

Schedule

Thursday July 7th, 2011

Time	Session	Location
6:00 pm – 7:30 pm	Registration	Jacobs Center Atrium
6:00 pm – 7:30 pm	Welcoming Reception <i>Sponsored by the University of Arizona</i>	Jacobs Center Atrium

Friday July 8th, 2011

Time	Session	Page	Location
8:00 am – 5:30 pm	Registration Continues		Outside Room G44 Jacobs Center
8:00 am – 8:30 am	Breakfast		Outside Room G44
8:30am – 10:00 am	Session 1A: Now Meet Some Real Consumers: The Rhetorics and Politics of Commercial Videography	p. 10	Room G45 Jacobs Center
	Session 1B: The Sporting Life: Myths, Dialectics and Spectacle	p. 12	Room G44 Jacobs Center
10:00 am – 10:30 am	Coffee Break		Outside Room G44
10:30 am – 12:00 pm	Session 2A: Body/Control/State	p. 14	Room G45 Jacobs Center
	Session 2B - Consumer Dreams and Fantasies	p. 16	Room G44 Jacobs Center
12:00 pm – 1:45 pm	Levy Award Luncheon		Louis Room, Norris University Center
2:00 pm – 3:30 pm	Session 3A: Practice Theory in Consumer Culture Studies	p. 17	Room G45 Jacobs Center
	Session 3B: Negotiating Identity: The Practices and Projects of Different Age Groups	p. 19	Room G44 Jacobs Center
3:30 pm – 4:00 pm	Coffee Break		Outside Room G44
4:00 pm – 5:30 pm	Session 4A: The Dark Side of Consumer Experience: Trauma, Disruption, and Loss of Status	p. 22	Room G45 Jacobs Center
	Session 4B: The Experiential Consumption of Music, Adventure, and Consumer Research	p. 23	Room G44 Jacobs Center
6:00 pm – 8:00 pm	Poster Session Reception	p. 25	McCormick Tribune Center

Schedule

Saturday July 9th, 2011

Time	Session	Page	Location
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8:00 am – 8:30 am	Breakfast		Outside Room G44
8:30am – 10:00 am	Session 5A: Seeing Sources from All Angles	p. 27	Room G45
	Session 5B: Time, Space, Status and Markets	p. 29	Room G44
10:00 am – 10:30 am	Coffee Break		Outside Room G44
10:30 am – 12:00 pm	Session 6A: Market System Dynamics: Current Research Initiatives in Consumer Culture Theory	p. 31	Room G45
	Session 6B: Marketplace Tensions and Resistance	p. 32	Room G44
12:00 pm – 1:45 pm	Lunch		Louis Room, Norris University Center
2:00 pm – 3:30 pm	Session 7A: Re-conceptualizing Consumption and the Marketplace	p. 34	Room G45
	Session 7B: The Digital Consumer	p. 36	Room G44
3:30 pm – 4:00 pm	Coffee Break		Outside Room G44
4:00 pm – 5:00 pm	Session 8: The Rise of Conspicuous Authenticity	p. 37	Owen L. Coon Forum Jacobs Center
6:30 pm – 8:30 pm	Poetry Session Reception		Hinman Foyer, Orrington Hotel

Sunday July 10th, 2011

Time	Session	Page	Location
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8:00 am – 8:30 am	Breakfast		Outside Room G44
8:30am – 10:00 am	Session 9A: Deeper Explorations of the Mechanics of Authenticity	p. 38	Room G45
	Session 9B: Ethical and Sustainable Consumption	p. 40	Room G44
10:00 am – 10:30 am	Coffee Break		Outside Room G44
10:30 am – 12:00 pm	Session 10A: All in the Family: Intra-Family Coalitional Influences on Consumption	p. 42	Room G45
	Session 10B: The Politics of Food	p. 44	Room G44
12:00 pm – 1:45 pm	Lunch		Louis Room, Norris University Center

Welcome

This marks the sixth Consumer Culture Theory Conference.

We are quite excited about this year's program. We got everything we wanted: great papers, sessions and posters, terrific speakers and an excellent location. The Consumer Culture Theory Conference has reached an important turning point. Whereas earlier CCT conferences sometimes had to struggle against doubt and misgivings, we sensed no uncertainty this year. The submissions were ample and of high quality, the keynote speakers were eager to participate, the reviewers were excellent and registration for the conference is strong. We've been grateful to be able to build on the hard-earned successes of previous conferences. This is an outstanding program for which the contributors, all of us, should be proud. The momentum from this conference should carry us well.

We extend our sincerest appreciation to the program committee, our reviewers, our wonderful speakers and the splendid researchers who will be sharing their ideas over the next several days. We also wish to thank the following people for their invaluable assistance in making this conference possible: Carole Cahill (Kellogg coordination), Mariellen Gibson, Amanda Harasti (Web design), Alan Malter (Conference planning), Nancy Chapman Rickett (Conference payment), Rosemarie Roberts (Kellogg coordination) and Robin Young (Medill coordination). Last, but not least, we extend very special thanks to Christine Boyd of Pricewaterhouse Coopers and Chad M. Anthony of Reinhart, Boerner, Van Deuren for their help in making the Consumer Culture Theory Consortium an official entity. We are now an organization with which to be reckoned.

Best wishes for an enlightening, captivating and rewarding conference experience.

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Consumer CULTURE

THEORY CONFERENCE

CCT6. JULY 7-10, 2011

Friday, 8:30 am – 10:30 am

Thursday (July 7th, 2011)

6:00 pm – 7:30 pm

Registration and Welcoming Reception
Sponsored by the University of Arizona

Jacobs Center Atrium



Friday (July 8th, 2011)

8:00 am – 5:30 pm

Registration Continues

Outside Room G44, Jacobs Center

8:00 am – 8:30 am

Breakfast

Outside Room G44, Jacobs Center

8:30 am – 10:00 am – Session 1

**Session 1A: Now Meet Some Real Consumers:
The Rhetorics and Politics of Commercial Videography**

Room G45

To exploit opportunities to develop different ways of knowing from those represented by either positivist or conventional post-positivist approaches, consumer researchers have increasingly turned to study and incorporate film in their methods (Belk and Kozinets 2005; Kozinets and Belk 2007). We may refer to a “visual turn” like the “interpretive turn” that characterized the last decades of the 20th century (Sherry 1990). But we rarely examine this turn in the corporate sphere, specifically to assess how video is employed to represent consumers (exceptions include Brun-Cottan and Wall 1995; Bean 2008; Denny and Sunderland 2007). Yet a better grasp

of the work of videography in the commercial world can help us better understand the dynamics of organizational knowledge production. In an environment where corporations are constantly exhorted that “market-driven learning processes” (Day 1990, p. 27) are essential to success, analyzing how the videographic market learning process unfolds should be of value to marketing academics and practitioners.

Consistent with the insights of science and technology studies (Latour and Wolgar 1979), we have known for a long time that organizational life is intensely social, as all other forms of human activity. But when scholars have studied market research, they usually survey managers about issues such as trust between market research providers and their client (e.g. Moorman et al. 1992; Moorman et al. 1993), without looking into the everyday activities of market researchers. So far, we have often gotten the eagle’s view of the market research terrain, without understanding the intricacies of the journey. Thus, our session is motivated by the ethnographic injunction that the teaching and writing of market research should start with examining what people do, rather than presumptions about the way market research should be carried out (Zwick and Cayla 2011).

Cognizant of the need to study the social life of market research, all three papers are based on detailed observations, as participants or observers of the ethnographic process at work in the commercial sphere. We start this session with a presentation by Patricia Sunderland and Rita Denny, two anthropologists who regularly conduct ethnographic research in consumer environments. Their presentation looks more specifically at the influence of the internet in shaping the expectations of client companies about what constitutes a video about consumers. The second presentation, by Alex Thompson, looks at videos as a type of cultural artifact used by videographers in order to generate new forms of practice and project distinct forms of knowledge. In a similar vein, Cayla and Arnould discuss how video works as a device producing “real consumers” and that these depictions of authentic consumer experiences have become a kind of fetish in organizations, they are representations of the “natural” but are endowed with supernatural powers. The session ends with some final remarks by John Schouten, an ethnographer, academic and consultant, who has written about the production of videos in commercial ethnographies (see Martin et al. 2006) and is in a good position to comment on the politics of video representation.

In terms of contributions, this session represents an opportunity for CCT researchers to discuss how their culturally-inflected work can help analyze the world of market

Friday, 8:30 am – 10:30 am

research, and alternative ways of knowing in that world. Sociologists and other cultural theorists are already producing fascinating studies of focus groups (Grandclement and Gaglio 2011; Lezaun 2007), product testing (Muniesa and Trébuchet-Breitwiler 2010) or audience measurement (Ang 1991). With a session on video, we want to continue the ongoing discussion about the politics of consumer representation (Stern 1998) but move this discussion to the terrain of organizational life. In other words, each contribution, and the session as a whole, provide new insight into how organizations produce, theorize, and perhaps fetishize “consumer.”

Moving Imagery: Videographic Practice in Commercial Consumer Research

Patricia Sunderland, Practica Group, LLC.

Rita Denny, Practica Group, LLC.

Videography and the Production of Commercial Ethnographic Practice

Alex Thompson, University of Exeter

Consumer Fetish: Videography and the Illusion of the Real

Julien Cayla, Australian School of Business and Euromed Management

Eric Arnould, University of Wyoming

Discussant: John Schouten, University of Portland

Session 1B: The Sporting Life: Myths, Dialectics and Spectacle Room G44

Investing in National Sport Mythologies: How Young Irish Men Negotiate the Mediated Marketplace Myths

Dee Duffy, Dublin Institute of Technology

This paper purports to understand how young Irish male sports players use marketplace mythologies to negotiate their involvement with the Gaelic Athletic Association (GAA) and how these negotiations in turn shape their selves. In particular, the research considers the continuing circulation of specific values and meanings in GAA sponsorship advertisements that are traditionally associated with Gaelic sport and in so doing, explores Irish sports men’s construction of identity in tandem with their lived existence in this mediated social world. The interrelations and influences of their family, friends, the media, sport club membership - ultimately human interdependency itself, all serve as potential cues upon which young men borrow to craft their own masculine identity.

