



Consumer  
CultureTheory  
Conference

**WISCONSIN**

June 10-13, 2010



## **CCT5 (Tentative) Schedule**

### **Thursday (June 10, 2010)**

**6:00 to 7:30**

*Welcoming Reception*

### **Friday (June 11, 2010)**

**9:00 – 10:30**

*Session 1A: Pushing the Theoretical Boundaries of CCT*

Gokcen Coskuner-Balli, “Marginalization in the Marketplace: The Case of the CCT Researcher”

Inspired by the calls of Bristor and Fisher (1993) and Hirschman (1993) for self-reflection and awareness, this paper examines CCT researchers dealings with the masculinist ideology oriented marketplace. Comparing and contrasting CCT researcher identity performances to those of other marginalized (consumer) groups (e.g. star trek fans, low literate consumers, immigrant women, and stay-at-home dads), the paper lays out possible individual and collective strategies to thrust the institutional barriers to legitimization and ultimately seeks to create a theoretical and political discussion on legitimization and social change based on prior consumer research on marginalized identity positions.

Eric Arnould and Craig Thompson, “Three Waves of CCT: On Transcending Anachronistic Rhetorical Conventions”

Consumer Culture Theory has a tendency to reproduce the transient historical contingencies and serendipitous choices that accompanied the emergence and development of this research tradition, We argue that CCT has had three distinctive waves of research respectively characterized by a predominant language which encodes the institutional concerns and constraints of the historical moment. In many cases, rhetorical conventions from an earlier era continue to exert an influence on contemporary CCT conversations and like a dead metaphor

have a needlessly stultifying and regressive effect. For CCT to remain a dynamic, relevant, and challenging sphere of inquiry, it needs to develop a critical reflection on the pragmatic and rhetorical gestures that accompanied its birth. Focusing on contributions within the retail space, this paper aims to expose the dominant orientations, paradigmatic foundations, ostensible subject, and exemplars associated with three waves of consumer culture theory and suggest promising directions for the future.

Lotte Salome, "The New Frontiers for CCT: Considering Consumer-Producer Interaction in Consumer Culture"

Previous investigations of consumer subcultures in the CCT tradition focused primarily and exclusively on consumer behaviours, feelings, experiences and meanings of consumption. This paper advocates that in order to deeply understand and interpret a particular subculture, researchers in consumer culture should consider more thoroughly the interaction between consumers and producers in consumption markets. This argument is illustrated with a research project on lifestyle sports. From the results of this study it appears that producers play a vital and interdependent role in meaning and interpretation processes. It is argued that processes in which consumers give meaning to activities cannot be isolated from the processes in which producers ascribe meaning to activities, settings and markets. Therefore, consumer culture theorists have to broaden their perspective and take the producer side of cultural markets in consideration, focusing more on the interaction processes of producers and consumers.

*Session Chair/Discussion Leader:* Sofia Ulver-Sneistrup, Lund University

***Session 1B: Beyond Assimilation: Ethnic Identity and Postmodern Consumption***

To Acculturate or Not to Acculturate: Identity Construction via Media Consumption

Celina Stamboli and Sondes Zouaghi

The marketing literature presents the media as one of the principle acculturation agents. However, immigrants may also refuse to acculturate via media consumption. This paper aims to examine the role of media in the identity negotiation of immigrants in France. The qualitative study conducted among first and second generation Turkish immigrants enabled us to question the literature and particularly Askegaard et al.'s (2005) post-assimilationist model. In conclusion we discuss the future of the study.

Beauty care and ethnicity: Examining the Postassimilationist Model

Sondes Zouaghi and Amina Beucher

Via a study of the beauty care carried out by Tunisian women in France, the identity construction model developed by Askegaard et al. (2005) is examined in a different cultural context. The results support the post-assimilationist approach to ethnicity, and show that this approach is the result of a cultural and social existential negotiation process via the consumption of beauty care and products within the hammam. They made it possible to identify four consumption identity behaviours, as well as a fourth institutional agent: other minority populations in France. These

results enrich the post-assimilationist theory of ethnicity. They underline the contingency of identity positions constructed. Finally, these methods of consumption are chosen in variable ways depending on the situation, and may form the basis of a policy to segment ethnic products.

### Subjective Introspections on the Asian Identity in Postmodern Consumer Culture

Amy Rungpaka Tiwsakul and Chris Hacker

This paper seeks to articulate a subjective, reflexive Asian voice in the context of Western theory on identity in consumer culture. The focus falls on the introspections of the first author, a Thai national living and working in the UK for the five years, mediated by the commentary of the second author, a UK national. We argue that there is a powerful though unexpected resonance between Asian consumer identity, as informed by Buddhist traditions, and Western literature which describes a de-coupling of identity and class within a fluid postmodern consumer culture. However, we conclude that this commonality is highly nuanced within the specific conditions of Asian consumer cultures, and that critical and reflexive accounts of consumption and identity are as sorely needed, and as sensitive and problematic, in Asian as they are in Western research.

*Session Chair/Discussion Leader:* Tonya Williams Bradford, Mendoza School of Business, University of Notre Dame

**11:00 - 12:30**

### ***Session 2A: Who is in Charge Here? Contesting Public Goods***

In alignment with the theme of this conference, this perspective session proposes to focus on contestation aspects of public goods. Public goods frequently raise contentious issues such as: What constitutes a "public" good?" Who controls and who contests public goods? Who is responsible for creating a meaningful public good?

In addressing these questions, we add our voice to a growing multidisciplinary chorus. We empathize with Clarke's and Bradford's (1998) lament of the decline of scholarly interest in the analysis of modes of consumption in terms of public and private. Moreover, we acknowledge Belk's recent (2010) call for recognition of "sharing" within consumer research, in which he proclaims that "sharing versus proprietary ownership has entered a new and important era of contest." Although most of his discussion revolves around private sharing (what he labels "sharing in"), he calls for research on "sharing out" that would include public goods. For all of the current discussion regarding public goods, revolving around health care and the internet in particular, there is very little consumer research on the topic.

This session seeks to redress this gap by investigating the use and contestation of public goods

by consumers and the socio-cultural and political forces which situate these practices and meanings of public good consumption.

