Consumer
Culture
Theory
Conference

BOSTON

19-22
June
2008

Conference Program
120 Tremont Street, Suffolk University Law School

**Omni Parker House Hotel**
Conference Accommodation, 60 School Street

**Club Quarters Hotel**
Conference Accommodation, 161 Devonshire Street

**Suffolk University Residence Hall**
Nathan R. Miller Residence Hall, 10 Somerset Street

**Opening Reception**
State Room, 60 State Street

**Restaurant: Grotto**
37 Bowdoin Street. Serves Italian cuisine in a casual and comfortable atmosphere. This Beacon Hill hideaway brings back Old World charm with its rustic setting and a cuisine that surpasses all expectations. $$$

**Restaurant: Scollay Square**
21 Beacon Street. Upper-casual American comfort foods featuring a fresh array of trendy foods, superbly valued wine list, comfortable atmosphere and outdoor patio. $$$$$

**Restaurant: Zen Sushi Bar**
21A Beacon Street. Traditional Japanese Cuisine. $

**Restaurant: Wagamama**
Faneuil Hall Marketplace. Wagamama is an award-winning Asian noodle restaurant. The menu is a mouth-watering mixture of noodles, tasty rice dishes and salads. $

**Restaurant: Bricco**
241 Hanover Street, North End. Bricco's boutique Italian cuisine is unique and personal and created for a unique and sophisticated diner. Experience a slice of Italy with a warm welcome, incomparable service and a lively late-night scene. $$$

**Restaurant: Pho Pasteur**
682 Washington Street. Ample portions of meat and good tasting noodles. $
Program Overview

Thursday June 19

Special Panel at the Gender Conference, Open to all CCT Registrants, 10:45am-12:00pm
CCT Opening Reception, 5:00pm-7:00pm. State Room, 60 State Street, Boston

Friday June 20

Concurrent sessions, 8:30am–5:30pm
Reception and poster session, 5:30pm–7:00pm

Saturday June 21

Concurrent sessions, 8:30am–5:30pm
Reception with poetry readings and live music, 5:30pm–7:00pm

Sunday June 22

Concurrent sessions, 8:30am–12:00pm
### Friday June 20

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<td>Competitive Paper Session: Acculturation and Reculturation</td>
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<td>10:00 – 10:30 am</td>
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<td>10:30 – 12:00 am</td>
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<td>12:00 – 1:00 pm</td>
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<td>Session 7:1. Room 265 Special Session: Aging, Identity and Consumption</td>
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Consumer Culture Theory Conference 2008

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Giana Eckhardt, Suffolk University

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Consumption, Markets & Culture, (CMC) focuses on consumerism and the markets as the site of social behaviour and discourse. It encourages discussion of the role of management and organisations in society, especially in terms of production, consumption, colonialism, globalisation, business performance and labour conditions. Combining theories of culture, media, gender, anthropology, literary criticism and semiology with analyses of business and management, the journal is international in its scope and iconoclastic in its aims. The editors consider marketing to be the ultimate social practice of postmodernity, blending art and commerce and requiring the constant renewal of styles, forms and images. Educating readers about the conscious and planned practice of signification and representation is, thus, the journal’s primary aim; its second is to take part in inquiring in and construction of the material conditions and meanings of consumption and production.

Discount Offer Information
Routledge is delighted to offer CCT 2008 delegates a 25% discount off of the standard (individual) rate for Paper Subscriptions of Consumption, Markets & Culture, so order your subscription today!

Discounted Rate: £43 / US$58 / €47
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To order your discounted subscription, please contact Marketing Executive Rachael.Williams@tandf.co.uk by July 20th 2008.
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The Sawyer Business School prepares successful leaders in global business and public services. The Business School bears the name of Frank Sawyer, an American entrepreneur who built a corporate empire that today stretches across the world. The Business School serves over 4,000 undergraduate and graduate students. Degrees offered include the bachelor of business administration, MBA, Global MBA, online MBA, and Executive MBA. The Sawyer School is accredited by AACSB International. Suffolk University was founded in 1906. The Sawyer Business School was founded in 1937.
Thursday June 19
Special Panel Open to all CCT Registrants
Final Session of Gender Conference
10:45am-12:00pm

The Kotzen Room in the Beatley Library Building,
Simmons College
300 The Fenway, Boston, MA
http://www.bentley.edu/genderconference/

Genderizing Consumer Cultural Theory/Culturizing Gender Studies of Consumption and Markets:
Cross Fertilization Opportunities, Challenges, and Future Directions

Panel Chair: Lisa Peñaloza, Ecole des Hautes Etudes Commerciales du Nord

Participants: Shona Bettany, University of Bradford
Linda Scott, Oxford Saïd Business School
Craig Thompson, University of Wisconsin-Madison
Luca Visconti, Bocconi University
Thursday June 19
Opening Reception
5:00pm-7:00pm

State Room, 33rd floor, 60 State Street

The reception is generously sponsored by

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All conference events from here forward will take place in Sargent Hall, Suffolk University, 120 Tremont St., Boston

Friday June 20
Session 1, 8:30am-10:00am

1:1 Session Title: The Quest for Consumer Self-Transformation: The Role of Marketplace Structures
Room: 265
Chair: Pia A. Albinsson, New Mexico State University
Discussant: John Schouten, University of Portland

Alternative Possible Selves in Self-Transformation: Negotiations for the New "Me"
Pia A. Albinsson, New Mexico State University

Consumers in the modern Western world strive for self-transformation in the form of activities and experiences that literally changes the way they think, feel, act or perceive themselves. While recent consumer research has focused on managing consumers experiences in services encounters, little attention has been devoted to consumer transformation processes where service providers guide consumer life-projects. This research contributes to consumer culture theory by exploring how the role of others affects the clients' negotiation of alternative possible selves in an industry context where bodily transformation occurs over an extended time. An analysis of consumer and personal trainer narratives illustrates a complex negotiation process that shapes the consumers’ search for meaningful transformations. Extending prior research on the modern notion of the body as an object of control the meaning of individuals’ relinquishment of bodily control to the guidance of marketplace agents is revealed.