Friday, 8:30 am – 10:30 am

Skating Dialectics and Flipping Genealogy
Soonkwan Hong, Michigan Technological University

The consumer-market dynamics impeccably operates based upon interactions and mutual facilitations among four theoretically and empirically distinct groups of consumers in the context of X Games: pragmatic, stigmatized, distinction-oriented, and self-normalizing consumers. The historic conflict between consumers and the market steeped in Hegelian dialectics is contested in the dynamics due to the switch of modes(arts) of being(consumption) made by individual consumers who respectively participate in the system through presentation and representation. A multitude of reality/truth-making is present in the market dynamics; thus, the dialectical view for the systematic progression of the market is found to be less capable than the genealogical view of the system as polyvalent power relations.

A Cultural Analysis of Tailgating on a Midwestern American Collegiate Campus
John F. Sherry, Jr., University of Notre Dame
Tonya Williams Bradford, University of Notre Dame

Tailgating is an institutionalized form of public revelry accompanying many sporting events in the U.S. It is a populist prosumption phenomenon that contrasts in interesting ways with the sporting spectacle with which it is paired. In an extended version (available upon request) of our ethnographic investigation of tailgating in the context of collegiate football, we explore the lived experience of the numerous stakeholders involved this revelry, provide a thick description of the event, and propose a grounded theory of tailgating. In this present abbreviated treatment, we unpack themes of conviviality, community, chorography, and carnivalesque that inform the phenomenon.

Discussant: Stefania Borghini, Bocconi University

10:00 am – 10:30 am

Coffee Break

Outside Room G44, Jacobs Center

10:30 am – 12:00 pm – Session 2

Session 2A: Body/Control/State

Room G45

This session focuses on the production of bodies as shaped by biopower and politics in the context of consumer culture. More specifically we wish to call forth re-imaginings of the intersection(s) between bodies, control (in disciplinary as well as political terms) and the state as a governmental frame for our efforts. We wish to explore how consumers respond to the omnipresent state, using the self technologies offered in a given nation-state, and through this creatively reproduce, reinvent or/and resisting dominant state ideologies and visions of the healthy body (Shankar et al 2006, Thompson 2003, 2004).

As populations in the West age and health systems increasingly struggle to cope with rising costs and expectations, the political realities of state intervention in our bodies take on a new urgency. Complicit with the rapidly growing appetite for control over our appearance and self-presentation is an expanding industrial and biomedical complex of prescription drugs, health services and products and a vast array of epidemics, addictions and global threats to our immune systems. As the search for bodily perfection and immortality continues, we are assaulted by a growing sense of uncontrollable crises and dangers which humans suspect may take us to the brink of extinction. The plethora of critiques on this state of affairs has an impact, naturally, on how we perceive and theorize the body. Small wonder, then, that our bodies have been described as a “defended nation state” (Martin, 1994: 51).

Consequently, and in line with CCT’s increasing awareness of the need to enroll ‘macro-sociological’ actors into networks of consumers, we wish to highlight the ‘state’ as an intrusive actor in the networks shaping consumers’ choices, identity and bodily experiences. Integrating the notion of state and control in relation to consumer culture we are faced with two apparently contradictory yet mutually constitutive tendencies. On the one hand, in modern society, individuals are increasingly perceived as enterprising selves capable of controlling and governing their own health (Rose, 1999). According to this argument, ‘health’ is perceived less as a concern of the state and more and more as a preoccupation of autonomous individuals who are able and willing to act responsibly and rationally in order to make ‘healthy’ choices in their lives. According to prevailing neoliberal discourses, then, healthy citizens will be virtually ‘guaranteed’ through a combination of market forces, clinical expertise, and regulated autonomy (Riggs 2005; Rose 1998: 162).

Such a scenario is clearly not the case in many developed societies. As rates of chronic and life-threatening diseases associated with unhealthy lifestyles increase, government campaigns to persuade, cajole and pressure citizens to take care of their health are also on the increase. As a result, we find new forms of governmentality entering the very intimate microphysics of human lived experience. The rise of 'healthism' – or a growing concern with maintaining and expanding our powers of healing and physical, mental and emotional well-being – is particularly encouraged by the state (Crawford 1980, 1984). This takes place in a fast-growing industry for health enhancing services in the market place.

In this context, we find a plethora of self-powered and self-engineered processes of control over the body, e.g. dietary regimes, implants, cosmetic surgery, piercings, tattoos, and self-accessorizing behaviors of all kinds that have produced profound changes in consumer culture (Askegaard 2002; de Mello, 2000). Body art, just to take one example, has emerged all over the world as cathartic, spiritual, therapeutic outlets for contemporary consumers who seek the ritualization of postmodern liquid experience (Rogers and Crandall, 1993).

This session focuses on the way that the bodily consumption of health is the way(s) we exercise technologies of self-discipline, in pursuit of quasi-spiritual, yet essentially godless, states of perfection. Furthermore, we explore consumers' identities that emerge as a product of market ideologies (Thompson 2003, 2004).

Consumers And Their Body In The Transition From Collectivism To Individualism: A Study Of Food Consumption In Post communist Czech Republic
Zuzana Chytkova

The Disordered Self as Spectacle: Consumer Illnesses in the Media
Jessica Chelekis, Indiana University

New Consumer Pathologies: The Case of Sugar Addiction.
Dorthe Brogård Kristensen, University of Southern Denmark, Odense
Søren Askegaard, University of Southern Denmark

Asian Bodies, Western States (of Mind): Postmodern Constructions of the Body, Health and Beauty in East Asian Cultures.
Ming Lim

Chair: Jessica Chelekis, Indiana University

Session 2B - Consumer Dreams and Fantasies

Room G44

We Dream as We Live – Consuming

Anu Valtonen, University of Lapland

This study investigates the practice of dreaming in consumer culture – a phenomenon that has been excluded from previous CCT discussions despite its inevitable presence in consumers' everyday lives. The paper draws upon anthropological and ethnological literature on dreaming and upon a practice-based literature on consumption so as to explore the reciprocal relation between dreaming and consumer culture. The analysis of dream diaries indicates that both the content of dreams and the way dreams are conceived are shaped and structured by the practices, values and symbols offered by the globalized media and consumer culture. The insight that the market and media discourse organizes also the world of dreams has implications to the existing literature on fantasy and fun on the one hand, and marketisation and mediatisation of everyday life on the other. More generally, the study unsettles the disciplinary habit of taking the waking and alert consumer as the unquestioned starting point of knowledge production and theory-making in cultural consumer research.

Buying the girlfriend experience: An exploration of the consumption experiences of male customers of escorts

Aimee Dinnin Huff, University of Western Ontario

Using a combination of depth interviews and netnography, this paper explores male consumers' experiences with a type of commercial sexual encounter known as the girlfriend experience (GFE). Unlike most customer-prostitute encounters, the GFE involves more than the exchange of money for sex; in order to derive the full value of the experience, the consumer must not only pay the escort, but must also provide her with sexual pleasure and emotional intimacy. The resulting encounter is more romantic and intimate than purely sexual in nature. This context is used to illuminate aspects of covert pleasure, consumer fantasies, and the ways in which consumers co-create value in the consumption experience.

Love and Videogames: Negotiating relationships with cultural ideals and consumer practices

Mike Molesworth, Bournemouth University

Rebecca Jenkins, Bournemouth University

Sue Eccles, Bournemouth University

Friday, 12:00 pm – 3:30 pm

Previous questions about the value of videogame consumption have tended to ask about violence or the normalcy of how we might spend our time. Drawing on phenomenological interviews with adult videogame players we have attempted to shift the focus to questions about human relationships and how they might be enacted with consumer technologies. We have suggested the possibility of a triadic theory of human relationships that consists of people, consumer practices, and romantic ideals. Such an approach allows us to synthesize the critiques of Bauman (2003) and Fromm (1956) with work on how love is ‘done’ through consumption (Miller 2009, Illouz 1997). We have also illustrated that consumer practices, ideals and even couples, are not stable things, but are subject to routine reconfiguration.

Discussant: Tonya Williams Bradford, University of Notre Dame

12:00 pm – 1:45 pm

Levy Award Luncheon

Louis Room, Norris University Center

Tweeting Their Way To Success? Young Adults’ Engagement With Participatory Media

Eszter Hargittai,

Institute for Policy Research at Northwestern University



2:00 pm – 3:30 pm – Session 3

***Session 3A: Practice Theory
in Consumer Culture Studies***

Room G45

Inspired by recent sociological theory, CCT research is taking a practice turn. Practices are organized, routinized behaviors which consist of several interconnected elements: forms of bodily activities, forms of mental activities, ‘things’ and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge (Warde 2005, p. 133).

Thus, practice theory can be considered a kind of cultural theory (Reckwitz 2002) that offers a fruitful theoretical perspective on consumer cultural phenomena by drawing attention to the ways of saying and doing things; how they are manifest in commercial “things;” and, how they are understood and linked.

Warde (2005) has asserted that consumption is a consequence of participating in a given practice, “a moment in almost every practice” (2005, p. 137). There has been long-term interest in the CCT tradition in the exploration of how various aspects of consumer culture are constructed in and through consumption practices. This research has also explored the ways in which cultural matters such as social class, lifestyle, identity, social aggregates are constructed in and through consumption practices and has emphasized the ways meanings are expressed within them (Holt 1997, 1998; Holt and Thompson 2004; Kates 2002; Epp 2008; Cova 1997; Kozinets 2001; Schouten and McAlexander 1995), the majority of these studies have used the term ‘consumption practice’ without further conceptual specification.

