

“Soukinage” Practices in The Medina of Fez in The Light of Consumer Culture Theory*

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Abstract

This exploratory research is interested in understanding the *Soukinage* (shopping) practices and motivations of Moroccans, who, despite the arrival in force of modern distribution, have remained attached to traditional trade.

By taking the case of traditional trade in the old medina of Fez, we have developed an ethnographic approach that is best suited to the specificities of our research. We found five dimensions that influence the purchasing behavior of Moroccans: seller's trust, religiosity, nostalgia, orality, and mutual knowledge.

Keywords: Consumer buying behavior, modern distribution in Morocco, soukinage, qualitative study, Consumer culture theory, consumption practices.