The Binding Force of Hope: Constructing Hope, Constructing Community
Mariam (Maia) Beruchashvili, California State University, Northridge
James W. Gentry, University of Nebraska
Risto Moisio, California State University, Long Beach

Without hope there is no future. Hope is crucial to the welfare of humanity. Much of hope is sought in the marketplace through consumption of products, services or brands, which promise realization of hopes. In contrast to recent psychological treatment of hope in consumer research, we adopt the sociology of emotions as our theoretical framework in which emotions are embodied, relational, and socially situated experiences. We conducted a market-oriented ethnography focusing on the Weight Watchers brand community where we examine the role of emotions in facilitating community building. Our emergent model of hope reveals the co-constitutive relationships between emotions and community building through Hope Provision, Hope Sharing, Hope Orchestration, and Hope Appraisal.
**I Might Consume Like a Hipster, but I am not a Hipster: Myth Markets and Consumer Reflexivity**

Zeynep Arsel, Concordia University
Craig Thompson, University of Wisconsin-Madison

Existing research on identity myths have demonstrated the ways consumers derive identity value from a myth; however, little emphasis has been given to the reflexive strategies individuals employ when commercialization and contamination of these myths through marketplace processes creates stigmas. Our research demonstrates how individuals develop complex strategies to dissociate themselves from a stigmatized identity myth (the hipster) while continuing to engage in practices that are structured by the hipster myth market. We show that, through discursive reinterpretations of various narratives within the hipster mythology, they contest stigmatizing discourses, revert the meanings attributed to stigmatized practices and products; and in some cases, discontinue engaging in those stigmatized practices. With our study, we seek to broaden the perspective on consumer-myth relations by demonstrating that myths do not just serve as desirable guidelines for identity construction, but also are discursive structures that individuals reflexively use, contest, refute or reinterpret.

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1:2 Session Title: Acculturation and Reculturation
Room: 295
Chair: Kai Uwe Hellman, Technische Universität Berlin

Re-Discovery and Re-Interpretation of Ethnic Heritage: A Semiotic Exploration of French Ethnic Consumers’ Reculturation Process

Denis Darpy, University Paris-Dauphine
Virginie Silhouette-Dercourt, University Paris XIII

By means of qualitative studies of ethnic consumers with Moroccan, Tahitian, Turkish and Congolese backgrounds, this article demonstrates that ethnic consumers in France are experiencing reculturation through consumption, using products, brands and points of sale to negotiate this re-discovery and re-interpretation of their ethnic heritage. This interpretation of consumer behavior is grounded in semiotics, building upon Greimas and Courrès (1993) contributions. The semiotic square - From here and From there - is developed to show how individuals are reclaiming their ethnic heritage through products, brands and retail outlets.

“What Mama Says…” A Picture of the Family as a Marketplace for Emotional Barter [Drama Performance]

Chris Oram, Oxford University

A play in the form of a monologue, spoken by Minna. Minna is an immigrant woman of Eastern European origin, whose daughter was born in the United States. Family history and family conflict are remembered and celebrated by Minna, expressed largely through the medium of brands, from electrical goods to literature. Psychological contradictions so prevalent in the human personality are seen, notably in the unexpected feminist/political
alignment of female family members. The function of the drama is to engage the imagination of the watchers rather than the academic attitudes, to provide an emotional experience with which to compare and contrast intellectual rationalisations and theoretical approaches that in this specialised audience naturally ensue.

Capturing Their Dream: Video Diaries and Minority Consumers
Charis Brown, University of Waikato
Carolyn Costley, University of Waikato
Lorraine Friend, University of Waikato
Richard Varey, University of Waikato

Incorporating video diaries into consumer research projects can provide unique insights into how consumers function, think, feel and understand. This paper describes the benefits of video diaries and illustrates them from our experiences in using them to understand consumer acculturation of Pacific Islanders in New Zealand. Research participants benefit from the control and voice that video diaries give them. Researchers benefit from “saturated description” and collaborative analysis. We provisionally recommend video diary data collection to researchers who want to understand consumers’ lives, especially those of minority consumers. Users should be aware, however, that the process demands much personal commitment to be successful.
Friday June 20
Session 2, 10:30am-12:00pm

2:1 Session Title: Conflict and Uncertainty in Identity Projects: Narrating Aspects of the Consuming Self in Different Ethno-Cultural Contexts
Room: 265
Co-Chairs: Pauline Maclaran, Keele University
Margaret K. Hogg, Lancaster University

Negotiating the Eastern versus the Western Self: The Role of Shaadi.com
Amandeep Takhar, Keele University
Elizabeth Parsons, Keele University

The paper takes as its focal point the Sikh courtship process to explore young adult Sikhs consumption of an online dating site, Shaadi.com. The methodology used an interpretivist approach and followed a multi-method design that combined netnography with offline semi-structured interviews. We find that young Sikh women make and remake their identities as they perform a dialectical negotiation between the offline rules and restrictions placed on them by their local communities and the possibilities offered by this mode of online communication. It is in this sense that their use of the website helps reconcile the Eastern versus the Western self as these young adult Sikhs gain confidence in understanding themselves through the courtship processes they are undertaking.

Desired and Undesired Selves and Consumption: Stories from Greek Women Consumers
Aikaterini Karanika, Lancaster University

Earlier work on identity, self and consumption has tended to neglect the impact which the inter-relationship between desired selves and undesired selves has on consumption experiences. However, the dialectic between the desired and undesired self represents an important gap in our understanding of how consumption mediates identity. Phenomenological interviews with thirty Greek women are used to elicit consumption experiences linked to positive and negative aspects of the self in this socio-cultural context which is characterized by high uncertainty avoidance.

Independent and Interdependent Selves amongst Hong Kong Chinese Consumers
Phoebe Wong, Lancaster University

An extensive body of social psychological literature focuses on the inter-relationship between the independent (personal) and interdependent (relational and collective) self. The independent (personal) self relates to how people seek autonomy from others and the maintenance of a personal and unique identity. People with the interdependent (relational and collective) view of the self tend to emphasize the significant role of relationships in terms of fitting in with family, important reference groups or society. According to these
latter views, the self is constructed and defined by others, family, friends, or reference groups. In the recent debate, however, social psychologists have begun to explore the coexistence of the independent and interdependent self, and this represents the starting point for collecting narratives from nineteen Hong Kong Chinese consumers.

*The Consequences of Cultural Globalisation among Iranian Young Consumers: Self-reflexivity and Identity Dilemmas*

Aliakbar Jafari, University of Wolverhampton

With a particular focus on cultural globalization, this paper examines the role of ‘self-reflexivity’ in fostering identity dilemmas among Iranian young consumers. Based on a grounded theory approach, I use verbatim texts and my interpretation of 15 depth interviews discussion to demonstrate how – as a result of exposure to the flow of global cultural capital – young Iranians ‘reflexively monitor and critically evaluate’ (Kim, 2005) their own identities, and (re)construct and (re)negotiate these identities through their everyday life consumption practices and lifestyle choices. I look, in particular, at the *processes* in which the consolidating forces of the local socio-cultural and political context (Iran) clash with the dynamics of cultural globalisation and tackle individuals’ self-actualisation projects.