One task ahead for CCT research is to widen its focus on consumption practices to analyze how they are situated in, and constituted by commercial and non-commercial market processes. In addition, it will be useful to elucidate how the consumption elements inherent to particular practices enable or constrain them, and how they shape practices. Finally, it will be of value to explore the ways in which practices relate to market ideologies. Because practice theorists analyze the routine, collective and conventional nature of consumption, practice theory may provide consumer researchers with a useful way to develop a more general theory of consumer behavior grounded in cultural practices that transects the structure-agency problem in general social theory, and situates consumer behavior in a post-structuralist, social constructivist theoretical framework. In addition, practice theory offers a way out of the reductionisms inherent in utilitarian, behaviorist, or cognitive theories of consumer behavior.

The papers in this session are located at the frontier of practice theoretical research in CCT. Two papers, those authored by Kjeldgaard, Askegaard, and Knudsen, and by Longo, Shankar, and Nuttall address how consumption practices are entangled in market processes, asserting that practices are attractive insofar as they contribute to the negotiation of consumer identity projects, and organize innovation in behavior fostering an ideologically motivated lifestyle, respectively. Moreover, Kjeldgaard, et al. show how practices may be organized and delivered commercially, while Longo, et al. highlight the creative (in the Maffesolean sense) nature of practices in a market mediated world.

Similarly, because of the interest in on-line community across research paradigms, we note Mathwick’s suggestion that “[f]urther investigation into the antecedents as well as consequences of various online orientations may provide additional insight into the phenomena of online community life (Mathwick 2002, 52). Like the other two

Friday, 2:00 pm – 3:30 pm

papers, that by Hartmann, Wiertz and Arnould examines the intersection of markets and consumption practices. They are able to differentiate among practices for their contribution to affiliation with a commercial on-line community. Further, they show how it is not only the production, but also the consumption of practices performed by other community members that cements on-line community affiliation.

Marius Luedicke has longstanding interests in marketplace ideologies and the socio-historical patterning of consumption as shown in his work on the role of American exceptionalism in fueling the Hummer controversy and on consumption practices and territorial boundary marking, respectively. In both projects he has also been interested in consumer-to-consumer influence, behaviors on display in several papers in the session. As such, he is well placed to offer critical commentary on these papers.

Consumption Practices as Marketplaces Resources – the Case of Women’s DIY

Dannie Kjeldgaard, University of Southern Denmark

Søren Askegaard, University of Southern Denmark

Gry Høngsmark Knudsen, University of Southern Denmark

Consuming Community Practices – Insights from a European Gardening Community

Benjamin J. Hartmann, Jönköping International Business School

Caroline Wiertz, Cass Business School

Eric J. Arnould, University of Wyoming

Sustain-Ability: Consumer Competence in Sustainable Consumption Practices

Cristina Longo, University of Bath

Avi Shankar, University of Bath

Peter Nuttall, University of Bath

Discussant: Marius Luedicke

Session 3B: Negotiating Identity:

Room G44

The Practices and Projects of Different Age Groups

From age to ageing. Consumer identity projects in a sociology of life course perspective

Matthias Bode, University of Southern Denmark

Per Østergaard, University of Southern Denmark

We argue that consumption studies have failed to acknowledge the socio-cultural over determination of ageing. In treating age and ageing as a bio-psychological variable a discourse of ageing is taken for granted which pre-constitutes and frames the research results. We suggest a more CCT affine conceptualization of ageing, which embeds ageing in the tensions of individual subjectivity and contextualized time/space configurations. Based on an empirical study we illustrate the benefits of such an approach. In our research, consumption is not a consequence of age but a medium to negotiate ageing in individual life course patterns.

The Cultural Role of Stigmatized Youth Groups: The Case of the Partille Johnnys of Sweden

Emma Lindblad, Stockholm University
Jacob Ostberg, Stockholm University

This paper analyzes the reactions toward the stylistic expressions of the so-called Partille Johnnys of Sweden. By breaking with conventions of how to relate to the globally available canon of culturally sanctioned styles, this youth group is stigmatized and has come to serve a role as the Other from which other youth groups in the Swedish youth landscape can distance themselves. The paper thus aims to contribute to the theoretical domain of identity construction by discussing an aspect of identity-not, i.e. how identity is largely formed by delimitations of what one does not identify with. We do not seek to answer the question of why consumers or consumer groups engage in stigmatized practices, rather we aim to further the understanding of how stigma gets orchestrated in consumer culture and what cultural role stigmatized groups might play.

Mom's Little Fashionista and Dad's Little Surfer Dude: Young Children as Parents' Extended Selves

Mine Üçok Hughes, Woodbury University
Karen Kaigler-Walker, Woodbury University
Wendy K. Bendon, Woodbury University

This research was undertaken to expand our understanding of how parents extend their perception and presentation of themselves through their young children's appearance. The study is rooted in Belk's theory of possessions as extensions of the self (1988), which suggests that others, as well as objects, can serve in this capacity. Fourteen parents of young children were interviewed via a series of unstructured questions and a photo elicitation technique to gather information about

Friday, 2:00 pm – 4:00 pm

their children's appearance and grooming. We found that mothers generally serve as the gatekeepers of children's appearance, both mothers and fathers view their children's appearance as being extensions of themselves, and both parents utilize their children to create and maintain their own identities. This research contributes to the study of the symbolic relationship between our possessions and ourselves by providing insights into an under-studied object of the extended self: the other.

“Being a mum is the best thing that's ever happened to me”: Young mothers' use of consumption to contest negative stereotypes of teenage motherhood

Emma N. Banister, University of Manchester

Margaret K. Hogg, Lancaster University

Mandy Dixon, Lancaster University

Discourses and associated stereotypes play a central role in identity construction. Media representations of younger mothers often allude to their inexperience and lack of preparedness for motherhood, and in particular, target young working class mothers for derision. Drawing on qualitative data from seventeen women who became pregnant between the ages of 17 and 19, we argue that in order to contest the teenage mother stereotype, many young women use consumption to counter the negative associations between being a teenager and a mother. In their attempts to be seen as a 'good mum' or 'just a mum' they abandon many of their previous notions of what it means to be young and rather use consumption as a means of demonstrating a 'responsible' approach to parenting. Our findings support recent research that suggests that early motherhood can help some women from relatively disadvantaged backgrounds to develop a stronger and more mature identity.

Session chair: Matthias Bode, University of Southern Denmark

3:30 pm – 4:00 pm

Coffee Break

Outside Room G44, Jacobs Center

4:00 pm – 5:30 pm – Session 4

***Session 4A: The Dark Side of Consumer Experience:
Trauma, Disruption, and Loss of Status***

Room G45

HMS Titanic, Elvis Presley and Cadbury's Wispa bar: An analysis of the consumption of trauma

Andrew Lindridge, The Open University

The embodiment of culture in possessions has been widely documented in consumer research. We argue that this process of embodiment is motivated by an emotional experience that remains relatively unexplored in the literature. In this paper we explore how this emotional meaning manifests in the consumption of trauma through three case-studies: HMS Titanic, Elvis Presley and Cadbury's Wispa bar. Analysis of the case-studies reveals that trauma consumption occurs through successive generations being unable or unwilling to detach from previous cultural-historical traumas. Consequently, individuals attempt to reconnect to these earlier traumas through seeking out opportunities to recreate not only an emotional state identifiable with that trauma but also by creating new memories related to that trauma. Supporting these experiences are related organizations that actively encourage consumers to engage in these experiences. In effect, both consumers and organizations aim to create a collected memory around cultural historical traumas.

Booing at La Scala: Consumer Fanaticism at Play

Antonella Carù, Università Bocconi

Bernard Cova, Euromed Management Marseille

Chiara Solerio, Università Bocconi

This research investigates the dark side of consumer fanaticism, adopting the view of stakeholders involved in the process. The inquiry starts with an analysis of six critical incidents which took place at the opera La Scala (Milan), where the loggionisti, or opera fanatics, disrupted proceedings by booing conductors, artistic directors and singers to express their disappointment. We mobilize the voices of different stakeholders (media, artists, other consumers, La Scala managers, etc.) to better understand the situation and to re-create a complex of narratives. A first interpretation of this ongoing research discusses the possibility that consumer fanaticism does not exist as such, but is rather a label given to the loggionisti by others. Besides, La Scala's management does not seem to give importance to the

Friday, 4:00 pm – 5:30 pm

loggionisti, and this is likely to result in a co-destruction of value for the stakeholders involved.

The Nouveaux Pauvres of Liquid Modernity
Sofia Ulver-Sneistrup, Lund University
Jacob Ostberg, Stockholm University

In this paper we use the metaphor Nouveaux Pauvres to represent middle-class consumers who experience a decrease in sociocultural status relative their previous situation. We argue that this experience gets increasingly common given today's "liquid" (Bauman 2001) character of consumer culture where status positions are always in flux and the social comparison in-between consumers, determined by codes in lifestyle consumption codes, becomes more and more sophisticated. However, the consumer experience of downward status transformations has been curiously neglected in consumer culture theory. In this paper we set out to explore people's experiences of becoming someone of lower status by using long phenomenological interviews to capture status transitions in life stories. We identify various cultural particularities defining the nouveaux pauvre experience of status descent, and investigate the consequences these particularities have for consumption.

Discussant: Ashlee Humphreys, Northwestern University

Session 4B: The Experiential Consumption of Music, Adventure, and Consumer Research **Room G44**

Consuming Concerts: Unraveling the Experiential Consumption Process
Gail Leizerovici, University of Western Ontario

In this paper, I explore the area of experiential consumption, and more specifically the consumption of concerts within a performing arts domain. Current marketing literature has begun to delve into the area of experiential consumption, identifying its fundamental differences from other types of consumption suggesting that it is most closely associated with fantasies, feelings and fun. Using a constructivist Grounded Theory approach, I propose a study and present preliminary findings of the complexities of the concert consumption process. Extant literature has approached the consumption of music and the performing arts with the primary objective of increasing patronage and attendance. In this research, I approach the consumption

Friday, 4:00 pm – 5:30 pm

of concerts with the intent of providing a deep and rich understanding of a consumption experience that is as old as time. Namely the consumption of live music, which has been and continues to be a historically, socially and culturally important phenomenon.