“Sharing Out the Spectacle: Goddess Pageant and Parade in Glastonbury”

Linda M. Scott and Pauline Maclaran

“Putting ‘Public’ Back into Public Place”

Luca M. Visconti, John Sherry, Stefania Borghini, and Laurie Anderson

“Privatization and Commodification as Threats to Public goods and the Public Good”

Russell W. Belk, York University

*Discussant:* John Sherry, Mendoza School of Business, University of Notre Dame

### ***Session 2B: Class Dynamics and Consumption***

Unpacking the Messy Middle: How do Middle-Class Consumers Negotiate their Classed Identities?

Belinda Heath, Marylouise Caldwell, and Ellen Garbarino

Since Bourdieu’s investigations into social class and the patterning of taste preferences in *Distinction* (1984), the consequence of social class for consumption has received intermittent but growing revitalisation in the marketing literature. However, previous research tends to focus on comparisons of consumer practices associated with low and high cultural capital resources. Consequently, the consumer practices and identifications of middle-class consumers generally remain relatively obscure. We address this theoretical lacuna by investigating middle-class department store patronage in Sydney, Australia. Developed in reference to auto-ethnographic and interview sources, our preliminary findings suggest that middle-class identifications and consumer practices associate with distinct array of norms and values which display differences and similarities to past research. The often contradictory nature of such prescriptions is evidence of middle-class consumers’ tendency to routinely defend, modify or re-invent their positions in the social hierarchy. Such behaviour appears as a response to socio-structural as well personal situational changes.

Class-Based Identifications and Competing Categories of Fashioned Femininity

Karen Rafferty

Self-fashioning practices provide fascinating examples of how the relationship between processes of identification and consumption are occurring in modern society. For many consumers with the capacity to fashion their bodies in the ways they desire, it can produce considerable emotional rewards. However, the practice of being stylish in one’s appearance at all times and ‘keeping up’ with fashions to as a means of realising one’s identity value demands

consistent effort and investments to be made. Consequently, for many women maintaining standards in self-fashioning practice also represents a source of anxiety and disappointment. Competitive social relations produce divergent forms of emotional class habitus, which structure consumption patterns and produce competing categories of fashioned feminine identity.

### Revisiting Class Dynamics and Food Consumption: Admission and Exclusion at the British Middleclass Dinner Table

Benedetta Cappellini and Elizabeth Parsons

This paper draws on an ethnographic analysis of the domestic consumption of Italian food in British middleclass households to explore the relations between class dynamics and food consumption. The discourses and practices surrounding Italian food consumption and cooking reveal that participants admit and exclude food from their tables in order to (re)connect themselves to a middleclass community. Foods admitted to the table are those which are associated with the 'right sort' of imagined community, those which are excluded carry associations with the 'wrong sort' of imagined community. As such class identity is materialised through the association and disassociation with imaginings of other food consumption communities. Findings also demonstrate that class identity emerges as much through the dynamics of exclusion from the table, as through admission to the table. These findings contrast with theorists who observe a consumption strategy of omnivorousness amongst the middle-classes in suggesting that older structured class associations may be more enduring in their implications for consumption habits than previously thought.

*Session Chair/Discussion Leader:* Zeynep Arsel, John Molson School of Business, Concordia University

**12:30 – 2:15**

### **Levy Award Luncheon sponsored by the *Journal of Consumer Research***

Special Guest Speaker: John Deighton, Executive Editor - *Journal of Consumer Research*

**2:30 – 4:00**

### ***Session 3A: Exploring New Theoretical Horizons in Consumer Resistance***

You, Me and My Ignominy: Jammed Culture Jamming, or the Cultural Resistance to Consumer Resistance

Timothy Dewhirst and Robert Kozinets

Culture jamming is a consumer resistance activity in which media activists attempt to subvert the culture-shaping power of corporations. This presentation explores the relationship culture

jamming and social marketing, attempting to shed light on both forms of social communication. This conceptual work is balanced by initial findings in which we present in situ cigarette consumers with a selection of these anti-ads and social marketing advertisements and document the reactions of these consumers. Our session was predicated on the notion that culture jamming may be regarded as an unconventional form of social marketing. However, our research seeks to complicate this rather Pollyannaish view of culture jammers as heroic figures. In so doing, it raises more questions than answers about consumer “well-being”, intentionally transformative social marketing, consumer agency, and consumer resistance—concluding that the ideology of marketing and social marketing are deeply imbedded and deserves significant further exploration.

### Cultural Farming: Media Appropriation as Power and Resistance Holland Wilde

Television may be our most important Consumer-Culture invention over the last 100 years. In 2010, TV remains the “fattest” visual and rhetorical communication “pipe” into most Western homes. And now with continuously new technological advancements mixing with common broadcast television, we find most all media communication forms converging and producing hybrid TV-style content (YouTube, Facebook, QuicktimeHD, MMUG gaming, Skype, Google phones, 100 mega-pixel cameras, FlipVideo, 3D-HD, Connected-TV, e-readers and tablet PC’s, among the most obvious). The future has come with a world flush with communicational possibility. However, all Consumer-Culture media practice communicates both intentional and unintentional meanings. But what kinds of meanings, how, to whom, and for whom? And importantly, how might we respond in kind through our media to those communicating to us? In short, now that we have the ability to make our own media, what can we learn about our Consumer-Culture(s) by examining and exercising our technologies, production techniques, and communication practices more closely? And then reciprocally, through reflexive experimentation, can we use what is learned to critically inform and reform television practice itself? These questions reside at the heart of my Cultural Farming project.

### Daily Brand Resistance and the Consumption of Brand Authenticity Sofia Ulver-Sneistrup, Dorthe Brogård Kristensen, and Søren Askegaard

In terms of consumer resistance and marketplace ideologies, consumer researchers have called for a more nuanced conceptualization of moralism about consumption in order to avoid the simplistic trope of inside/outside the marketplace (e.g Arnould 2007; Luedicke, Thompson & Giesler 2010; Penaloza and Price 2003; Thompson 2004). With the aim of contributing to this quest, this paper brings together two originally separate ethnographic studies on food consumption and brands in Scandinavia in order to provide new insights regarding the increasingly complex arena of consumer morality. Instead of focusing on highly pronounced consumer resistance—such as activist communities or specific brand antagonists or protagonists we focus on ordinary Scandinavian consumers whose identity work is not bound up around resisting the marketplace. Through a pluri-methodological combination of field observations, interviews, symbol elicitation, photo diaries and artefact collections, we propose a model

illustrating the paradox of ordinary consumers' brand resistance: embracing branding as a technique and resisting it as a marketing communication strategy.