2:2 Session Title: Counterfeit Consumption and Consumer Resistance  
Room: 275  
Chair: Hilary Downey, Queen’s University

*Counterfeit Consumption: Consumer Welfare Perspective*

Behice Ece Ilhan, University of Illinois-Urbana Champaign  
Gülnur Tumbat, San Francisco State University

Previous studies suggest that counterfeit consumption, regarded as an illegal and unethical practice, has undesirable consequences for markets, firms, and also for consumers. The focus of consumer studies on the topic is limited to the motivations for or symbolic meanings of counterfeit consumption. Yet, the potential positive consequences of counterfeit consumption on consumer’s welfare haven't been explored. We argue that the Western contexts used in existing studies bring in a specific choice dichotomy – between having an 'authentic' versus a 'counterfeit (inauthentic)' product – that acts as an impediment to explore possible consumer welfare implications of counterfeit consumption. We use an alternative context where the consumer choice may be between having a counterfeit product versus none to explore consumer welfare implications of counterfeit consumption. Our findings challenge the anti-counterfeit consumption discourse and propose a novel conceptualization of consumer welfare.
The Control Paradox: The Benefits of Losing Control of Brands to Consumer Network Subcultures
Renee Ann Richardson, Harvard University

My research examines counterfeit consumption subcultures, which allow consumers to appropriate symbols associated with the elite. Due to aggressive policing, these markets have become increasingly network-based, leading to the proliferation of at-home Tupperware-like parties. I conducted a two-year long ethnography of this subculture where consumers openly admit to their peers that their items are fake. My findings indicate that this illegal purchase behavior is not sanitized by the fact that it is embedded in the social network, as one might expect when friends are complicit in a “deviant” act. Rather, I found that consumers who purchased the counterfeits in network settings often un-adopt the fake and/or exhibit a higher propensity to later purchase the authentic good, as compared to consumers who purchase these goods on the street from anonymous vendors. Pseudo-access to the product increases their aspiration for the authentic brand, while the social consumption setting creates a tension between these consumers’ positive self-concepts and the negative symbolic meaning of the counterfeit. In this way, these subcultures can paradoxically ameliorate and maintain stratification boundaries within brand communities.

Cynical Identity Project as Consumer Resistance: Constructing Scrooge in Online Anti-Christmas Sites
Ilona Mikkonen, Helsinki School of Economics
Johanna Moisander, Helsinki School of Economics

This paper aims to contribute to literature seeking to form a more multilayered comprehension of consumer resistance. We find that in order to form an understanding of the phenomena, analyses of practices of the self, or identity projects, need to be included. Drawing from organizational studies we introduce the concept of cynicism, and argue that one of these indirect forms of resistance is construction of a cynical self. Construction of critical identity is illustrated with an empirical example of online anti-Christmas sites. We suggest that resistance through cynical identity projects can be approached as crafting ‘emancipatory spaces’ for alternative forms of being. The discursive nature of online environment enables construction of cynical selves while maintaining the everyday identities that reflect society’s norms. Overall we suggest that online environments facilitate flexibility of identities projects, and enabling individuals to occupy multiple subject positions simultaneously.
Friday June 20  
Panel Discussion:  
Consumption and the Ecological Challenge  
1:00pm-2:00pm  

Room: 295  

Panel members: Juliet Schor, Boston College  
Güliz Ger, Bilkent University  

Moderator: David Crockett, University of South Carolina  

In the age of global warming, it is increasingly being recognized that contemporary US lifestyles are grossly unsustainable. In this panel discussion, Juliet Schor will present new data on the material volumes of US consumption from 1998-2007. The data show that far from “de-materializing” as many have predicted, materials use is rising, and with it eco-system degradation. Given this reality, there is an urgent need for CCT scholars to discuss how the ecological challenge posed by contemporary consumer lifestyles should be addressed.
Is Foreign Tourists’ Concern for Blackness Racializing Brazilian Culture?
Danielle Hedegard, University of Arizona

This presentation presents data on the construction and use of racial capital in a tourist environment dominated by the sale of "black culture." I argue that the presentation of Afro-Brazilianness, seen as authentic by tourists, creates racial identity. Yet, this tourist environment also provides a context where traditionally dominated groups - lower class dark skinned Brazilians - are able to gain power (due to their perceived authenticity) over their cultural creations contrary to many findings in tourism studies which argue that tourist demand corrupts and essentializes traditional cultural forms. I address the agency of individuals to use culture to construct categories and the fluidity of symbolic (racial and cultural) boundaries by analyzing how they play out in daily interactions through participant observation and interviews with a diverse sample of Brazilian cultural producers and international tourists of the Brazilian martial art capoeira.

Cultural Premiums and the Performance of Altruism
Keith Brown, University of Pennsylvania

This paper describes how the search for products viewed as “socially responsible” involves both a performative dimension where consumers carefully position themselves as altruistic, and a strong aesthetic and cultural component. This aesthetic and cultural component leads consumers to seek goods with symbolic meanings that convey an anti-corporate ethos, sometimes at the expense of the material changes they seek in the world. In line with research showing how cultural processes inform economic activity, I introduce the concept of moral premiums and describe how these premiums encourage consumers to expend additional resources to seek them out. This paper contributes to research in cultural and economic sociology and utilizes a dramaturgical perspective to capture the impression management strategies that consumers employ in their search for distinctive moral status. The findings are grounded in extensive ethnographic and interview data (n=102) of consumers, retailers, store owners and activists of Fair Trade coffee and handicrafts.
Non-Participation in Dominant Ritual Activity: A Cultural Sociology Perspective
Michelle F. Weinberger, University of Arizona
Melanie Wallendorf, University of Arizona

Dominant practices become part of the mainstream landscape, part of the semiotic cultural code. This project examines what happens when individuals do not participate in deeply embedded cultural and commercial practices. It examines what active non-participation looks like when individuals are familiar with a dominant practice but do not follow it, what the impact of such inaction is, and what marketplace resources individuals creatively use to compensate for non-participation. This research uses the context of the 15 million Americans who choose not to celebrate Christmas while American culture, Christian activities, and retail establishments are oriented towards the holiday. They reject Christian beliefs, yet they still must navigate the pervasive Christmas season. This analysis of depth interviews and guided diaries takes a sociological perspective examining what happens in the vacancy created by dominant consumption practices.