Adventure: Towards a Deeper Understanding of Experiential Consumption

Clinton D. Lanier, Jr., University of St. Thomas

Ebru Ulusoy, The University of Texas-Pan American

Fascination with adventure can be traced back to the earliest known writings of humankind. Today, this fascination has grown to a multi-billion dollar industry in which adventures can be purchased and consumed. In spite of this, explanations of adventure in the consumer behavior literature are relatively sparse and draw primarily from the travel and leisure literature. The primary purpose of this paper is to develop a broad conceptualization of adventure and examine how it is consumed. Utilizing various streams of literature, we argue that adventure is made up of six dimensions: 1) mystery, 2) discontinuity, 3) transcendence, 4) risk, 5) creativity, and 6) systemization. Ultimately, the consumption of adventure entails a journey into the unknown that takes the adventurers beyond themselves and their environments in order to experience, and creatively engage, the mysterious other.

“Let there be sound”: a cultural and psychological investigation of loudness consumption

Max Chauvin, ESSEC Business School

Dominique Bouchet, University of Southern Denmark

This paper is part of a larger project which goal is to illustrate how some of the most advanced techniques in qualitative research can be used simply to solve practical issues for which existing solutions are insufficient. First, we focus on the interest of these methods to understand conceptually puzzling and complex consumption phenomena, in our case the refusal to protect oneself from the harmful effects of deafening heavy metal# live music. Early results of our investigation have revealed the critical importance of the let-go—control structuring opposition at the aesthetic, psychological and social level to explain loudness consumption. Our project second stage (developed in a separate paper) will consist in explaining how these methods can be used to elaborate concrete, operational solutions.

Animal Crackers: Making Progress on The Penguin’s Progress

Stephen Brown, Ulster University

Friday, 6:00 pm – 8:00 pm

The vast majority of academic articles, according to eminent literary critic John Sutherland (2008, p. xi), read like they're written by robots in a Japanese car factory. And that a Toyota-style recall is sorely needed. This statement may or may not be true, but many scholars would surely concede that remedial writing measures are necessary. This paper describes one such measure, an illustrated novel that's similar to Shrek, only with advertising characters like the Michelin Man instead of fairytale characters like the Gingerbread Man. After an apt introductory anecdote, the rationale for *The Penguin's Progress* is explained, the difficulties surrounding its creation are itemized, and an extract from the work-in-progress is presented.

Chair: Gail Leizerovici, University of Western Ontario

6:00 pm – 8:00 pm

Poster Session Reception

McCormick Tribune Center

Behind Enemy Lines: Sociality in Consumer Activism - Leah Carter Schneider, York University; Robert V. Kozinets, York University

Brand Communities or Consumer Tribes? – Robin Canniford, University of Melbourne

Consumer Positioning: Consumer-Consumer Influences on Sustainable Consumption Behaviors – Jenny Mish, University of Notre Dame

Consuming Bodies in the Dominican Republic: 'All inclusive'? – Nacima Ourahmoune, Reims Management School

Experiencing Market Legitimation: An Investigation into the Meaning of Credit Cards in Taiwan, China, India, and the U.S. – Nina Diamond, Suzanne Fogel, Jun Xu, DePaul University, Mary Ann McGrath, Loyola University

Fame in Children's Online Communities – Terhi Väistö, Aalto School of Economics

Involuntary Loss of Possessions and its Implications for the Consumer Self-concept – Andres Barrios, Lancaster University; Maria Piacentini, Lancaster University

Friday, 6:00 pm – 8:00 pm

No Ordinary Love: Exploring Intense Human Brand Attachments – Arundhati Bhattacharyya, York University

Realistically Fake: Self-Reflexive Consciousness, Ironic (Dis)engagement with Hybrid Reality Television, and their Impact on Consumption – Vanisha Narsey, University of Auckland; Cristel A. Russel, University of Auckland

Risk Acculturation through Marketplace and Technology – Gülnur Tumbat, San Francisco State University; Markus Giesler, York University

Rooting Value: Identity Negotiations from Juxtaposing Past and Present – Leah Carter Schneider, York University; Julia Creet York University

The Impact of Ethical Consumerism in Australia and South Korea – James Kelley, Saint Joseph's University

The Journey to Healthy Eating: A Qualitative Investigation of a Dietary Transition - Sonya A. Grier, American University

The Making of the Foreign: The Construction of 'Foreignness' and 'Westernness' through Consumption Practices in Soviet Films – Kseniya Makarenko, University of Exeter

The Role of Advertising in the evolution of Thanksgiving – Dr. Samantha N. N. Cross, Iowa State University; Dr. Mary C. Gilly, University of California, Irvine; Dr. Robert L. Harrison, Western Michigan University

The Role of Cultural Resources in Coping with Consumer Brand-relationship Transgressions – Andrew N. Smith, York University

Unwinding Frustration through Word of Mouth: A Netnography of Expatriate Online Forums and Communities - Julie Emontspool, Université Libre de Bruxelles

Urban Scavenging – The Case for Inorganic Collectors – Nina Brosius, University of Auckland; Karen V. Fernandez, The University of Auckland

Who's Consuming Whom?: Consuming Infrastructure on the Chinese-Russian Border – Dawn Nafus, Intel Labs

Saturday, 8:00 am – 10:00 am

Saturday (July 9th, 2011)

8:00 am – 5:30 pm

Registration Continues

Outside Room G44

8:00 am – 8:30 am

Breakfast

Outside Room G44

8:30 am – 10:00 am – Session 5

Session 5A: Seeing Sources from All Angles

Room G45

Advertisers and researchers alike have dedicated vast resources to exploring the impact of source cues, particularly of spokespersons and models, on consumer behavior. Snowboarder Shaun White recently pulled in over \$7.5 million in endorsement deals from Red Bull, Oakley, Target and other companies wishing to capitalize on his image. These deals made him one of the highest-earning athletes of the 2010 Winter Olympics (Settimi 2010). But this sum does not compare to other high-earning athletes and celebrities. In 1999, Salton, Inc. banked on George Foreman's brand-building power and signed a five-year deal worth \$137.5M for the worldwide rights to former boxer's name and likeness (Cabell 2003). Endorsements can also be risky. Tiger Woods' indiscretions cost him millions of dollars in company endorsements and estimated losses of shareholders of those companies exceeded several billion of dollars (Inklebarger 2010).

While organizations may recognize that a spokesperson or model's cultural currency and cultural categories (e.g., gender, race, ethnicity) can impact consumer response (e.g., Erdogan, Baker and Tagg 2001), little is known of the dynamic ways in which consumers read and respond to sources. The advertising and marketing literatures have focused on experimental research perspectives derived from psychology that emphasize individual responses and attend to specific source characteristics (e.g., Micu et al. 2009; Bower and Landreth 2001; Kamins 1990; Petty et al. 1983). Numerous experiments have investigated how source cues such as credibility (i.e.,

expertise and trustworthiness) and attractiveness (i.e., similarity, familiarity and likeability, and physical attractiveness) enhance or undermine persuasion attempts and have considered effects of “matching-up” a credible and/or attractive source with a given product (e.g., Kahle and Homer 1985; Kamins 1990; Till and Busler 1998, 2000). Much less attention has been paid to how the cultural meanings with which sources are imbued influence consumers.

In an analysis that challenged the sufficiency of credibility and attractiveness to account for the impact of celebrities as advertising sources, McCracken (1989) suggested that complex cultural information is inscribed in celebrities. Scott (1991) extended McCracken’s theory by emphasizing how greater attention to the stylistic particularities and historical grounding of the celebrity endorsement was needed. Further, research on advertising engagement (Phillips and McQuarrie 2010), the social use of advertising in collective settings (Ritson and Elliot 1999), polysemy in advertising (Puntoni, Schroeder, and Ritson 2010), and the social and historical nature of commercial rhetoric (Pracejus, Olsen and O’Guinn 2006) indicate that audiences read advertisements in complex and dynamic ways.

In addition to holding managerial and theoretical importance, understanding the complexities of source cues is of social import as well. Scholars have long recognized that advertising holds considerable sway over our symbolic life and, indeed, have approached it as a “vehicle for understanding the structures of reality within a culture” (Sherry 1987). Based on this notion of advertising’s cultural clout and symbolic power, various disempowered groups bound by gender, race, ethnicity, sexual orientation and other characteristics have fought for equal and more positive representations in advertising as indicative of favorable social change. For these groups, the advertising source has been an important indicator of broader social meanings, inclusion and respect (e.g., Kern-Foxworth 1994; Chamber 2008).

King (Kong) James? Examining Consumers’ Responses to Sources and Controversy in Online Communities

Marie-Agnès Parmentier, HEC Montréal

Catherine A. Coleman, Texas Christian University

Advertising and the Looking-Glass Self

Tandy Chalmers Thomas, Queen’s University

Linda L. Price, University of Arizona

Saturday, 8:30 am – 10:00 am

“Just like us, but different”: fat acceptance activists’ readings of plus-sized sources in advertising

Daiane Scaraboto, York University

Eileen Fischer, York University

Discussant: Cristel Antonia Russell, The University of Auckland

Session 5B: Time, Space, Status and Markets

Room G44

Constructing Market Spatiality In Glocal Marketing Practices: Beyond National Myth Markets

Sofie Møller Bjerrisgaard, University of Southern Denmark

Dannie Kjeldgaard, University of Southern Denmark

In this paper we make an attempt at exploring assumptions of the market as a spatial metaphor in the CCT body of literature on international marketing and myth markets. Market spaces are considered to be relational, multiple and emergent (Massey 2005). We explore the construction of market spatiality in marketing practices through a case study of a range of practices (market research, product development, branding) in a global advertising agency to demonstrate that competition for identity value in global myth markets extend way beyond the nation-state market space that are often the unquestioned defining space for myth markets. We demonstrate how marketing practices are also making market spaces by drawing on particular geographical imaginations of the local, the regional and global. The analysis thus contributes to a better understanding of the means by which global market realities are enacted as it underscores the relation between marketing practices and models of the market as they exist in the minds of commercial myth makers.