*Session Chair/Discussion Leader:* Marius Luedicke, Department of Strategic Management, Marketing, and Tourism , University of Innsbruck

### ***Session 3B: Methodological Reflections in CCT***

Visual Analysis: Application of an Emerging Tool for Visual Research  
Kristen San Jose

This paper discusses visual imagery, a type of cultural discourse which requires an understanding of visual rhetoric to interpret meaning and cultural insights. Our study is an attempt to examine the key elements of visual analysis, and to explore the role of visual culture in everyday consumer behavior and practices. This paper discusses methodological and theoretical issues of images as they pertain to consumption. Through a study of consumer images we provide an application of visual analysis in the context of fashion consumption in Tokyo, Japan. By using visual analysis as a lens, we can further examine aspects of culture in terms of consumption, communication, and meaning production.

Not Artifact, In Fact Art: Alternative Meditations on Consumers' Collages  
Rita M. Denny and Patti Sunderland

The twenty slides of this Pecha Kucha presentation will feature images of respondent-created collages. Culled from a wide range of commercial consumer research projects conducted over the course of many years, these collages were, as a rule, produced by research participants as 'homework' we assigned in order for them to begin pre-thinking some of the questions and issues of the research. Within this context, we utilized the collages in ethnographic and focus group encounters as jumping off points for discussion and understanding. For this presentation, we have changed the perceptual frame typically brought to bear on such collages. Rather than interpreted within the frame of the questions and concerns of an individual project, we invite the audience to consider the collages as artistic creations. In doing so, we are encouraging attendees to consider the other artistic and sociocultural stories told to us by consumers and the consumer research we conduct. The goal is to utilize the Pecha Kucha format itself to make the underlying analysis stimulating. This will be a thought piece, a series of visual delights and delightful questions for us all to ponder.

Commercial Ethnography and the Production of Cultural Meaning  
Alex Thompson and Jonathan Schroeder

This paper explores the role that commercial ethnography plays in the production of knowledge about consumers and markets. By analyzing the final presentation of results of a commercial market research engagement where commercial ethnography was used, we are able to shed light on how organizations go about producing consumer knowledge. The paper reveals the ways in which commercial ethnographers come to embody consumer insights, which enables them to

become a source point for the production of cultural meaning. Our research seeks to make a contribution to those studies in marketing that shed light on the roles marketing agents play in the generation of meaning within the commercial marketplace.

*Session Chair/Discussion Leader:* Marie-Agnes Parmentier, HEC Montréal

**4:30 – 5:30**

***Session 4: Empowerment or Entanglement?: Women and Consumer Goods Distribution Systems in the Developing World***

Linda Scott, University of Oxford, Saïd Business School

Several unexpected trends have created a new distribution outlet for Western consumer goods in the developing world. First, there is the recognition throughout the international aid community-NGOs, but also USAID, DFID-that empowering women is the best leverage for eliminating poverty, while also having positive environmental, health, and security effects. Second, there is the recognition among multinationals that traditional distribution mechanisms can only reach about 40% of the population in most developing countries. Third, the burgeoning microfinance sector has made funding small women-owned businesses both fashionable and feasible. Finally, the passion for helping women in the poor nations among women in the rich nations has created a juggernaut that funds charities, spurs cause-related marketing campaigns, and puts pressure behind boycotts. This odd collision of interests has now created a rural, women-only distribution form that has been through several mutations (from Avon to Project Shakti to Grameen Bank), but is now poised to explode in hybrid form throughout Asia and Africa. In this new form, multinational companies put FMCGs into a distribution channel owned and managed by an NGO, often partially funded by donors and agencies. The outcome is billed as "women's empowerment" and "poverty alleviation"--and does appear to work for these purposes. However, the new systems also put packaged goods into the hands of communities who did not previously have access to them, while creating sales for MNCs, profits for microfinanciers (some of whom are big banks), and new programmes for NGOs to wave at donors. This presentation will describe some of the key features of the NGO-led rural sales model, while considering questions of both women's empowerment and consumer impact.

**6:00 – 8:00**

**Poster Session Reception (Sponsored by *Consumption, Markets, & Culture*)**

Claudia Rosa Acevedo and Jouliana Jordan Nohara, "Why are they Gambling?"

Lucy Atkinson, "Reconciling Consumption and Citizenship through the Myth of the American Adam"



Zuzana Chytkova, “The ‘Just-Do-It’ Modern Woman: A Disempowering Market Discourse or a Resource for Liberation?”

Deirdre Duffy, “Confronting the Subject of Mediated Masculine Identity: A Double-edged Sword?”

Bernardo A. Figueiredo, “An Investigation of how Cosmopolitanism Affects the Consumption Practices of Transnational Mobile Professionals”

Eduardo Godoy, Claudia Rosa Acevedo, and Jouliana Jordan Nohara, “Animes and Tribes Formation: A Study of Morals and Consumption Behaviors”

Clara Gustafsson, “Power of Piped Music: Sonic Branding as a Means of Fortifying the Consumer’s Personal Relationships”

Benjamin Hartmann and Jacob Ostberg, “Hagström vs. Hagstrøm: What do Managers’ Changes to the Symbolic Properties of Brands do to Consumers?”

Anupriya Kaur, “Traditional and Contemporary Influences on Consumer Socialization: Results from an Exploratory Study in India”

Kevin M. Kniffin, Richard Reeves-Ellington, and David Sloan Wilson, “Looking Back at Saturn: A Different Kind of Automobile Company?”