3:2 Session Title: Consumer Involvement
Room: 275
Chair: Deborah Heisley, California State University, Northridge

Building Blocks for a Theory of ‘Working’ Consumers
Bernard Cova, Euromed Marseille
Daniele Dalli, University of Pisa

Consumers have been more and more theorized as producers in CCT research. However, these theorizations fail to account for all the facets of the productive role of the consumer. This paper mobilizes both post-Marxist economics and post-Maussian socio-economics in order to develop the concept of ‘working consumers’. This concept stands for consumers who, by the means of immaterial labour, add cultural and affective elements to market offerings. Their contribution increases the market value of these offerings, even if they generally work at the primary level of sociality outside the control of producers. This concept challenges all the right-minded developments such as the SDL theory which are trying to create/construct the vision of an ethereal marketscape where consumers and producers live together in harmony.

Cirque de Cuisine: Dialogic, Dynamic Play in a Food Consumption Context
Sarah J. S. Wilner, York University

This paper explores play from a dynamic perspective that accounts for the experience of both consumer and producer, and the influence they may have on one another. The context for this study is a culinary movement known as “molecular gastronomy,” with data drawn both its chefs and its consumption subculture. I find that consumers and producers engage in a form of dialogic and dynamic play, each acting and interpreting in reaction to the other, albeit indirectly. Moreover, the play is characterized by storytelling, spirited tension as well as intellectual, emotional and physical engagement. The paper’s primary contribution lies in its
Ordinary Cosmopolitanism in the Global Marketplace: Web-based Communities as Sites of Consumer Resistance

Johanna Moisander, Helsinki School of Economics
Joonas Rokka, Helsinki School of Economics

The paper builds on the literature on cultural consumer research, and on marketplace cultures in particular, to investigate web-based consumer communities as sites of translocal cultural production, mediation, and resistance through which different “versions” of globalization and global consumer culture are produced and negotiated in the market. It is argued that online community websites may not only increase transparency, polyvocality and cultural dialogue in the market, but also empower, to some extent, consumers in constructing viable counter discourses of globalization (Firat and Dholakia 2006). Based on an empirical case study (Stake 2003) of an web-based community of ‘global travelers’, carried out using netnographic methods (Kozinets 2002), the paper illustrates how globalization as a standardizing force (Jameson 1998) and global consumer culture as the culture-ideology of consumption (Skair 1998), is being contested and negotiated in the online environments of global marketplace. More specifically, the study shows how transnational corporations, transnational capitalist classes and the culture-ideology of consumerism are disrupted in the community website by constructing notions of cosmopolitanism and cosmopolite identity that are in line with anti-globalist ideologies.
Friday June 20
Session 4, 4:00pm-5:30pm

4:1. Session Title: Globalization and Consumer Culture
Room: 295
Chair: Fleura Bardhi, Northeastern University

The Vodou Ethic and the Spirit of Consumption [Dance Performance]
Elizabeth Chin, Occidental College

In a global context where consumption operates both as cultural nexus and economic engine, this presentation asks: what does consumption mean for those who inhabit the poorest nation in the western hemisphere? Consumption is essential to the spiritual practice of Vodou, the everyday religion of the majority of Haitians. This presentation additionally is built around a consideration of Haitian consumption as suffused with elements of Vodou practice and cosmology. The approach is at mixture of the direct and analytical (the academic) and the performative and artistic. This intermixing of forms allows in particular and exploration of the metaphorical and poetic richness of Vodou which operates in circumstances of profound material poverty. Consumption here, then, is understood to encompass a rich and varied terrain, one that is as contradictory as it is complex. Built around an ethnographic discussion of the household of Florencia Pierre, one of Haiti’s premiere Folkloric dancers, the presentation emphasizes in particular the relationships between the extreme poverty in Haiti and the extreme abundance in the United States; the long intertwined histories of politics, culture and economics that are embedded in Vodou practice, and the ongoing struggles of Haitians to thrive under conditions that, while seemingly remote from the comfortable middle class homes ‘typical’ of the United States, are intimately bound up with them nevertheless.

Globalization and Intercultural Learning: Young Adult Iranians’ Consumption Practices and Lifestyle Choices
Aliakbar Jafari, University of Wolverhampton

In this paper, I examine the consumption practices of young adult Iranians in the context of cultural globalization. Based on the analysis of qualitative data, collected through participatory observation and in-depth interviews with 28 individuals in Tehran and Karaj, I conceptualize cultural globalization as an intercultural learning process. I demonstrate how, through its influx and intrinsic reflexivity, cultural globalization inserts change on these individuals' perception of self and identity and, consequently, everyday life consumption practices and lifestyle choices. I propose a model that explains the reflexive mechanism of cultural globalization in a developing country like Iran and conclude the paper with a call for further research into the dynamics of globalization and consumers’ identity projects in both developed and developing countries.
This research recaps the history of the different Franco-Italian streams that, from the late 1980s to the early 2000s, largely (albeit not entirely) came together in the so-called Consumer Culture Theory (Arnould and Thompson 2005). First, the authors and research works will be presented chronologically up until 2000, so as to highlight the emergence of main research themes with which we are concerned today. Second, from 2000 to 2005, the contributions will be articulated thematically, to show how these themes have consolidated and spread. Finally, we sought to address specificities of Mediterranean CCT.

4:2 Session Title: Politics and Consumer Culture
Room: 265
Chair: Richard Kedzior, Hanken

Consuming the Anti-Bush Game: Narrative and Ergodic Analysis of Ideology in Games
Domen Bajde, University of Ljubljana

The interplay of politics and consumption involves not only the expressions of political concerns in everyday consumption (i.e., political consumerism), but also the everyday consumption of politics. This paper focuses on online political games as prime examples of consumable political products. A multilayered methodological framework for analyzing ideology in computer games is constructed by drawing from play theory and game studies. This framework is employed to analyze the ideological contours of The Anti-Bush online adventure game. Specifically, the ways in which ideology is inscribed in games through narrative and representation as well as through structural and simulation aspects are explored.

Reading Out-of-Closet Advertising: LGBT Consumers’ Dominant, Negotiated, and Oppositional Readings
Wan-Hsiu Sunny Tsai, University of Miami

This study addresses how lesbian, gay male, bisexual and transgender consumers construct and manage their sexual identity and community identifications as they interact with out-of-closet commercials that featured gay characters, explicit same-sex sensuality, and pro-gay rights agenda. The general observation is that most participants critically evaluated the advertising images for stereotypical or positive representations but did not evaluate the capitalist construction of gay niche market or the class-dividing implication of the dream consumer stereotype. Participants’ discussions over “normalized” “positive representations” illuminated the power struggle within the heterogeneous LGBT communities. Their interpretations of mainstream gay advertising were highly intertwined with their political stance of assimilationist gay rights movements or confrontational queer politics.
In this multinational ethnographic investigation of the street art movement, we explore the ways in which street artists re-appropriate domains colonized by commerce and state, and domesticate place for re-inhabitation by the public. We draw upon the consumer behavior literatures on servicescapes, resistance and aesthetics to account for the this particular focus of the movement, and join the chorus of voices calling for a rethinking of the concept of “consumer” in the contemporary marketplace.

