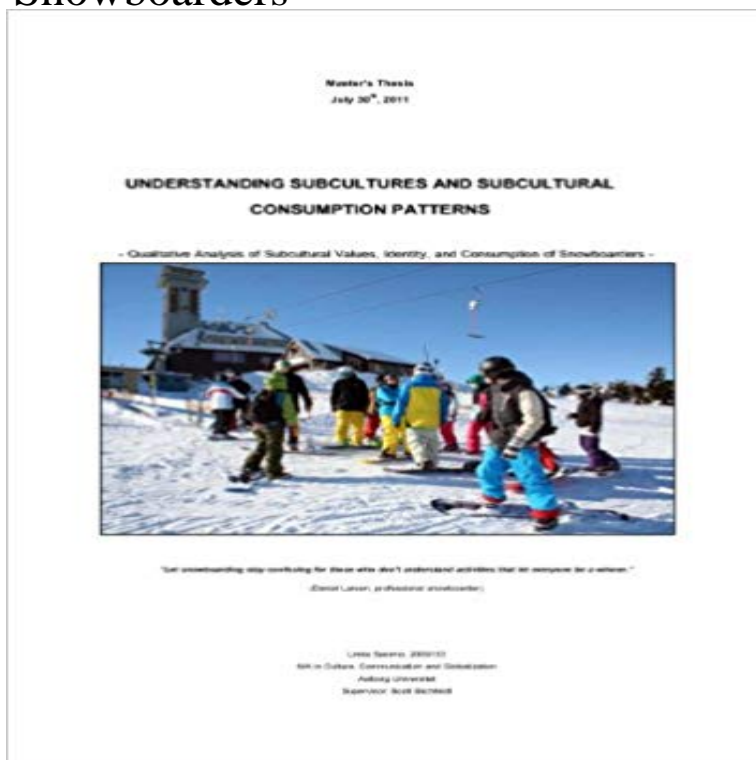


Understanding Subcultures and Subcultural Consumption Patterns - A Qualitative Analysis of Subcultural Values, Identity, and Consumption of Snowboarders



This book sets out to reveal more in-depth knowledge and a better understanding of subcultures by analysing the subculture of snowboarders. It explores the characteristics of the snowboarding subculture and how and why this membership influences purchase behaviour related to the sport itself, such as the acquisition of snowboard equipment, clothes, event tickets, or magazines. The book answers following questions. 1. How can the subculture of snowboarders be characterised? 2. How does the subculture affect the lives and the identities of the individuals? 3. How do other subcultural memberships affect identity? 4. How and why does the membership in the subculture affect consumption related to snowboarding and how is subcultural identity expressed through product choices? 5. How does a company's marketing/ branding affect the subcultural consumption processes?

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