Aurio Lucio Leocadio, Jose Afonso Mazzon, Danielle Miranda DE O. Arruda Gomes, “Analysis of an Integrative Model of Cultural Products Consumption”

Shaheen Mansori and Samsinar Md-Sidin, “The Role of Religiosity, Ethnicity, Individual's Values, and Innovativeness in Consumer Acceptance of Novel Products”

James Mason, “Authenticity Theory”

Mary Ann McGrath, Nina Diamond, and John F. Sherry, Jr., “How Commercial and Cultural Hybridity Shape Retail Spectacle: Flagship Architourism at the *House of Barbie Shanghai*”

Chelsyee Metcalfe and Shelagh Ferguson, ““Do You Wear Makeup for the Same Reasons I Wear Makeup?” An investigation into Cultural Difference and Female Cosmetics Behaviour

Susanna Molander, “The Family Dinner: A Practice Perspective on Consumption among Single Mothers in Sweden”

Marie-Agnès Parmentier, Eileen Fischer, and Rebecca Reuber, “Building Person Brand through Effectuation”

Mark A. Rademacher, "Consuming Campus: Identity Formation through the Prolonged Consumption of Space"

Kristen San Jose, "Reception of Restructured Cultural Goods: How Meanings Transform in the Re-Diffusion Process"

Prashant Saxena, "The Dynamics of Post Millennium Consumer Utopia: Pluralism, Personalization, Participation and Personification"

Erik Sloth, "Escaping Beauty through Moral Narratives: 'Post-postmodern' Sense-making"

Amy Stokes and Jeff B. Murray, "An Interpretive Inquiry into the Consumption of Fashion: A Microsociological Perspective"

Luciana Walther, "Automatic Lover – Cultural Texts about the Vibrator and Consumers' Interpretive Strategies"

Richard Webley, "Exploring the Role of Brands in the Construction and Maintenance of Identity within Sporting Worlds: a Cultural Branding Perspective"

Sarah J.S. Wilner, "Imaginary Friends: Acquiring Consumer Capital through Consumer Research"

Niklas Woermann, "Consumption Style and Practices of Seeing in Freestyle Skiing"

Marco Wolf, Pia A. Albinsson, and Dennis Kopf, "Frugality and Consumption in the Former East Germany: A Reaction to Wastefulness in Contemporary Culture"

Carl Yngfalk, "Best Before, Waste More?: A Consumer Cultural Exploration into the Institutionalization of Consumerism – the Example of Open Dating of Food"

Emna Zouari, "Spirituality: A Multidimensional Construct and Its Implications for Marketing"

## Saturday (June 12, 2010)

8:30 – 10:00

### *Session 5A: Cultural and Ideological Framing of Consumer Practices and Beliefs*

Folk Theories of Consumption and their Effect on Sustainability

Richard Wilk

In this paper I ask how deeply consumer culture has become embedded in contemporary North American society. I suggest that we need to begin with greater conceptual clarity, particularly on terms which are part of the very phenomenon we are trying to study – consumption and freedom, for example. Metaphor theory helps distinguish between folk-concepts and analytical categories, as a basis for understanding why consumption is so central, so deeply embedded in fundamental concepts of family, gender, individualism, ethnicity and nationality. This paper concludes with suggestions for further research, and reflections on the obstacles and opportunities American folk models present for moving consumption in a more sustainable direction.

Toward A Theory of Brand Discourse: Text, Subtext, and Subjectivity in Advertising

Laura Oswald

Current theories of advertising meaning and consumer response focus on advertisements taken in isolation from the brand legacy and competitive advertising. Thus there is currently not an approach to advertising that accounts for the structure and context of brand meaning, a global discourse that transcends any particular advertisement and reiterates the brand position over time and across markets. In this paper I introduce the structural theory of discourse to account for implication of the surface message or text, cultural and ideological subtexts, and the implication of consumers/readers/spectators in the brand world. Discourse theory constitutes the single most important advance in semiotic inquiry since Saussure, because it takes into consideration the dialectical relation between the structure of sign systems and the social codes structuring semiosis, or meaning production, a process that engages a communicating agent and a receiver in a communication event. I support this discussion with case studies.

Historic Sites, The Holocaust, And Equity Restoration

Jeff Podoshen

Distressing events perpetrated against specific ethnic and religious groups frequently have implications that stretch well beyond the cessation of violent activities. Often times the victims and their descendants manifest their animosity in the realm of consumption related activity. This paper, utilizing netnographic data, examines the reactions of global Jewish citizens in relation to tourism activity surrounding historic Holocaust sites located in Eastern Europe. Related to the emergent themes of equity restoration, controllability and discounting, this research examines why many tourists decide to avoid tourism to historic heritage sites, leading to an examination of the link between physical location, remembrance and relational work.

*Session Chair/Discussion Leader:* Ashlee Humphreys, Medill, Northwestern University

***Session 5B: The Socio-Cultural Shaping of Marketplace-mediated Relationships***

Putting the "R" Back Into CRM

Susan Fournier and Jill Avery

Customer relationship management (CRM) has proven an effective management system for (re)allocating firm resources across the customer base. Although the data generated by CRM systems do much to help increase firm profits, they provide little insight to guide managers in cultivating customer relationships. This article calls for a refocus of CRM back to the relationship roots from which the practice was inspired. By leveraging data from a longitudinal, ethnographic study of consumers' experiences with an Internet grocery service, an in-depth case study of a loyal service customer, and critical incident interviews concerning severed brand loyal relations, we show how firms unwittingly destroy relationship equity—even with their best customers – by the blind application of CRM principles dedicated to firm-centric economics. By enlivening consumers' interpretations of the CRM activities engaged in by firms, this research offers insight into the efficacy and implication of such marketing practices, and the ways in which the implementation of CRM is often misaligned with consumers' lived relationship experiences.

Toward a Deeper Understanding of Lasting Consumption Experiences: Investigating the Materiality of Virtual Communities through a Resource Based View

Alexandre Schwob and Kristine de Valck

The goal of this paper is to conceptualize modalities of lasting consumer experiences in virtual communities of consumption (VCCs). Through a netnography of a VCC, we aim to better understand materiality in VCCs (i.e., who are the subjects, what are the objects, and what is the underlying relationship between these). On the basis of a resource based view, we show how consumers appropriate online forums in the long term. We identify four appropriation logics and their determinants. Then, we establish the existence of "located social identities" in a community conceptualized as a "consumed socialization space". Finally, we discuss how our findings help to better understand the modalities of lasting consumption experiences in general. Altogether, we claim to deliver new insights in social meanings of consumption, and structuration in lasting consumption contexts.

The Role of Negative Trigger Events in the Social Construction of Adversarial Brand Meaning

Andrew N. Smith

This study unpacks the brand trigger event concept. A brand trigger event is an occurrence in which a piece of ideological imbued cultural material, which suggests divergent brand meanings, is sparked and broadly diffused such that it challenges the firm-intended status quo meanings of a brand. Events are constructed in the social environment around a single occurrence or text, and

bring material to the attention of cultural players, who disseminate it or its ideas as they vet and work with it. Once dispersed into popular culture, the cultural material from negative brand trigger events may be used, along with other adversarial stories and images, in the construction of a doppelganger brand image. Negative brand trigger events may also serve as valuable cultural resources for consumers and social constituents.