The question, “What constitutes a knowledge contribution?” has a simple and straightforward answer that is less than simple or straightforward to accomplish (David Glen Mick).

As implied by David Glen Mick, past editor of JCR, making a contribution is not an easy task. The goal of this session is to help doctoral students as well as young assistant professors make a significant contribution in the consumer culture theory field. With this objective, the introductory section of this workshop will (1) help clarify what is a contribution and (2) develop a continuum of the forms and types of contributions that exist. The main purpose of the introduction section is to illustrate how a contribution relates to a manuscript’s likelihood of being published.

The majority of the session will be devoted to the session’s participants with the goal of improving the contribution of their research. It is expected that the participants ask questions and an esteemed group of panelists will make suggestions to bring the contribution up to the level that is expected in the journals. This format of this session varies dramatically from a typical “Meet the Editors” session, although excellent in its own right, as those sessions tend to focus more on facts (e.g., editorial philosophy, acceptance rates, manuscript format, etc.) then on making a contribution.
Friday June 20
Poster Session and Reception, 5:30pm-7:00pm

Room: Function Room, 1st floor

Working Paper Titles and Presenters

Second Wave Hits Second Life: Gender Identity Construction of Women in a Multi-user Graphical Virtual Reality

Julianne Joy Cabusas, University of Rhode Island
Nikhilesh Dholakia, University of Rhode Island

This paper examines how female residents of the multiuser graphical virtual world Second Life (SL) construct, perform, and negotiate gendered identities through online avatars. Theoretical inspiration is drawn from Goffman’s performative theory and Second Wave feminist theory. Online environments make it possible for women to construct avatars based on their own desires and their consumption “inworld”, as well as facilitate the presentation of selves that are not bound by gendered subjectivities of real life. Female residents SL therefore experience complex effects of sexualization and empowerment. Following Firat and Venkatesh’s (1995) suggestion to make gender a central subject of study, and guided by previous studies of virtual environments (Boyd 2002, Schau and Gilly 2003, Turkle 1996), this paper employs a triangulation of methods: netnography (Kozinets 2002), diarying and interviews. The findings extend our understanding of the complex relationship of women’s gender identity construction and the virtual marketplace.

Third Parties: Photographs as Participants and Tools in Collaborative Research

Samantha N. Cross, University of California, Irvine

This paper discusses the use of visual stimuli as tools in the development of collaborative research. Two case studies are presented to examine the manner in which photographs can be used to enhance the data collection, analytic and overall collaborative efforts in joint researcher-participant investigations. Preliminary analyses of the data in these studies show that researcher-participant collaboration is integral to all aspects of the research process – implicit in the very design of the research, crucial to the data collection activities and a strategic part of the analysis. The photographs do indeed serve as a “third party” – allowing for the co-creation of data, joint exploration of the data and a reciprocal production of meaning. It is hoped that the approaches examined will add to our research toolbox and contribute to the current discourse on the use of visual stimuli in consumer research.
Imagined Ethnopias and Heterotopias: Recreating and Consuming Identity through Social and Cultural Practices Online

Teresa Davis, University of Sydney

This netnographic study of a group of friends reunited online after 20 years involves eight women in their 40s living in Australia, Hong Kong, India, and the United States. The women used this online ‘non-place’ to recreate and re-imagine a nostalgic place and time (the utopia of the past) and to cope with their present reality. The author, as a participant observer, gathered on-line data over one year. The Foucauldian idea of heterotopias is used as a means of understanding this online other space, and the disjunctive notions of place and other space are explored within the real and the virtual communities.

Gone but Not Forgotten: A Study of Symbolic Value in Gift-Giving to the Deceased

Jenna Drenten, University of Georgia
Kristy McManus, University of Georgia

Consumer spending on deceased loved ones does not necessarily end with the funeral. Mementos left at gravesites show that the act of gift-giving to loved ones still prevails for some, long after death. Drawing on theory from marketing (e.g., gift-giving, death rituals) and psychology (e.g., coping mechanisms, bereavement) literature, this study examines the custom of gift-giving to the deceased. The purpose of this research is threefold: 1) to develop a taxonomy of tangible gifts offered to the deceased, 2) to understand the symbolic meanings behind these items, and 3) to examine the scope of gift-giving to the deceased. A unique qualitative method is employed by integrating observational field notes and photograph analysis of public cemeteries in the Southeastern United States. Based on emergent themes derived from the data, the researchers present a typology of gift-giving to the deceased. The gifts are classified into the following four categories: contextual, symbolic, characteristic, and connective.

Markets in Motion: On the Transferability of Movement Research to Market Analysis

Kai-Uwe Hellmann, Technische Universität Berlin

In 1996 Neil Fligstein published an article called “Markets as Politics: A Political-Cultural Approach to Market Institutions“ in which he argued that the emergence of new markets are the same as the behaviour of social movements. The following article refers to Fligstein’s idea. In the first step the characteristics that distinguish social movements will be pointed out, along with the way movement research understands its subject. Secondly, certain similarities between the recruitment basis of social movements and of new markets will be proofed. Then the question of the comparability of movements and markets will be pursued. And finally, the conclusion will be made about what can be learnt from those achievements concerning to the heuristic value of Fligstein’ thesis not only with regards to new or endangered markets.
We explore how black memorabilia is perceived and/or portrayed to be the inalienable wealth of African Americans (Curasi, Price, and Arnould 2004). We conducted depth interviews with 73 black and 69 white collectors of black memorabilia (Motley, Henderson, and Baker 2003; Baker, Motley, and Henderson 2004; Belk, Wallendorf, and Sherry 1989; McCracken 1988; Wallendorf and Arnould 1991). Within the overall inalienable wealth framework, the themes of object sacralization, object meaning, and object as evidence all emerged. The paradox is that these black memorabilia items, which were not created for or by African Americans, are now entrusted to them as stewards. The individuals become caretakers of these irreplaceable possessions for an entire race of people. This guardianship then becomes a responsibility: “to whom much has been given, much will be required” (Luke 12:48 NRSV).