Timeflow in Consumption Practices: Conceptualizing Temporality in Two Lifestyle Sports

Niklas Woermann, University of St. Gallen

Joonas Rokka, Aalto University

In this article we analyze and compare consumption practices in the context of two lifestyle sports from a temporal, practice-theoretical perspective. We offer a novel way to interpret and comprehend consumer practice phenomena by conceptualizing the “timeflow” of practices. More specifically, our objective is to investigate a) the

Saturday, 8:30 am – 10:30 am

timeflow of practices from the point of view of actors/consumers themselves, and b) how the timeflow of practices is ordered and influenced by different market actors, in particular consumers and companies. Although consumer culture theorists have stressed the importance of understanding the role of temporality more fully in directing consumption processes (e.g. Arnould and Thompson 2005), we show that important gaps remain to be addressed. Our ethnographic field work in free skiing and paintball illustrate the role of timeflow for the character and attractiveness of consumption practices.

Learning to Move: Circulating Consumers and the Consequences of Multi -
Acculturation

Bernardo Figueiredo, University of New South Wales

Julien Cayla, University of New South Wales

How do consumers acculturate to multiple cultural contexts? To go beyond the dual-context model present in previous consumer acculturation literature, we analyze the narratives of geographically mobile consumers who have lived in many different countries. We find particularities about the consequences of multi-acculturative processes that are not discussed in previous acculturation literature. We reveal the development of high cultural reflexivity through four different aspects of cultural awareness: proteanism, relativity, learnability and first-hand indexicality. We also find an idiosyncratic dual vision of time, which is cyclical and progressive at the same time. We discuss the implications of multi-acculturation to the understanding of market-mediated identities in multi-cultural contexts.

Discussant: Michelle Wienberger, Northwestern University

10:00 am – 10:30 am

Coffee Break

Outside Room G44

10:30 am – 12:00 pm – Session 6

***Session 6A: Market System Dynamics:
Current Research Initiatives in Consumer Culture Theory***

Room G45

How do markets emerge, evolve, and decline? Who are the key stakeholder influencing the process of market evolution over time? How does conflict over cultural values influence the making of new economic price-value relationships? What legitimizes a new product, practice, or industry over time? How do social movements foster structural marketplace change? These and other questions fall into the category of “market system dynamics,” the (often longitudinal) investigation of markets as social systems (e.g., Humphreys 2010a,b; Giesler 2008; Thompson and Coskuner-Balli 2007; Holt 2002).

The purpose of our session is to contribute to this attractive but still nascent research stream by offering an overview of timely and relevant consumer culture research currently being conducted. Each study was chosen because it delivers a ripe conceptualization backed up by extensive (longitudinal) data from a distinct marketplace context that highlights how consumer culture theory (Arnould and Thompson 2005) can advance theoretically (or managerially) relevant aspects of market system dynamics, market development, and legitimation. Together, they offer a useful overview of current research activities in the area of market system dynamics that should be appealing to a broad array of consumer culture theorists and encourage them to further contribute.

For instance, consumer researchers have not yet developed theories to understand cases where marketers collectively under-serve a market segment and where consumers try to bring about changes that will expand available market offerings. Daiane Scaraboto and Eileen Fischer will address this lacuna through a study of the plus-sized fashion market and the efforts of members of the on-line fat acceptance movement to encourage more marketers to offer a wider range of products to them.

Previous research in Social Movements Theory suggests that social activists use framing strategies such as amplification, extension, and bridging to appeal to stakeholders outside the movement (Snow and Benford 1988). Yet this approach to studying communication has not fully accounted for the influence of the institutional environment in shaping frames. Ashlee Humphreys will address this gap by asking if the “green consumption” shift in a popular discourse simply an integration of

Saturday, 10:30 am – 12:00 pm

environmental movements from the 1960s into the mainstream? Or has the discourse itself fundamentally changed as public figures from Al Gore to Oprah have gradually adopted it?

Finally, on the managerial end, Markus Giesler will demonstrate how “blue ocean” markets are built. His findings from a longitudinal investigation of the Botox Cosmetic™ market suggest that firms seeking to create competitively uncontested market space (“blue ocean”) must weather multiple waves of public criticism. Raised by a “red ocean” of culturally competing interests, each wave undermines the innovation’s perceived value and, thus, its ability to unlock new demand. Drawing from actor-network theory in sociology and the emotional branding paradigm, the author illustrates this market-culture dynamic - and how firms can successfully navigate it - through the process of emotional translation.

“Give me Versace!” Can Consumers Cultivate Institutional Changes in Markets?
Daiane Scaraboto, York University
Eileen Fischer, York University

From Conservation to Sustainability: The Discursive Life of Environmentalism
Ashlee Humphreys, Northwestern University

How to Build a “Blue Ocean” Market in a “Red Ocean” of Culturally Competing Interests
Markus Giesler, York University

Discussant: Craig Thompson, University of Wisconsin

Session 6B: Marketplace Tensions and Resistance

Room G44

Collaborative Value Co-Creation in Crowd Sourced Online Communities –
Acknowledging and Resolving Competing Commercial and Communal Orientations
Carol Kelleher, Cranfield University
Andrew Whalley, Royal Holloway University of London
Anu Helkkula, Hanken School of Economics

Within contemporary marketing discourse, academics and practitioners have extolled the benefits of collaborative value creation between organizations and consumers in crowd sourced online communities. The purpose of this paper is to

explore the orientations of consumer and company participants who engage in collective online crowd sourced community. Using a netnographic approach, we analyse the Nokia Design by Community Crowd Sourcing initiative. The findings reveal that members' social orientations are dramatically different to the host organization's narrow commercial focus which leads to unresolved tensions and what we posit, ultimate failure of the initiative. The implications of the research are that organizations need to acknowledge and address the complex and dynamic communal and commercial tensions which may emerge online crowd sourced communities. They need to adopt a tribal marketing approach and respectfully engage with community members if the diverse objectives of community members and the host organization's are to be satisfactorily met.

Subversion and the Spectacle: Extreme Alcohol Consumption as Tactical Resistance

Chris Hackley, Royal Holloway University of London

Andrew Bengry-Howell, University of Bath

Christine Griffin, University of Bath

Willm Mistral, University of Bath

Isabelle Szmigin, University of Birmingham

This paper draws on a qualitative study of young peoples' social lives to theorize extreme drinking as consumer resistance. Many young adults represent 'going out' drinking as a source of fun and a way of deepening important human relationships within the friendship group. Yet this contrasts with a darker discourse of risky and edgy behavior which emerges from interviews and focus groups, framed by a sense of movement through urban spaces which are transformed, by the presence of alcohol and drunkenness, into liminal zones that are potent with possibility. This paper seeks to move away from the tone of moral panic often seen in media and policy discourses around youth drinking to explore the resonance between the subjective accounts of young peoples' experiences with alcohol, and notions of resistance and reclamation (of identity, meaning and space) found in psychogeography and social practice theory. Our aim is to offer a cultural and literary theorization which may only be a partial explanation but, importantly, begins to feed into an alternative account of 'binge' drinking as a complex cultural phenomenon which is not adequately explained as the product of individual or collective moral deficiency, and may indeed be theorized in terms of a tactical resistance which, far from rejecting or threatening the bourgeoisie values of the Spectacle, is impelled by them.

Saturday, 12:00 pm – 3:30 pm

Living on the Net with a Global Brand

E. Taçlı Yazıcıoğlu, Bogazici University

Eser Borak, Bogazici University

This article studies the cultural elements of global branding that both create tensions and generate the mechanisms for resolving them. A brand can juxtapose contrasts by being a top ranking global brand and, at the same time, the subject of anti-consumption and anti-globalization movements. Although the literature contains studies on how brands become iconic mostly through such tensions felt in a society, research examples are scarce as to what kind of processes are occur that resolve such tensions, specifically in daily lives with different cultural contexts. The findings suggest encouraging results on how consumers and marketers resolve tensions and how meanings have been co-created beyond company anticipations.

Discussant: Diane Martin, University of Portland

12:00 pm – 1:45 pm

Lunch

Louis Room, Norris University Center

Being Post Ethnographic In A Shifting Corporate Landscape

Ken Anderson, Intel Research



2:00 pm – 3:30 pm – Session 7

Session 7A: Re-conceptualizing Consumption and the Marketplace Room G45

Conceptions of Consumption and their Implications for Collecting Data, Building Theory, and Influencing Consumers

Ahir Gopaldas, York University

ACR presidents and JCR editors regularly assert that what anchors consumer research is not a theoretical perspective but a substantive domain called consumption. So, unsurprisingly, consumer researchers adopt a variety of theoretical perspectives to study consumption (e.g., consumption as meaning making, emotional experience, self extension, dyadic relationship, community participation, habituated practice, social structuration, metaphorical cognition,

network dynamics, and multiphrenic dialogics). Taking a meta-theoretical perspective, this article analyzes theoretical perspectives or ‘conceptions’ of consumption along three dimensions: requisite entities (i.e., what is the phenomenon of consumption composed of?), typical activities (i.e., how does the phenomenon of consumption unfold?), and motivating forces (i.e., why does the phenomenon of consumption occur?). This analysis helps reveal how each conception of consumption can uniquely inform the essential tasks of consumer research: collecting data, building theory, and discovering ways of influencing consumers.