*Session Chair/Discussion Leader:* Dorthe Brogård Kristensen, University of Southern Denmark, Odense

**10:30 – 12:00**

***Session 6A: Revisiting Place in Consumer Culture Theory***

Space is the backdrop and site of consumer experience. From our perspective, describing space lies at the core of any attempt to understand everyday life. Space engages with more than Cartesian coordinates, discrete objects, sensory experiences, practices, or specific actions, such as dining, grooming, or entertaining. We are interested in how individuals and groups aggregate these components in space, how these components influence human action, and how the resulting associations become known as a *place*. Our session aims to emphasize that the things that people assemble in space are not just symbols or singularized objects specific to an individual, family, or consumption act, but also that they become associated with the idea of place through the engagement of cultural processes and meaning systems.

The relationship between space and place is complex. Human geographer Yi-Fu Tuan, working in the tradition of phenomenology, has distinguished space, the more abstract of the pair, from place, which is constructed through continuous human relationships with this physical world and related meanings such as “home,” “neighborhood,” or “community.” (Tuan 1977). While space is physical and geographical, a place is historical, political and embodied (Casey 1997; see also Sherry 2000). Sherry (2000) suggests that consumer researchers might pay more attention to the meshing of the spiritual, technosocial, and material aspects of place. However, other than a few exceptions (Kozinets et al 2004; Maclaran and Brown 2005), the CCT literature has studied the experiences that occur *within* spaces, overlooking *how* the spaces themselves get built up and take on meaning and become places.

With this session, we invite CCT researchers to think about how structures, belief systems, materiality and culture, make *place* beyond the fragments of *things* and *practices* that are idiosyncratically experienced by individuals. We borrow the term *place* from human geography to describe spatial concepts (i.e., home, gentrified, or cozy) and investigate the ways these concepts produce place socially and culturally (Lefebvre 1974). Our session aims to show that *things* that people gather to construct a space are not just itemized objects that individuals relate to emotionally, symbolically, and experientially, but also make places which are a part of a greater cultural dialogue.

“The Experience of Atmosphere: Material and Social Contributions “  
Jeppe Trolle Linnet, University of Southern Denmark

“The Consumption Spaces of Gentrification: An Actor Network Theory Approach”  
Yesim Ozalp, York University

“Collective Taste Making: Analyzing Apartment Therapy Narrative”  
Zeynep Arsel and Jonathan Bean

*Discussant:* Robert Kozinets, Schulich School of Business, York University

***Session 6B: The Socio-cultural Construction of Femininity in Consumer Culture***

When Daughters Become Mothers' Extended Selves: Daughters' Conflict Between Their Own Ideal Selves and Mothers' Expectations  
Junko Kimura and Mototaka Sakashita

This research focuses on the processes of individuals who are trying to identifying with other people's extended self, and tries to investigate its distinctive nature embedded in a unique form of relationship between daughters and mothers in Japan. Through carefully interpreting the direct observation of the catalogue shopping performed by six daughter and mother pairs as well as the depth interviews, it reveals that the processes that daughters identifying with mothers' ideal self vary. Daughters identify their ideal self with mothers' ideal self; willingly when ideal selves of the two agree, and unwillingly when ideal selves of the two disagree. In either case, daughters accomplish mothers' ideal self in the end.

Feminine Fashion Consumption in Non-western Contexts: The Case of the Exogamic Kabyle Wedding Ceremonies in Algeria  
Nacima Ourahmoune and Nil Özçağlar-Toulouse

Non-western consumer societies are still dramatically less researched than other contexts. We believe that there lie many complex consumption phenomena. Their sociocultural meanings could help us deepen our understanding of consumer culture. In this paper, we propose to decipher how Algerian women use fashion during wedding ceremonies to assert their position in society especially within the Kabyle sub-culture that just opened up to exogamic marriages

**Perfume**

Elizabeth Jackson, Katherine Bush, Rosemary Jackson, and Shelagh Ferguson

This 11 minute film discusses the relationship between perfume and self identity giving a female orientated insight into the search for the perfect scent. How perfume can affect a sense of self by enhancing self concept is explored by reflecting on how a scent can be used to communicate elements of the actual and ideal self. The film also considered the relationship with the brand, concluding that the interpreted meaning of the scent is more important than the brand values for many consumers. The film then concludes that although perfume is a mass produced good the meaning of the consumption is strongly personal. This film contributes towards our

understanding of consumer culture by giving a view into a very personal consumption whilst linking it closely to relevant theory.

*Session Chair/Discussion Leader:* James Fitchett, School of Management, University of Leicester

**12:00 – 2:00 (University of Wisconsin School of Business Keynote Luncheon)**

“Race Matters, Race Doesn’t Matter: Starbucks and the Selling of Desires for Diversity”

Bryant Simon, Department of History, Temple University



In his presentation, Bryant Simon will examine the case of Starbucks and the company's diversity policies and its relationship with Magic Johnson to look at the desire for a colorblind appearance in post Civil Rights -- post Martin Luther King and post Rodney King -- mainstream America. Where did this desire come from and how did corporate America package this desire? What are the implications of these marketing moves? What do they tell us about business, consumer culture, and about us in Obama's America?

**2:30 – 4:00**

***Session 7A: Cultures of Co-creation and Co-Created Cultures***

Performative Branding

Matthias Bode and Dannie Kjeldgaard

In this paper we develop a critical theoretical overview of paradigmatic brand and branding conceptions. These paradigmatic types are developed out of the theoretical discussion of brands in the last 50 years, with an emphasis on a recent rapprochement between more CCT based brand conceptions and more traditional brand management frames. Based on an empirical study of a market-based ritual we then try to describe existing limitations and constraints in the current brand paradigms in order to suggest a brand paradigm that can overcome existing theoretical limitations. We revisit three basic assumptions in existing brand theory: a dyadic producer-consumer perspective, an essentialized notion of the brand and a restricted notion of brand meaning. We contribute to existing socio-cultural branding theory by proposing a framework, Performative Branding, which suggests understanding the branding process as: Polyadic Participation, Performativity, and Performative Polysemy.