The Politics of Dancing: Nationalism and Consumption Communities
John Hildebrand, University of Illinois at Chicago
Bethany Barrett, Roosevelt University

The language of geography and political science are not new to consumer culture. Drawing from theoretical perspectives in geography and political science, we are engaged in an ethnographic study of a consumption community which sheds light on many issues in consumer culture. The context being observed—a themed nightclub experience—contains strong elements of consumer tribalism or brand community, third place, third space, counter-cultural consumption, and liberatory post-modernism. We believe a greater understanding can be achieved by moving beyond the community metaphor to one of nation—complete with (symbolic) invasions and the longing for independence and autonomy. The researchers have spent over a decade involved in the community under observation. They have observed and participated in online chat group discussions with members. We are using participatory observation and in-depth interviews to understand the dynamics of this particular consumption community.

Love Nest, Expanding Nest, and Recurring Nesting: Phases in Family-home Consumption
Ingeborg Astrid Kleppe, Norwegian School of Economics and Business Administration
Kjell Grønhaug, Norwegian School of Economics and Business Administration

This study focuses on family-home consumption for young dual-working families during their early formative years of family life. Evidence suggests that after purchase satisfaction or goal achievement in home-consumption are rare and that adaptation and adjustment to temporal disequilibrium in family-home consumption are normal outcomes. Two propositions from the literature on complex decision making guide the analysis. The learning proposition suggests when decisions issues are new and unfamiliar, decision makers gradually develop their understanding of the decision context. The open solution proposition suggests that families have the capacity to live with imperfection and ambiguity over long periods of time.
We found three typical phases of family-home consumption. The love nest is an arena for negotiations of preferences for future homes. The expanding nesting of the multitasking juggling family is associated with financial over-commitment and renovation surprises. Recurring nesting is necessary to negotiate major work-family tradeoffs due to imperfect solutions of family-home location and job location.

New Citizens, New Commodities: Commodity Branding in the Soviet Union and Turkey in 1930s
Olga Kravets, Bilkent University
Özlem Sandıkçı, Bilkent University

This work considers branding in countries outside the capitalist market societies of the West to argue that branding is not entirely a commercial story but also a result of specific socio-political dynamics. Specifically, using archival materials from the 1930s Soviet Union and Turkey, we examine the state initiated and sponsored product innovation and branding campaigns, conceived with explicit ideological agendas: to rid off the old (capitalist system in Russia and Islamic/Ottoman heritage in Turkey) and to produce new ‘evolved’, ‘improved’ subjects for socialist/secularist modernity respectively. We draw on similarities and differences in branding in the two cultural settings to show how subjects and objects were made in the project of constructing a new worldview and economy. We show that the process took place via the mobilization of state and market domains under conditions of poverty, social upheaval, and chronic shortages of basic supplies and articulated particular political ideas and ethics.

Development and Validation of a Cultural Consumer Scale
Kevin Lehnert, Saint Louis University
J. Alexander Smith, Oklahoma City University

Marketers generally view consumers as members of distinct and separate groups. However today’s consumers continually exhibit complex, unpredictable behaviors that are difficult to classify into distinct groups. In order to capture these behaviors, marketers need to ascertain a flexible characterization that identifies these behaviors. Through an analysis of current literature in sociology, psychology, philosophy and business, the authors provide eight consumer characteristics that reflect these complex and unpredictable behaviors. These characteristics are (1) hyper-reality, (2) fragmentation, (3) de-differentiation, (4) paradoxical juxtaposition of opposites, (5) anti-foundationalism, (6) reversal of consumption and production, (7) presentation and (8) loss of commitment. The authors then develop a scale to capture the consumer tendencies towards each of these characteristics.

Meanings of Ethical Consumption in Fashion and Clothing Markets
Annu Markkula, Helsinki School of Economics

This paper examines ethical consumption in fashion and clothing markets in Finland. Drawing on normative ethics and cultural consumer research, I have been investigating empirically the meanings that consumers attach to their fashion and clothing consumption, and particularly, how ethical dimensions are represented in these descriptions. In this paper
my focus is on the preliminary findings of this study. I will address the emerging multiplicity of interpretations and representations of ‘socially responsible’ choice and ‘ecologically sound’ practice as well as the complexity of the notion of ‘ethical consumption’ itself. Within this particular empirical context, I will further illustrate how the investigation of the grey shades of ethical consumption can contribute to a better understanding of how consumption meanings are negotiated and constructed in the contemporary, global marketplace. Such understanding is fundamental to the issue of sustainable consumption.

The Cycle of Market Organizing

Diane M. Martin, University of Portland
John W. Schouten, University of Portland

This paper describes the cyclical nature of market birth and maturation as consumer culture phenomena. From a beginning in consumer needs that are unmet by stagnant or path-dependent markets, we examine processes of innovation that defy the boundaries between consumption and production. Innovation leads to and is accelerated by the hyperorganizing of networks or communities in both geographic and non-geographic space. Hyperorganizing creates latent markets that begin as informal confederations of producers, consumers, and prosumers. Into these latent markets come one or more market catalysts, usually innovations in their own right, which introduce or utilize formal market structures.

Store Display of New Masculine Aesthetic Codes: A Semiotic Approach

Nacima Ourahmoune, ESSEC Business School
Simon Nyeck, ESSEC Business School
Didier Tsala, Université de Limoges

Socio-cultural changes impact gender roles and the marketplace. Few studies have addressed the relationship between retail strategies and masculine consumption and values. Brands successfully develop new lines for men including jewelry, the lingerie and cosmetics. This paper intends to understand and describe how the new postmodern masculine values and codes shape retailing strategies. Therefore, our study performs a semiotic analysis of 20 brands store visuals applied to sectors related to appearance (Skincare, Fashion, Lingerie). We deeply explore the meaning of each of them and the way they give an account of brands evolving masculine rep today.

The Making of New Bohemia

Yesim Ozalp, York University
Russell W. Belk, York University
Detlev Zwick, York University

In order to present an understanding of how certain forms of consumer culture develop, we investigate an expression of urban Bohemia in-the-making. The Toronto West Queen West (WQW) community is examined as a specific form of middle-class consumer culture where the already-economic-capital-rich members struggle and aspire to accumulate cultural capital through consumption performances within real and symbolic urban spaces. Through
observations, interviews with residents and gallery owners, and analysis of promotional material and media texts, we theorize the construction of the new Bohemian consumer culture. We provide a Bourdieudian perspective on how this specific version of middle class consumer culture is constructed, how it is mobilized to produce a specific organization of urban space and how it provides a field for young urbanites to acquire a specific taste, lifestyle, and hence cultural capital qua participation.

