

GENES, CLIMATE, AND CONSUMPTION CULTURE

Connecting the Dots

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INVESTOR IN PEOPLE

*This book is dedicated to my writer, John Yow,
who is a brilliant storyteller and an
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PREFACE

My interest in climate and its influence on consumption goes back to my first year college class on economic geography. The year was 1955. It was further reinforced when I specialized in European History with a specific focus on colonial expansion during my first two years of college (1955–1957).

However, all of this came into focus when I did research for Coca Cola International on why some nations consume a lot of Coca Cola and others do not. Ultimately, through statistical analysis, I concluded that all types of consumption can be explained by the North–South Latitude differences in climate ranging from the arctic to temperate to tropical.

What I learned from the Coca Cola study has been further validated by consumption differences in cheese, shoes, garments, and homes. In other words, differences in consumption of all three basic necessities of food, shelter, and clothing can be explained by the North–South climate differences.

More recently, I began to wonder whether cultural differences among nations about punctuality, territorialism, individualism, friendship, social distance, and uncertainty avoidance can also be explained by the latitude link. In other words, I could explain why Northern Europeans are generally more time and space conscious and why they believe in individualism, innovation, and pro-change.

It has been a fascinating journey for me since the early seventies and what I learned in my economic geography and modern history classes. The journey has not stopped.

I am now intrigued whether digital technology and social media will counterbalance influence of climate on culture and consumption or will it be moderated by climate. In other words, will warmer climate cultures be more engaged in social media than the colder climates? Will they have more family and friends on their social media apps such as Facebook, What's App, and Instagram as compared to colder climate cultures? Nobody knows for sure.