

A Culture of Individualism: Sacral Spaces, Spiritual Behaviors and The Consumption Experiences

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Abstract

Recently, sacral spaces are seen as the new norm of the daily lives of people in Thailand. Thailand with its rich cultural and spiritual past, has seen a unique junction between spirituality and everyday living. This paper describes how Thai believers express their spirituality in variety of ways thereby depicting a culture of individualism in their own individual context. Their individual sacral spaces reflect their spiritual connectedness thereby expression of spirituality through material objects. This study examines the meaning people attach to their material expression of spirituality and how these object play a role in their daily lives. The study also explores if digital marketing affects or influences their spiritual behaviors. The results of this study are based on a qualitative approach utilizing observations, in depth interviews as well as netnography. According to preliminary research, Thai consumers use social media to seek spiritual direction, share their spiritual journeys, and interact with like-minded people. The study also finds that influencer endorsements and branded content influence consumers' spiritual wellness views and behaviors.

This study contributed to expanding knowledge of technology, culture, and spirituality. It underlines the changing spirituality of the digital age and its consequences for marketers targeting Thai consumers. The findings may help marketers comprehend Thai customers' changing spiritual needs and goals.

Keywords: Consumer behavior, Marketing, Material objects, Thai Consumers, Spirituality