_A Colonial Past, the Elephant in the Room: How Do Historical Relationships Between The Host And Home Countries Shape The Immigrants’ Consumer Acculturation Processes?_

Nil Ozcanlar-Toulouse, Université de Lille
Tuba Üstüner, City University London

In this research, our aim is to extend Üstüner and Holt’s critical approach to acculturation (2007). The forms of domination that these immigrants face in their host countries are not limited to social-class. There is a baggage of historical tensions between the host and home countries, stigmas associated with each other's cultures. We compare and contrast consumer identity construction processes of the second-generation Algerian immigrants to that of the Turkish immigrants. While this study is still a work in progress; we will be able to present the first comparative analysis during the conference.

_Exploring the Knowledge Community of Fashion Modeling Reality Television_

Marie-Agnès Parmentier, York University

This research focuses on consumers who share a common interest in fashion modeling reality television (e.g. _America’s Next Top Model, Make Me A Supermodel_). Using netnography, the objective is to advance our understanding of the dynamics within online communities of consumption by examining them as “knowledge communities” (Jenkins 2006). Members of knowledge communities such as the one under study here are held together through the mutual production and reciprocal exchange of knowledge. Knowledge development and sharing processes such as “spoiling” for instance add substantively to the phenomenon being consumed at the same time as they facilitate dynamic interplay between media producer and the community of consumption. The relation between fans, technology and media producers should be of interest to consumer researchers in that it offers a rich terrain in which to explore co-production, connoisseurship, and marketplace culture.

_Help! My Gift Needs Wrapping_

Elizabeth Porublev, Monash University
Jan Brace-Govan, Monash University
Stella Minahan, Deakin University
Chris Dubelaar, Monash University

The pressure to wrap a gift can cause anxiety for the giver. At Christmas, many shopping centres have gift wrap stalls to assist their customers with the wrapping. In this paper we explore the purpose of a gift wrap stall and the role it plays in Christmas gift shopping. Data was collected through observation as it allowed insight into the phenomena that could not
otherwise be obtained. Findings include the nature of a gift wrap stall, the mood surrounding the gift wrap stall, the types of gifts wrapped, the level of decision making involved, the role of the staff and issues relating to trust, the waiting times for gift wrapping, the giver’s gift wrap skills, and enquires into the gift wrap service. This research makes an insightful contribution to a novel topic in the field of consumer culture theory as it allows us to better understand gift wrapping and its role in gift exchange.

**Buying To Belong: The Relationship between Brand Consumption and Group Belonging**
Yasmin K Sekhon, Bournemouth University
Isabelle Szmigin, University of Birmingham

This paper explores the concept of consumers choosing and buying particular brands to enhance and legitimise their belonging in the community. This study focuses on one particular group – Asian Indians living in the U.K. We argue that brand communities also exist within this group. However the reasons for such communities reach beyond admiration, and rather legitimise membership of a group and to engender a sense of true belonging. Fundamentally consumer theorists may argue we have a choice as to which brand we choose to consume or not. Whilst we agree with this we propose that the pressures of immigration, need for status, and climbing (the ever present) caste ladder almost forces these consumers to choose certain brands to become a verified and respected member of one’s community. This research charts a shift in value systems as consumer culture replaces core values, moving to consumption led, brand conscious and brand obsessed communities in a bid to belong and be accepted.

**Consumption and Identity at Work: Upsetting Boundaries between Consumption and Work Identity**
Ahmet Suerdem, Istanbul Bilgi University
Ozlem Kacar, Istanbul Bilgi University

The aim of this study is to examine how advertising agency employees in different organizational functions integrate their work, leisure and consumption activities into a coherent professional self-image through self-narratives about their everyday experiences. When people talk about themselves, they try to construct a neat and tidy script by organizing their social status, roles and everyday experiences into an individual identity. In this paper we claim that for a majority of us who work at the emergent services industries formation of self-identities reflects interplay between our work and leisure activities. For this purpose, we developed an ethnographic interview guide to allow for a discovery oriented exploration of how respondents organize their daily work, leisure and consumption activities into coherent narratives.

**Soviet Nylons: Transformation from Functional to Symbolic with the Help of Advertising**
Natasha Tolstikova, University of Gloucestershire

It is a common perception that the Soviet Union was “grey and sclerotic” (Slater 1997, 135) and its advertising was drab and dull at best. However, careful examination reveals that although Soviet advertising did not possess any seductive or glamorous qualities even for its
intended audiences, it nevertheless carried rich symbolic connotations and layers of meaning, speaking volumes to the Soviet consumer. This paper analyses three Soviet advertisements for women’s stockings. They were published respectively in the 1950s, 1960s and 1970s. Their comparison with particular attention paid to the style of rendering, demonstrates that these advertisements not only represented consumer goods but also signified progress of the country’s modernization, changing social attitudes toward consumption, femininity, and even sexuality. Analysis of these three images does not only reveal the importance of representational style and its ability to communicate complex ideas as well as suggest social transformations toward complexity, but demonstrates the symbolic and ideological significance of the advertising style in the wider sense.

Enchantment and Consumer Culture: Towards an Understanding of the Ontology of Enchantment
Per Østergaard, University of Southern Denmark
Christian Jantzen, Aalborg University

The concept of enchantment seems to offer a plausible explanation of the lures and thrills of consumer culture. Despite the importance of enchantment for understanding the attractions of and motivations for consumption in consumer culture, there is only sparse research on the ontology of enchantment. This paper examines the theoretical foundation of the concept of enchantment in existing research. The three key researchers in that area are Max Weber, Colin Campbell and George Ritzer. A fourth key reference, but also a dark horse in the clarification of the ontological foundation of enchantment is Jean Baudrillard. Baudrillard does not use the term enchantment explicitly, but instead offers some tools for the analysis of how enchantment is determined by cultural constraints. An inquiry into the ontology of enchantment will give insight into some of the fundamental premises for doing consumer culture research and hence hopefully lead to a more profound understanding of consumer culture theory.
Saturday June 21  
Session 5, 8:30am-10:00am

5:1 Session Title: Presumed Homogeneous: Examining Heterogeneity within Brand and Consumption-Oriented Communities
Room: 265
Chair: Linda L. Price, University of Arizona

Rejecting the Hard-Core: An Examination of Peripheral Members of Consumption-Oriented Communities
Tandy D. Chalmers, University of Arizona
Randy Accetta, University of Arizona

This study explores how peripheral members of consumption-oriented communities enact their identities. Locating our arguments within an analysis of the distance running community, we show that the identity enactments of peripheral members are more complex than previously thought, with peripheral members rejecting the values and ethos of hard-core members. This contrasts with prior research that presents consumption-oriented communities as having a hierarchical structure with members sharing a common, unique ethos. Adopting a micro and macro level analysis approach, combining depth interviews, netnography, and participant observation with an analysis of running-related media, we show peripheral members rejecting the core ethos of the community, running-media capitalizing on this rejection in their communications, and open discussions of the tension between the core and peripheral. Interestingly, despite the divide between the core and peripheral, both groups acknowledge the importance of the other in sustaining the community as a whole.

