

Customization cars: meanings associated with the technological innovation in automotive cultural texts

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Abstract

This research aims to analyze the process of technological innovation in the production and consumption of customized cars in cultural texts. The results show symbolic meanings associated with the use of custom cars. This information brings contributions to the production of automobiles, attending the needs of consumer practices influenced by the prestigious imitation.

Keywords: Car, Meanings, Custom, Cultural Texts.

INTRODUCTION

Cultural texts can be understood as representations of culture and ideas formed and propagated by the social environment. Thus, beliefs and values, coded by means of images or narratives, talk a lot about the culture of those who produce and consume these texts. Cultures encoded in scenes of a movie, behind their entertainment character, hidden features and characteristics that identify social groups (Hirschman and Stern, 1994). Cultural texts, in addition to representing identity elements of a society, are also able to suggest and influence behaviors that can be adopted by their members, as suggested by Hirschman (2000) and Russell and Stern (2006). Both found that consumers of movies and television series incorporate these cultural

narratives in their lives, taking them as support for many of their behavior not only consumption, but a lifestyle in general.

To understand this issue of cultural texts in consumption this research aimed to analyze this practice from the Fast and Furious movies (1-7), as they bring reflections on the production of a customized car. The film shows the pleasure of owning / using these cars, often assembled in workshops and not in factories bars. This can show the customer dissatisfaction with the customization possibilities that they have to provide. It is also worth remembering the investment made for the "car of dreams" workshops offer costs near big factories, but what can really interest the consumer is the amount of options it has to assemble your car.

From these films, it is observed that innovation in production is present, offering the production method that consumers need to get closer to the desired car.

In their studies, Goldenberg (2005, 2011a, 2011b, 2014) highlights the cultural reflection behavior as acceptable in the construction of an identity. The author discusses the "prestigious imitation" as a tool by which each culture builds its pattern of behavior that varies according to its historical and cultural context through consumption, while also allowing the individual to build its own identity from behaviors, even goods that bring social benefits. It is observed that these patterns can be purchased through cultural texts, films and other means to awaken in people the desire to incorporate other identities in order to receive the prestige provided by imitation.

METHOD

In this context, this study aims to examine the process of technological innovation in the production and consumption of customized cars in cultural texts. Thus, this study is to contribute with the companies in the car customization process from the influence of cultural texts necessarily the films.

Search is also a discussion of the changes taking place in society, that is, as an ever-changing environment where people, processes, factories and technologies are transformed to give the customer exactly what he wants.

This form of production, the consumer becomes a key element in the production chain, reveals results of low cost, high quality and customized products and services. This idea is reinforced by Rock and Barros (2006) when he describes that "the main target of customization is to produce wide varieties of products and services so that almost all find exactly what they want at a reasonable price."

In this sense, the main aspects that characterized the customization of appearance are: the existence of fragmented markets with heterogeneous niches and unstable demand, low cost manufacturing, high quality and differentiated products and services. Regarding the product can be characterized as small development cycles and short life cycles.

To attain the goal, this study takes as methodological reference works such as Mick (1986), Hirschman (1988), Hirschman and Stern (1994), Holbrook (2005) and, especially, Suarez (2010), since it has a proposal to generate theoretical contributions in the interpretation of cultural texts with emphasis on consumer practices, specifically in the analysis made of the Fast and the Furious film. However, having a custom car has undergone considerable changes, assuming then

another view by the consumer and not buy the car straight from the factory but by customizing the car in a workshop where it offers more choices of models and values.

The analysis was divided into two main themes were analyzed: meanings associated with the consumption of cars and customized cars.

CONSUMPTION OF CUSTOMIZED CARS

The possible customization of the goal is to produce goods and services in range offering consumers the ability to find exactly what they want (Belk et al. 1982 Belk et al. 2003 Franca et al. 2013). This form of production has as a principle automobile production in range of cost and affordability. Thus enabling the customer satisfaction with a quality product that can be consumed by the general population.

MEANINGS ASSOCIATED WITH THE CAR

For many consumers, the main reason for the car buying is what it really has to offer, for example, "convenience", "ease" "autonomy" and "freedom" (Rodrigues 2015). In the movie "Fast and Furious" clearly shows the real meaning of the car, the better for their competitions.

Already said Russell and Stern (2006), the cultural texts are also able to suggest and influence behaviors that can be adopted by their members. This clearly shows the real meaning of car purchases that often take place at the thought related to "consumer dream", "luxury" or "social status" (Rodrigues 2015).

CONCLUSION

The theoretical contribution of this study is to analyze the process of technological innovation in the production and consumption of customized cars in cultural texts. The results show the true meaning associated with the use of custom cars. Like this, to show companies what customers want when looking for a customized car, showing how reference workshops that are closer to reality for consumers.

This information bring strategic contributions to the production of automobiles that meet the needs of consumption practices influenced by the prestigious imitation. Companies observing such behavior should invest more in advertising to achieve consumer loyalty influenced by cultural texts / prestigious imitation, as film.

The biggest gain for companies with the article and begin to analyze cultural texts being parallel with customer satisfaction seeking to assemble their cars in garages.

The difficulty to develop the issue of cultural texts in the consumption of cars was the lack of materials in this area.

This study also propose future research concerning the production of customized cars like: custom car consumption produced large enterprises, Customer loyalty in the consumption of customized cars

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