Access Based Consumption

Fleura Bardhi, Northeastern University

Giana M. Eckhardt, Suffolk University

In this study we examine an emerging form of consumption: access based consumption. We conceptualize it, contrast it to other modes of consumption, and identify its four primary characteristics as they emerge in our empirical context: avoiding identification with the objects being accessed, the importance of use value, negative reciprocity, and finally a big-brother model of governance. We also identify an important consequence of access based consumption: the absence of brand community. We do this in the context of car sharing (Zipcar). The primary reasons why access based consumption has the characteristics it does is because the Zipcar model of car sharing is market mediated and because the self is not extended in access based consumption. We discuss the implications of our findings for understanding the nature of various forms of exchange, and for understanding how and in what ways the marketplace affects these forms of exchange.

Modern Woman Myth as Means of Cosmopolitan Cultural Capital Accumulation. A Gendered Acculturation Perspective

Zuzana Chytкова, University of Economics in Prague

Dannie Kjeldgaard, University of Southern Denmark

Within the feminist discourse in consumption studies a crucial discussion has been led on the role of marketplace in women’s emancipation. Based on data on Romanian female immigrants to Italy, we show that non-Western women with limited capital resources can benefit from the self-realizing modern woman discourse criticized by the second wave feminist research stream. Its internalization is closely and interactively connected to the acquisition of cultural capital, leading eventually to the adoption of a self-reflexive cosmopolitan strategy that allows women to

Saturday, 2:00 pm – 3:30 pm

individuate and effectively resist the dominating discourses in the home and host societies. Our paper thus adds a global dimension to the second wave and post feminism discussion on the role of market in women's gender role negotiation, offering also an overlooked gendered perspective on the discourse of global consumer culture.

Discussant: Karen Fernandez, University of Auckland

Session 7B: The Digital Consumer

Room G44

Is the Digital Consumer Different?

Russell Belk, York University;
Robert Kozinets, York University
Henri Weijo, Aalto University

Although digital consumption is another in a history of technological innovations that go back to fire, the wheel, and representational art, we examine the possibility that there may be some things that set digital innovation apart and that result in different consumer behaviors as a result. In this conceptual paper we present three characteristics that illustrate our argument. We suggest that key unique features of consumption include 1) Miscellaneity; 2) Anonymity, and 3) Speed. In discussing these three features we spell out our arguments. We conclude with a promising over-riding concept that we believe subsumes these characteristics and that lays out the direction we intend to take in attempting to understanding the digital consumer. This concept is that of magic.

The Making of MP3s: The Socio Historic Patterning of Digital Music Consumption

Janice Denegri-Knott, Bournemouth University
Eminegül Karababa, University of Exeter

In this paper we trace the development of MP3 technology from a licensed process to compress audio to a consumer choice option. Critical marketing has hinted at the power infused processes through which consumption practices are imposed. This paper seeks to add to that narrative by producing a historically situated account of how MP3 as a consumer choice option came to be. It does this by questioning the taken granted stature of MP3 as the consumer choice option for digital music. This is done by documenting the way in which MP3 technology, first known as a licensed process to compress audio (MPEG1-layer III) and then a freeware application used

Saturday, 3:30 pm – 8:30 pm

by Internet users to compress music in the mid-1990s was reconstituted as a consumer choice option in the 2000s. In order to better understand how power relations structure consumption patterns, the paper makes a case for seeing consumption patterns as fields of action. It also shows how legal documents can be used to trace how consumption arrangements are arrived at.

Staring: How Facebook Facilitates the Breaking of Social Norms
Ekant Veer, University of Canterbury

This research looks at one of Facebook's more nuanced appeals. We look at the way in which Facebook eases the tension between consumers' desire to stare, and the social norm that dictates that we should not stare. Interviews with avid Facebook users reveal that their motivations for staring into the lives of their 'Friends' are driven by not just a desire to collect novel and interesting information, but also because their friends' posts repulse them, and their friends' misfortune release feelings of Schadenfreude and self affirmation. This research also shows that starers perceive a greater level of connectivity and closeness to those they are staring at, even though the person being stared at has no idea of the starer's behavior.

Discussant: Markus Giesler, York University

3:30 pm – 4:00 pm

Coffee break

Outside Room G44

4:00 pm – 5:00 pm – Session 8

Owen L. Coon Forum, Jacobs Center

The Rise of Conspicuous Authenticity

Andrew Potter, Author of *The Authenticity Hoax:*
How We Get Lost Finding Ourselves



6:30 pm – 8:30 pm

Poetry Session Reception

Hinman Foyer, Orrington Hotel

Sunday, 8:00 am – 10:00 am

Sunday (July 10th, 2011)

8:00 am – 12:00 pm

Registration Continues

Outside Room G44

8:00 am – 8:30 am

Breakfast

Outside Room G44

8:30 am – 10:00 am – Session 9

***Session 9A: Deeper Explorations of the Mechanics of Authenticity* Room G45**

This proposal assembles the collective work of ten researchers who represent academic institutions from five different countries, and who share a common interest in developing a greater understanding of authenticity and how consumers evaluate it. The twelve of us are interested in authenticity for two related reasons. First, consumers in many of today's marketplaces value authenticity. Although scholars have identified some contexts where authenticity may not play a role (e.g., Baudrillard 1981; Rose and Wood 2005), others have shown that perceptions of authenticity influence consumers in a range of domains, including elections (Healey 2010), craft markets (Wallace 2009), music purchasing (Dolan 2010), tourism destinations (Lipscomb 2010), television drama watching (De Kosnik 2010), and branding (Alexander 2009). Because consumers seek authenticity, it's useful for CCT research to focus on what's behind this valuation, how it occurs, and how it is related to other consumer behaviors.

A second motivation for our interest in authenticity is its roots. Scholars from a wide range of disciplines have argued that consumers' attraction to authenticity is a natural byproduct of acculturation in an industrialized market economy. Trilling (1972), for example, has written that the social mobility associated with modern capitalism increased the need for people to focus on a personal authenticity rather than social standing. Orvel (1989) has argued that advances in commercial replication technologies heightened the perceived value of authentic originals. And

Berger (1973) has suggested that marketplace globalization has undermined identity moorings, encouraging consumers to seek authentically concrete foundations for the self. To the extent that the appeal of authenticity is inextricably linked with modern marketing and marketplaces, authenticity is a valuable and important phenomenon for consumer culture theorists to examine.

In part due to these two reasons, a stream of research has developed in consumer research that focuses on authenticity. Starting two decades ago, with research on advertising effectiveness (Deighton, Romer and McQueen 1989), compulsive addiction (Hirschman 1992), and consumer assessments of the sacred (Belk, Wallendorf and Sherry 1989), consumer researchers have begun to identify the conditions where authenticity is important, the motivations of consumers who seek authenticity, and the factors consumers consider when assessing authenticity. This work continues today, with research on evaluations of street art (Visconti, Sherry, Borghini and Anderson 2010), status-based purchase patterns (Ustuner and Holt 2010), and consumer participation in self-help groups (Moisio and Beruchashvili 2010).

Each project for this session seeks to contribute to this growing literature. While each contributes in its own way, all share the goal of developing a deeper understanding of the mechanics of authenticity—the cues that foster or hinder judgments about authenticity: Our first paper (by Chalmers-Thomas and Price) focuses on the paradoxical nature of authenticity, and investigates the cues that consumers rely on in order to believe that ads are authentic despite the explicit ulterior motivation for the communication. Our next two papers (by Thomas, Henderson and Mitchell and by Beverland, Shankar and Sands) explore how indexical and iconic cues are differentially manipulated to influence perceptions of authenticity, and how consumers respond to these manipulations. □ Our last paper (by Corciolani and Grayson) investigates the cues that consumers focus on when they wish to threaten a brand's authenticity, and how consumers respond when they face such threats.

We note that the theme of our session has a potentially antithetical relationship with the work of Andrew Potter, who is one of the conference's keynote speakers. In his excellent book, *The Authenticity Hoax* (2010), Potter concludes that "there really is no such thing as authenticity" (p. 13) and that the search for authenticity is just a "disguised form of status-seeking, the principal effect of which is to generate resentment among others" (Potter 2010, p. 15). Particularly when combined with

Sunday, 8:30 am – 10:00 am

Potter's perspective, we welcome the potential debate that our session may inspire about the relevance and value of authenticity as a research topic.

Authenticating Strategies in Consumer Responses to Ads

Tandy Chalmers Thomas, Queen's University

Linda L. Price, University of Arizona

Trick Daddy versus Big Willy: The Indexical versus Iconic Authenticity of Hip Hop Artistry

Kevin D. Thomas, University of Texas

Geraldine Rosa Henderson, University of Texas

Natalie Mitchell, University of Texas

Authentically Kiwi: How Mundane Objects Shaped Collective Identity

Michael B. Beverland, University of Bath

Avi Shankar, University of Bath

Sean Sands, Monash University

Brand De-Authentication: Theoretical Foundations and Empirical Explorations

Matteo Corciolani, University of Pisa

Kent Grayson, Northwestern University

Session 9B: Ethical and Sustainable Consumption

Room G44

Why Some Consumers Consume Responsibly

Ahir Gopaldas, York University

Although various genres of socially responsible consumer culture have been extensively detailed, what motivates them remains under-theorized. This research asks why some consumers adopt socially responsible consumer culture. To answer this question, a purposive sample of consumers are interviewed and their objects, practices, and spaces are observed. Extant insights and emergent findings are organized in six categories: predisposing and perpetuating forces, triggering and terminating events, and repressing and regressing forces. By locating responsible consumer motivation in previously overlooked cognitive, affective, social, and network forces, this process analysis identifies new opportunities for the long-term transformation of consumer behavior.

