c) Globalisation is the process used to explain the growing consciousness of the world as a single place. In the past, globalisation has contributed to the consumption of the popular culture, surfing by increasing awareness of the sport globally, allowing brands to become Transnational Corporations (TNCs). The implications of continued globalisation on the future consumption are positive as a growing awareness of surfing will continue to inflate surf company’s profits, for example adding to the $16.6 million Australian brand Billabong receives each year. Technology, as a result of globalisation, will also continue to impact positively on the consumption of surfing. Already, the internet is utilised effectively with webcams of surfing events and surf forecasts. This use of technology allows consumers widespread access to the popular culture. Continued globalisation will allow this use of technology to reach larger numbers of consumers around the world, engaging them in surfing and contributing to its consumption. The growing consciousness of the world as a single place as a result of globalisation has further positive implications.
for the consumption of surfing. This aspect of globalization has already led to attempts to find new surf hotspots in unexpected places such as Antarctica and Russia. The continuation of this globalization will contribute to a more varied and new ways of expressing the consumption of surfing such as these.

One disadvantage of continued globalization of future consumption of surfing is more critical response to ethics of big businesses, impacting choices consumers make.

Overall, the implications of continued globalization on the future consumption of surfing is positive.