Black Friday: A Dramaturgical Analysis of an Organizational Ritual

Robert Harrison

Using dramaturgical analysis, this article reveals the process of managing organization rituals during a coproduced consumption event. Existing organizational ritual research was examined in conjunction with data collected from interviews and observations of retail store managers to identify cultural resources offered to firms by consumers and provide an understanding of ritual structure and the events and behaviors it comprises. Theoretical and managerial implications are offered with specific suggestions for managing the organizational ritual process, understanding the rites of passage and performance for store managers, and the utilization of organizational stories.

Does Play Dissolve Commercial-Communal Cultural Boundaries?: The Curiously Co-creative Case of the Geocaching Community

Daiane Scaraboto and Robert Kozinets

Since McCracken's (1989) descriptions of meaning transfer and culture-in-action, consumer scholars do not doubt the infinitely co-creative potentialities of consumers and their creative acts. These reflections have initiated a stream of research on marketing exploring the possibilities, outcomes, and implications of co-creation between businesses and communally-situated consumers. Considering the essential role of playfulness in co-creation, we look at Geocaching, where enthusiasts combine online communities and GPS technologies to play treasure-hunt around the world. We observe this hybrid of interwoven commercial and gift economies, and consider the processes through which consumers and marketers negotiate rewards and costs derived from the joint development of playful consumption communities. We also explore brand ownership disputes, property rights negotiations, and the development of non-commercial forms of value distribution. This combined focus on online, offline, community, and commerce— informed by notions of play—can help to develop and inform contemporary discussions in consumer culture research.

*Session Chair/Discussion Leader:* Gulnur Tumbat, Department of Marketing, San Francisco State University

***Session 7B: The Social Construction of Identity, Family, and Community***

Individuality Within Community: How Consumers Stand Out While Fitting In  
Joachim Scholz

Two major streams in consumer culture research are how consumers craft an autonomous and unique self (i.e., individuality) and how they voluntarily organize into consumption communities. Although people often claim their individuality while being embedded in (at least somewhat) constraining communities, the dialectical relationship between individuality and community has so far evaded systematic analysis. In contrast to a Hobbesian view that assumes a constant conflict between individuals and collectives, this article argues for an intereffication model of individuality and community, in which both mutually facilitate and depend on each other. Based on in-depth interviews and non-participant observation, this study shows how community members inject individualized meanings into shared community symbols to build



and integrate into their community, to stand out as a community and collect individualizing experiences, and to pursue individuality within the community which does not undermine, but instead reinforces their community and their membership in the community.

**Pixelize Me!: Creating On-line Identities on Fashion Blogs through Explicit and Implicit Self-brand Association**

Gachoucha Kretz and Kristine de Valck

Drawing on the existing literature relating to online self-presentation and self-brand association, our research describes online self-brand association patterns in fashion blogs. We have conducted visual and semiotic analysis on 60 blogs and carried out content analysis and interviews on 6 representative influential blogs to complete our Netnography. Our findings demonstrate that bloggers associate to brands depending on their character types and that self-brand association processes rely on explicit and implicit visual and textual arrangements. We also discovered that character types, depending on their self-presentation motivation, will associate with brands as objects of desire, brand as performers and brands as partners.

**Culture as a Rock and a Hard Place: Adult Children's Consumption of Care Services for Their Elderly Parents**

Aimee Huff

Depth interviews were conducted with adults who were engaged in the consumption of care services for their elderly parents. Their consumption experiences were infused with two key tensions, which triggered ongoing stress. First, adult children were torn between a desire to keep their parents safe and a desire to respect their parents' wishes to live as independently as possible. Second, children harbored desires to be free from the "burden" of managing their parents' care, but this clashed with their obligation to make sure their parents had "proper" care. I suggest that two cultural ideologies – autonomy and active care management – form the basis for these tensions. Individuals form their own subjective interpretations of these ideologies, which have opposing implications for elder care consumption. I demonstrate that marketplace solutions to consumer needs can problematize consumption, because adult children are unable to negotiate the disparate ideologies and reach a satisfactory consumption outcome.

*Session Chair/Discussion Leader:* Gokcen Coskuner-Balli, Argyros School of Business & Economics, Chapman University

**4:30 – 6:00**

***Session 8A: The Mediatized Body and Healthism***

In contemporary society, an increasing number of consumers have professed the body as a central concern for and object of consumption. The central role of the body in modern identity discourses has spawned a plethora of mediatized portrayals of this, the "most beautiful object of consumption" (Baudrillard 1970). New technologies have led to a virtualization of almost every-

aspect of human life, involving a plethora of representations of the body and its care. As a consequence, the consumer is confronted with a varied range of possibilities and problematizations within the context of health-related practices. The body thus, virtually and in the flesh, becomes tied to consumer practices and health identities in the marketplace through the use of public and private body imagery (e.g., Thompson & Hirschman 1995, Askegaard et al 2002) as well as consumers' health mythologies (Thompson 2004) which are heavily imbued with morality (Wilk 2001).

Our exploration of the mediatized body takes place in a context of omnipresent interest in health, a contemporary ideoscape (Appadurai 1990) that was coined "healthism" by Crawford (1980) almost thirty years ago. Healthism is defined as a profound preoccupation with personal health as the primary focus for the achievement of mental and physical well-being. In other words, under healthism, individually orchestrated healthy behavior becomes paradigmatic for the good living (Bouwman et al. 2009). This orchestration plays (in and out of tune) together with a public discourse on health that simultaneously emphasizes consumers' autonomy and responsibility to find information on healthy eating and the public interest in improving popular health – an interest which is expressed both in terms of public welfare but not least in terms of economic policy.

Public, corporate and consumer voices blend in the chorus of contemporary health discourses, including new types of mediatized body representations. The constellation of health and body has become a ubiquitous subject for T.V. info-tainment across the globe. And the rise of the internet and social media networking technologies has enhanced possibilities for consumer-to-consumer communication concerning private and public health policies. The emergence of new technologies has thus increased the possibility for lay people to access and evaluate their own health by distinguishing new forms of knowledge/ expertise and health products through navigating in the real and virtual marketplace for health. Consequently, there has been a blurring of the boundaries between public and private health discourses. Against this backdrop, a new type of patient emerges: "the expert-patient" or the "reflexive patient" or the consumer (Fox et al 2004). Hence the emergence of new health technologies forms part of a pluralization and globalization based on consumers' own choices about how, when and where they wish to engage with health practitioners (Cant and Sharma 1999, Hardey 2002). An additional blurring of boundaries occurs between consumption and production of health care as on-line services and communities might offer both diagnosis, prescriptions for treatment, and health products (Hardey 2002). Hence, the new health technologies offer consumers possibilities to construct health identities, that are both in line with official biomedical understanding of health, as identities that run counter to orthodox understanding of health.