Buy the brand, save the world...not: The conflict among consumer culture, CRM and social good

Mara Einstein, City University of New York

Connecting consumer products to causes is increasingly used by companies as a strategy to increase sales. While this has been an effective marketing tool, it is not an effective tool for easing social ills. That is because shopping is not a virtuous act; it is a selfish one. To aid consumers in fulfilling their individual needs, marketers focus attention on them while causes and the afflicted become invisible players. The needy are not only obscured, but also consumers expect to be repaid for each subsequent act of largesse. In marrying cause to consumption, the line between market and politics has blurred; a situation that has birthed the hybrid citizen-consumer. Moreover, consuming itself is in conflict with one of the most pressing causes of our day—sustainability. Thus, the consumer marketplace, and specifically cause-related marketing (CRM) and Corporate Social Responsibility (CSR), is fundamentally at odds with achieving good for people and the planet.

Sustainable Consumption and Social Change in a Time of Shifting Worldviews

Joachim Scholz, Queen's University

Jay Handelman, Queen's University

This conceptual essay offers an exploration of shifting worldviews as a conceptual lens to challenge conventional notions of sustainable consumption research and to build theories of radical social change. The notion of shifting worldviews is based on the idea that we are living in a time of interrelated economic, resource-based, and environmental problems that give rise to eschatological discourses in which nature is an active entity that threatens to destroy humans, or at least their civilization. This notion of an active nature conflicts with conventional notions of nature as a passive source of resources or spiritual nourishment. We describe the origin and content of the worldview of separatedness, in which nature is passive, and of the worldview of interconnectedness, in which nature is active. Based on this discussion, we subsequently demonstrate how considering shifts in overarching worldviews can advance our understanding of sustainable consumption practices and social change.

Conflicting Values of Ethical Consumption in Diverse Worlds – a Cultural Approach

Maria Grazia Pecoraro, University of Jyväskylä

This research paper examines the plurality of ethical consumption aiming to illuminate how consumers cope with its complexity in the context of food

Sunday, 10:00 am – 12:00 pm

consumption in everyday life. The research data has been collected from Finnish online discussion forums in which consumers debate on various aspects of ethical food consumption. This study seeks, firstly, to delineate tensions that consumers inevitably face when pursuing ethical choices, and secondly to shed light on the various ways how they solve these tensions in the rhythms of everyday life. The research applies Boltanski and Thévenot's theory of orders of worth as an interpretive framework. The analysis confirms that consumers recognize various viewpoints of ethical consumption which may be accompanied by insecurities about the “right” interpretations. However, the research suggests that consumers are able to solve fundamental tensions of ethical food consumption by carrying out five different types of practices. These practices serve as situational “agreements”.

Chair: Ahir Gopaldas, York University

10:00 am – 10:30 am

Coffee Break

Outside Room G44

10:30 am – 12:00 pm – Session 10

Session 10A: All in the Family:

Room G45

Intra-Family Coalitional Influences on Consumption

While a large body of consumer research has delved into personal identity (e.g., Ahuvia 2005; Belk 1988; Reimann and Aron 2009; Schau and Gilly 2003; Schau et al 2009), very little research has investigated coalitional or collective identity within kinship networks. Curasi et al (2004) examined how an object that represents one family member's individual identity can, over generations, come to take on inalienable status and reflect family identity, but they did not unpack the construct. Mosio et al (2004) also describe how shared consumption practices play a role in the production and negotiation of family and family member identities, but again do not elaborate on the interplay of individual and collective identity projects. Recently, Epp and Price (2008, p.55) argued that we might better understand intergenerational influence processes “by examining how particular brands are embedded in family and relational identity enactments.” By family and relational identity enactments, they refer to the interplay among the rituals, narratives, social dramas, intergenerational transfers and everyday interactions that make up family life. They

theorize that intergenerational influence and socialization processes must be understood by examining multiple identity bundles in dynamic interplay within a family's social interactions and consumption practices. Specifically, they emphasize that family identity (i.e., "who we are as a family") is contingent on shared interactions among relational bundles within the family that engage in both complementary and competing consumption practices. For example, individuals, various coalitions (father/sons; mother/daughters; siblings; couple, etc), and the collective family instantiate and negotiate identity through consumption and other practices. Empirical research supports the assertion that families instantiate and negotiate individual, relational and collective identity goals, and that the level of synergy and discord among these goals is consequential for object meaning and consumption activities (Epp and Price 2010; 2011). We anticipate that a more nuanced examination of family consumption, including attention to the dynamic interplay of individual, relational and collective identities, will enrich our understanding of consumption.

This session tightly coalesces around the central construct of family, specifically the social dynamics within families and the impact of family dynamics on consumption. All three papers start with family as a kinship-based collective with a distinct identity and investigate member interplay in a consumption domain: Connell et al examine intergenerational transfer of consumption practices, Huff and Cotte investigate eldercare consumption, and Bradford and Hogg explore consumer socialization. All three papers share an emphasis on coalitional relationships within families, or the manner in which some members interact with other members within the kinship collective. All papers touch in some way on member roles and member identities as they intersect with the family collective identity. In addition to theoretical cohesion, the papers share a methodological focus, using depth interviews with multiple family members to reveal family consumption.

The Role of Identity Interplay in Intergenerational Transfer of Consumption Practices within Families

Paul Connell, SUNY Stony Brook

Hope Jensen Schau, University of Arizona

Linda L. Price, University of Arizona

The Ambivalent Role of Adult Siblings in Family Decisions about Elder Care

Aimee Dinnin Huff, University of Western Ontario

June Cotte, University of Western Ontario

Sunday, 10:30 am – 12:00 pm

Helping or Hindering? The Ambivalent Role of Siblings as Socialization Agents within Family Consumption

Ben Kerrane, Bradford University School of Management

Margaret K. Hogg, Lancaster University Management School

Session 10B: The Politics of Food

Room G44

Food, Love and Meta-practices A Study of Everyday Dinner Consumption Among Single Mothers

Susanna Molander, Stockholm University

Practice theory has gained a renewed interest within the social sciences, including consumer culture theory (CCT). Yet most CCT researchers with an interest in practice theory have been studying consumption as a practice in itself and neglect the importance of consumption context as well as the practice perspective's ability to operationalize this context. The purpose of this paper is therefore to develop the practice perspective's consideration of context in ways that previous practice approaches within CCT have ignored. This will be done by exploring the different practices that may be involved in a consumption situation, like the everyday dinner among single-mother households, and how these practices define, shape, enable, constrain and value consumption. The paper concludes that mothering, defined as a meta-practice, dominated the consumption situation and organized the other practices involved.

“Ubuntu in your heart”: Ethnicity, innovation, and playful nostalgia in three “new cuisines” by chef Marcus Samuelsson

Hanne Pico Larsen, Columbia University

Susanne Österlund-Pötzsch, Åbo Akademi University

Our aim is to investigate one particular aspect of the multifaceted phenomenon of ethnicity. We highlight the process of how an engagement with one's cultural roots often co-exists and becomes intertwined with an invitation for others to join in and enjoy. The illustrations and examples for our consideration are three cookbooks written by Swedish-Ethiopian-American celebrity chef Marcus Samuelsson. In our analysis we employ the concepts of American Plus-ethnicity and playful nostalgia. In addition, we comment on the concept of ubuntu, which Samuelsson has added to the issue of ethnicity within (American) culinary culture. Samuelsson invites everybody along his food journeys and asks us to savor, acknowledge, and respect

Sunday, 12:00 pm – 1:30 pm

our diverse ethnic backgrounds – thereby making ethnicity a flexible notion. From the creation of several “new” cuisines a multi-ethnic and symbolic identity emerge and is served as an open Zen-like invitation to us all, ‘Ubuntu in your heart’.

If you can’t stand the heat, get out of the kitchen: Foodies resist the cultural authority of the market

Amanda Earley, York University

In spite of the growing scope of consumer culture, there are markets that continue to evade integration into mainstream consumer society. This project located one such segment in an unexpected place—with amateur gourmet chefs. In interviews with eleven of these “foodies,” all eschewed participation in the market for cookware, emphasizing reliance on skill over the purchase of unnecessary products. They contend that “real” cooks value utility over all, and question the aestheticization, fetishization, and mass marketing of cookware to a general audience. Their responses reveal the role of culture, knowledge, information, socialization, and market structure on consumer values and beliefs, thereby bringing into question the concept of consumer agency. Taken together, the interviews reveal not only dysfunction in the market, but also recipes for cultural change.