This perspective will contribute to discussions of how consumers navigate in relation to the mediatized body and the dominant ideoscape of "healthism" (Rose 1998), how they empower themselves through new media, and how they deal with social stigma attached to certain diseases and health behaviour.

"The Digital Consumption of Death and Disease"

Ming Lim

"Towards a dialogical constitution of the market: Social production of medicine in a virtual health community organization"

Handan Vicdan

“More to loathe than to love?: the reinforcement and contestation of stigma in the Reality T.V. show ‘More to Love’”

Annie Blanchette, Eileen Fischer, and Daiane Scaraboto

“Leaving the Milky Way: Pharmacologization of a Daily Consumption Pattern”

Dorthe Brogård Kristensen and Søren Askegaard

*Discussant:* Robert Kozinets, Schulich School of Business, York University

### ***Session 8B: Investigating the Cultural Complexity of Consumer Identity Practices***

The Consumption of Halo3

Tabi Polson, Betty Leung, Karena Sew Hoy, Uli Knobloch, and Shelagh Ferguson

There has been much discussion regarding consumption communities and how to define them, this 10 minute film uses de Burgh-Woodhouse and Brace-Govan’s (2007) framework to discuss how the consumption of the game Halo 3 might be considered, specifically examining if it is a subculture or a subculture of consumption - they even ask the odd human. The film uses players’ critical reflections of their own practice to gain insight into its meaning and how they view themselves and the different roles that they choose to play within the game. The film also addresses the issue of extended self through the consumption practice of Halo 3 and how consumers can choose to hide or promote their membership of the consumption and the personal consequences. Consumer generated content spawned from the Halo 3 game has become significant in its own right in the case of the Red vs Blue series, this is discussed from a commercial perspective. This film contributes towards our understanding of consumer culture extending existing discussion on consumer community definitions and applying it to a specific context, thus examining the contradictions and problems inherent within such definitions.

Identity Associations in Spending and Saving Ideology

Ahir Gopaldas

Which identity categories do consumers associate with spending and saving? To answer this question, we asked a select panel of informants to imagine and describe consumer archetypes including a big spender and a big saver. We organize our analysis and interpretation of the data into six demographic dimensions (class and income, age and life-phase, race and ethnicity, sex and gender, family status and orientation, and body and healthcare) and seven psychographic dimensions (frugality and tightwadness, materialism, extroversion/introversion, agreeableness/disagreeableness, conscientiousness/ recklessness, stability/neuroticism, openness/closedness). We conclude with contributions to theory on the form of ideology and the pleasure and pain of spending and saving.

Communicating your Culture: From the Role of Cultural Ambassadors

Julie Emontspool and Christian Bluemelhuber

Being invited for dinner is always a novel consumption experience, with a discovery of new products, new preparations and new tastes. An invitation to taste food from a foreign culture is even more exciting, as the guest expects to taste the “real” culture. The present article explores this experience, and analyses the role played by host and guest alike in cultural learning. Based on observations at the migrants’ home and on in-depth interviews, the role of the migrant as a cultural ambassador is detailed. In a context of increased cultural omnivorousness, the study shows up how cosmopolitans with a strong attachment to their home culture play a major role in the promotion of this culture.

*Chair/Discussion Leader:* Robert Harrison, Western Michigan University

**6:30 – 8:30**

**Poetry Slam Reception: Sponsored by Mendoza School of Business, University of Notre Dame**

Hilary Downey  
Terry Gable  
Pilar Gaviria  
Robert Kozinets  
Sid Levy

## Sunday (June 13, 2010)

**8:30 – 10:00**

***Session 9A: At the Heart of the Matter: Consumer - Consumption - Society – Culture?***

When Consumer Culture Theory (Arnould and Thompson 2005) was published the concept of consumer culture was still a relatively under developed and underrepresented notion in consumer research despite over 20 years of research. CCT has been at least partly responsible for providing the area with some much needed consolidation and definition although the appropriateness of the terminology CCT has popularized has not been adequately interrogated or questioned. This special session seeks to continue the discussion and debate of the two fundamental concepts in CCT – the *consumer* and *culture*. Putting these two words together is, on one level, a perfectly reasonable thing to do (we'll pass on theory and theoretics for now). When emphasis is put on the two concepts consumer and culture the CCT oriented research is stepping into a minefield or opening a Pandora's box, since consumer culture is not a neutral perception of a subject matter. Instead is it an area heavily influenced by ideology and a rather complex theoretical historical foundation. This session will discuss how we should understand consumer culture and try to show how it can be put into different context and perspectives. The purpose of the session is to facilitate a discussion regarding the use of core concepts in CCT research. It becomes clear that we need to be much more precise in using the right concepts and in the right way, since different readings and interpretations of their meaning implicate a wide range of ideological and philosophical debates.

“Analyzing Different Perspectives on Consumption, Consumer, Culture and Society”  
Per Østergaard, Kai-Uwe Hellmann and Dominik Schrage.

“Thinking Outside the Box: Circling Around Consumer Culture”  
Pauline Maclaran, Royal Holloway University of London

“Dark Star”  
James Fitchett, University of Leicester

*Discussant:* Eric Arnould, University of Wyoming

***Session 9B: The Socio-Cultural Construction of Authenticity***

Prosuming an Authentic Brand: Co-Constructed Mediterraneanness for l'Occitane Brand  
Luca Visconte

Moving from extant literature on consumer brand experience and the rising quest for consumption authenticity, the paper aims at extending this debate to branding. How brand authenticity is defined? To what extent do companies and consumers interact in this construction of brand authenticity? Which are the consequences of such presumption? Empirical evidence

collected by means of multisited ethnographic fieldwork—conducted both in Paris and Haute Provence—illustrates how the l’Occitane company and its consumers have progressively tuned an authentic Mediterranean experience around the brand. Findings relate to: i) the five dimensions of authenticity applied to brand experience; ii) the way companies can combine these five dimensions in their communication strategies; and, iii) the different roles and positions hold by consumers. In so doing, I testify the distorting effect played by consumers on companies’ branding strategies, and derive implications for authentic brand experiences.