Discussant: Andrew Potter

12:00 pm – 1:30 pm

Lunch

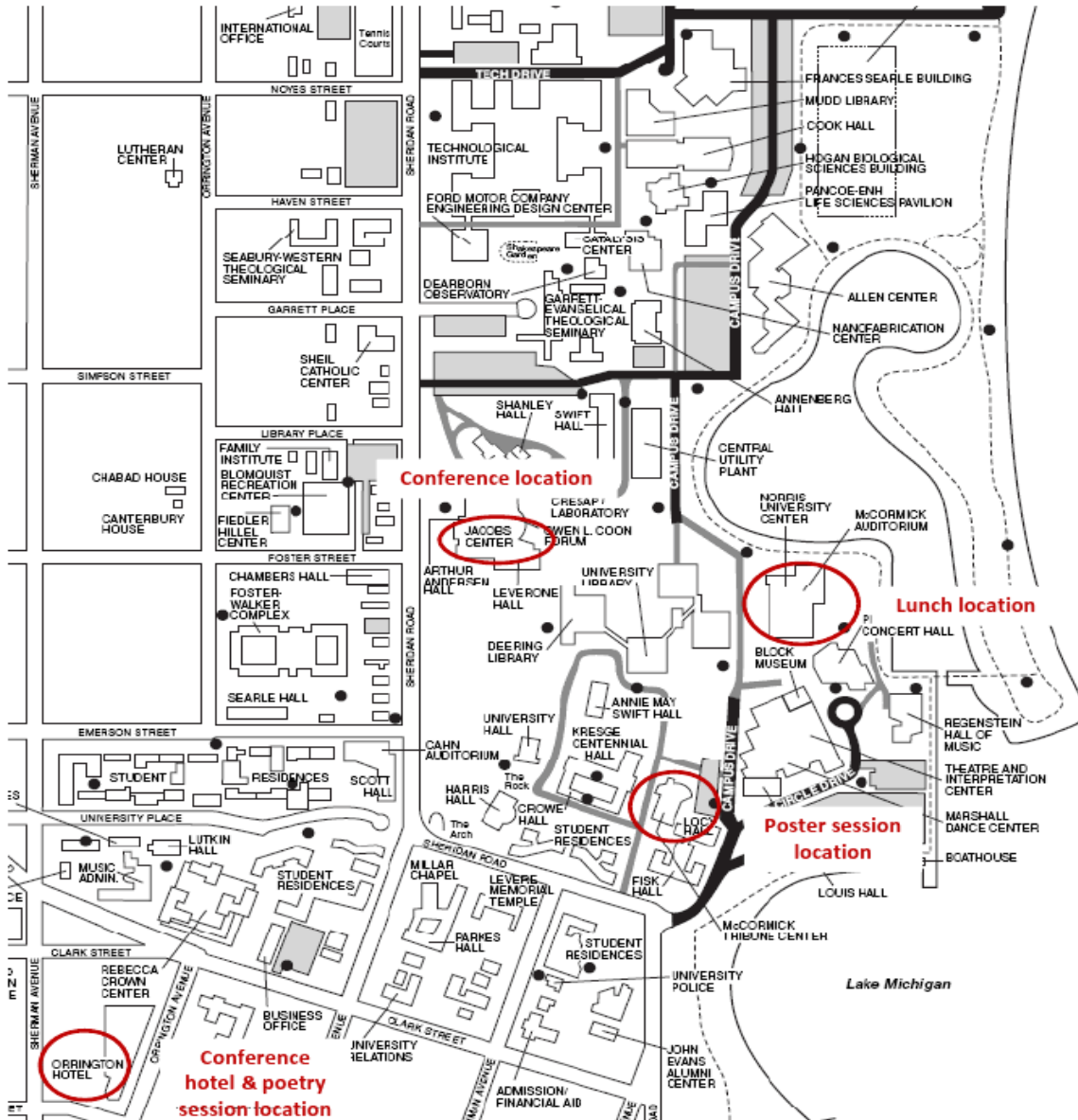
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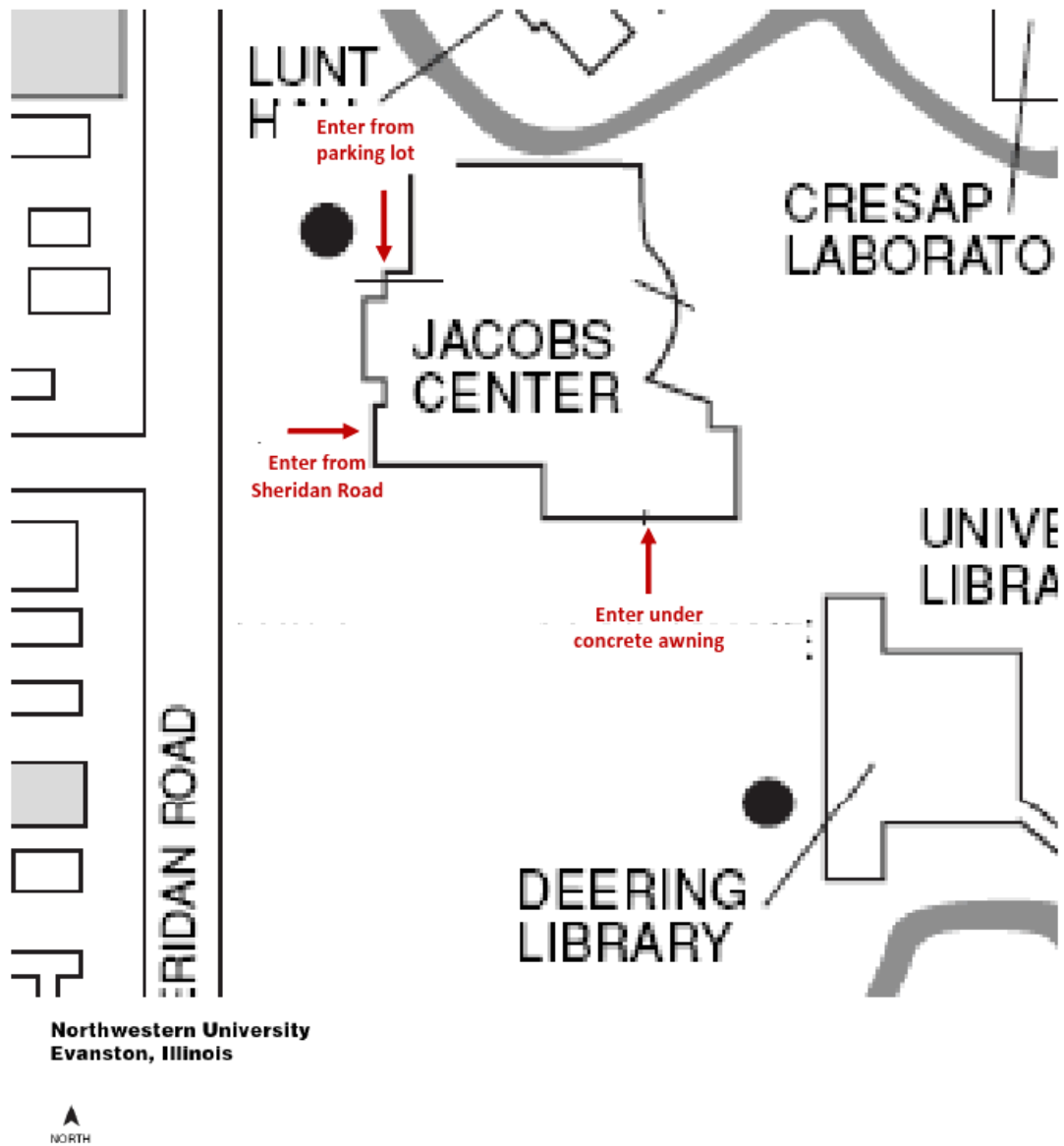
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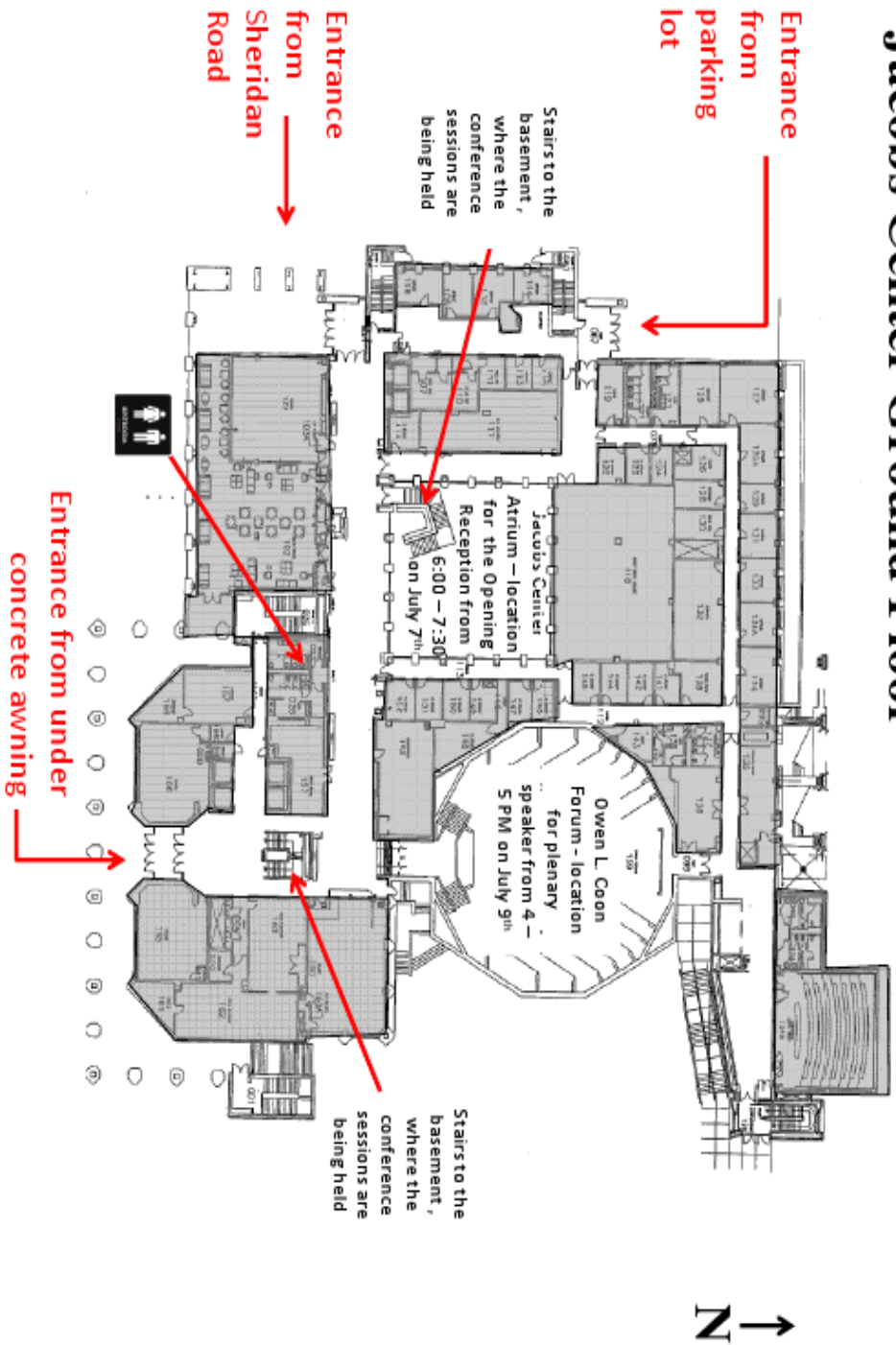
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