### Consuming Authentic Neighbourhood: An Autoethnography of Experiencing a Neighbourhood’s Origins and New Beginnings within its Servicescapes

Michele Hall

This paper examines individual and collective quests for authenticity, as experienced through consumption activities, and with relation to the urban neighbourhood. It is based on autoethnographic research that explores the role that the opportunities for interaction and identity definition within servicescapes can have in constructing and reinforcing place-based community. This paper investigates the interplay between consumption experiences as authenticating acts and authoritative performances (Arnould and Price 2000), and considers the implications with regard to Zukin’s (2010) recent theories on the ways that authenticity may be experienced within the urban environment; as origins and as new beginnings. It proposes that the authentication of consumer experiences within urban neighbourhoods can work in complimentary and cumulative ways that in the construction of a broader narrative of self also shape the ways individuals approach their neighbourhood’s authenticity

### ‘Pushing the Scene Forward’: Restrictive Practices as Drivers of Authentication in the Dubstep Electronic Music Culture

Joel Heitanen, Joonas Rokkab, Risto Romanc, Henrikki Tikkanend and Jaakko Asparae

The various phenomena of ‘authenticity’ have been researched in a variety of fields, but have received somewhat less attention in the fields of marketing and consumption. Moreover, the consumer research on authenticity has been generally concentrated in the perspective of the consumer’s perceptions of authenticity. In this study, our aim is to elevate the exploration of authenticity to 1) the level of the consumer culture itself, and 2) to the practices that influential cultural agents do to maintain and reproduce their authenticity while enabling cultural evolution. To uncover these workings of authentic practice our research team immersed itself into ethnographic research of the DJ’s/music producers of the ‘dubstep’ electronic music culture. Our interpretations show, that these influential cultural agents engage into practices of cultural restriction in order to maintain and reproduce their authenticity. Importantly, these practices can be at odds with their meaning-makings and rationalizations of their actions.

*Session Chair/Discussion Leader: Melea Press, University of Wyoming*

**10:30 – 12:00**

***Session 10A: It's all about the Bag: Luxury Consumption and Marketplace Dominance***

Luxury brands exert an inordinate level of dominance in our consumption landscape that far exceeds its sales volume. The consumption instances discussed at this session illuminate the dynamics of consumers' desires for ostentations, self-expressions, and self-identity projects that paradoxically reflect or resist the power structures shaped by luxury brands in the consumption landscape. The increasing power of luxury brands is reflected in the increasing consumption of counterfeit specialty goods in emergent consumer markets; the greater need for self-identity precipitates greater consumption of luxury brands that result in greater conformity in the Brazilian teen markets; and the quest for authenticity in Singaporean luxury consumers that differentiates between the indexical versus the iconic in brand experiences. This spectrum of consumption instances provides a context that illuminates the universal and local, the genuine and fake, what is unique and what is commodified about luxury consumption.

“Buying Counterfeit Specialty Goods: A Multi-Country Exploration of Consumer Motivations”  
 Michel Phan, Pierre Xiao Lu, Anne-Flore Maman, Luciana De Araujo Gil, Nanyang Technological University

“Impact of Self on Attitudes toward Luxury Items among Teens in Brazil”  
 Luciana De Araujo Gil, Kyoung-Nan Kwon, Linda Good, Lester Johnson

“Luxury Consumption and the Pursuit of Authenticity”  
 Nancy Wong, Siok Tambyah, and Aaron Ahuvia

*Discussant:* Elif Izberk-Bilgin, University of Michigan-Dearborn

***Session 10B: Dreamscapes and Fantasyscapes in Consumer Culture***

Fantasy Performance: Utilizing Literary Theory to Understand the Creative Nature of Fantasy  
 Clinton Lanier and Charles Scott Rader

Despite its recognized importance in advancing insight into experiential consumption, the concept of fantasy has been sporadically employed in consumer research through a variety of often implicit, conflicting and confounding usages. In an effort to clarify and illuminate a potentially deeper understanding of fantasy, the robust and long-standing body of knowledge on fantasy in literary theory is explored and brought to bear to interrogate extant usage of fantasy in the consumption literature. Leveraging the nuanced understanding of fantasy in literary theory, a framework of fantasy performance is presented that explores the innovative and creative nature of fantasy through desire, production, consumption, and effect as manifested through a fantasy offering.

“Just Normal and Homely”: Positive Future Daydreams as Everyday Escape Attempts from Consumption Scripts

Rebecca Jenkins

In this paper we use Cohen and Taylor’s sociological text *Escape Attempts* (1992) as a theoretical framework within which to explore and interpret daydreams as one form of resistance to the routine of everyday life. In contrast to consumer research that has focused on pre-purchase dreaming (Fournier and Guiry 1993), consumption dreams (d’Astous and Deschênes 2005) and descriptions of individuals’ ‘ideal life’ (Pettigrew 2005), we present themes emerging from phenomenological data that sought to explore consumption in the imagination more broadly. Our analysis suggests that the acquisition of products appears fleetingly and goods themselves play only a secondary or peripheral role in daydreaming. Imaginings for these individuals tend to be warmly human and yet startlingly lacking imagination, drawing from a common cultural stock of escape fantasies and traditional, predictable life scripts. We tentatively consider what such mental constructions may tell us about our dreamers’ everyday lives as consumers.

Community Supported Agriculture and the American Pastoral Dream

Melea Press and Eric Arnould

In this paper we set out to examine the expression of transparency on Community Supported Agriculture (CSA) websites, and were surprised to discover the ubiquitous hailing of American pastoralism throughout CSA websites from across the United States. What we discovered is that unlike the description of CSAs as a countercultural movement, CSAs demonstrate a clear connection to a well-established American ideology that is American pastoralism. Our theoretical contribution is three-fold. First, we show that CSAs enlist classic ideas about American pastoralism in a different way than the suburban lifestyle promise did, or than the communal back-to-the-land movement did. Second, we challenge the notion that CSAs represent a counter-cultural ideology either in form or in substance. Third, and by extension we show that CSA websites employ a cultural practice associated with a particular subset of enduring American norms and values, those associated with American pastoralism.

*Chair/Discussion Leader: Amber Epp, Wisconsin School of Business, University of Wisconsin-Madison*

**CCT5 CONCLUDES**