The Evolution of Hierarchical Status Systems and Hegemonic Interpretations of Brand Meaning Resulting from Consumer Heterogeneity in Brand Communities
Jill Avery, Simmons College

I examine how social structure impacts the relationship between heterogeneity and the evolution of hierarchical status systems in two types of brand-based collectives: 1) archetypal brand community with 36,000 members dedicated to Porsche and 2) prototypical brand tribe with amorphous membership devoted to Napster. I explore how critical incidents generate brand meaning debates which expose latent community heterogeneity, fracture the collective into opposing factions, and contribute to the creation, evolution, and sustainment of hierarchical status structures which either empower or endanger consumer-brand relationships for community subgroups. Findings suggest that hierarchical structures inherent in many brand collectives are dynamic, complex, contested, and derived from member heterogeneity. The distinction between brand communities and brand tribes suggests that brand communities may be better equipped to accommodate consumer heterogeneity due to their ability to create and maintain status hierarchies, while brand tribes may be overly dependent on consumer homogeneity for their survival.
Threadless: Co-creating a Brand through Distinction and Democracy
Allison Heim, University of Arizona
Hope Jensen Schau, University of Arizona
Linda L. Price, University of Arizona

Our research examines strategic leveraging of community heterogeneity within the co-created Threadless brand community. Through ethnographic inquiry including netnography, onsite naturalistic and participant observation, interviews with brand community participants and brand managers of Threadless, we suggest sub-tribe relations are mediated through community and firm-sponsored sources of democracy and distinction. Co-created democracy and distinction among role-specific sub-tribes precipitates spiraling creativity, engagement, and growth within the community. Further, our findings uncover how the addition of a brick and mortar platform to a previously virtual brand community complicates the distribution of distinction and democracy within the brand community and ultimately alters future interactions with other consumers and the brand.

5:2 Session Title: Exploring Motherhood/Parenthood within Consumer Culture
Room: 275
Chair: Olga Kravets, Bilkent University

Buying into Motherhood? Consumption Ambivalence and Liminality in Transitional Phases
The VOICE Group (VOicing International Consumption Experiences)
Andrea Davies, Leicester University
Susan Dobscha, Bentley College
Susi Geiger, University College Dublin
Stephanie O’Donohoe, University of Edinburgh
Lisa O’Malley, University of Limerick
Andrea Prothero, University College Dublin
Elin Brandi Sørensen, University of Southern Denmark
Thyra Uth Thomsen, Copenhagen Business School

This paper offers a critical discussion of the role consumption has to play for people’s transitions between stages in their life cycles. More specifically, we question an assumption prevalent in the extant literature that consumption provides a positive opportunity to overcome the discomforts of role uncertainty or liminality in transitional phases and that it narrows the gap between real and ideal selves. Drawing on qualitative research regarding women’s transition to motherhood, we suggest that consumption in transitional phases may also have negative functions or consequences, impeding role transition. Specifically, we identify and explore four themes: ‘consumption uncertainty’, ‘consumption resistance’, ‘consumption fear’, and ‘problematic consumption’. 
Consumption and the Norms of Practice: Being a Good Mum
Antony Beckett, UWE Bristol

A central theme in recent discussions of consumption is that of the ‘reflexive turn’ or the role of reflexivity in forming links between consumption, identity and power. In contrast to existing accounts of reflexivity in which reflexivity is embedded in an individualist ontology, this paper locates a discussion of reflexivity within theories of practice. Through this ontological move reflexivity is linked to the performance of practice and the reproduction of the norms which govern that practice. These links are articulated through an empirical example which traces out the interrelationships between the marketing publications of a large UK supermarket and consumers’ correspondence in response to a specific article. Intertextual analysis of that material offers fresh insights into how consumers’ acts of reflexivity are called into being. These reflexive moments form ‘relays of power’ which connect producers and consumers via consumption, identity and agency.

The Practical and the Spectacle of the Cute: Narratives of New Parents and Babies at The Baby Show
Lydia Martens, Keele University

This paper comments on The Baby Show as a site for the exhibition and consumption of the spectacle and the practical in early childhood. It is based on an ethnographic study of this UK consumer exhibition targeted at new parents. It is argued that the show is an excellent site for the study of adult-child culture, and the construction of ‘new parent’ and ‘baby’ subjectivities at this specific conjuncture in the life course. Whilst the show has been set up to entertain, displays the aesthetics of the cute and radiates a sense of (dis)organised fun, it also exudes a variety of more practical and utilitarian concerns that cohere with the specific life course experiences of its visitors; those who are becoming new parents. The contrasting narratives illustrate and reflect the realities of what it means to live with a new baby or a young child in a contemporary consumer society.
Saturday June 21
Panel Discussion:
The Great CCT VS. CMS SMACKDOWN
10:30am-12:00pm

Room: 295

Panel members:
Henry Jenkins, Massachusetts Institute of Technology
Sam Ford, Massachusetts Institute of Technology
Joshua Green, Massachusetts Institute of Technology
Russell Belk, York University
John Sherry, University of Notre Dame
Craig Thompson, University of Wisconsin-Madison

Moderator: Robert Kozinets, York University

Which Theory is The Real Deal? Cultural Studies and its Spectacular Spawn Comparative Media studies have had their time in the Academic Ring. Consumer Research and its Upstart Heroes, the Consumer Culture (T)he(o)retics, have only yet begun to fight, carving out their own unique Corner of Victory. Yet, with the publication of Convergence Culture, Henry “the Hammer” Jenkins and his crew of Media Megastars are claiming Turf traditionally belonging to CCT. Further, they’re claiming that the Freak Upstarts of CCT are trying to Bastardize and Besmirch Cultural and Media Studies by poaching on their Terrain.

Let the Battle Begin…

Which Theories will Reign Victorious? Let the Battle Decide it Once and For All. Now, for the first time together in one ring, CCT and CMS face off against each other in the Academic Challenge of the Century: The CCT VS. CMS SMACKDOWN.

MIT Professor and Team Captain of the Comparative Media Studies group Henry “the Hammer” Jenkins will accompany Josh “Grim Undertaker” Green, and Sam “the Bluegrass Brawler” Ford as they face off against CCT’s hometown heroes: Craig “The Spirit of Whitey” Thompson, John “The Iceman” Sherry, and Russ “Big-Man” Belk. The Head Referee and Master of Ceremonies will be Rob “The Raptor” Kozinets.

The Battle will be a no-holds-barred painfest, a winner-takes-all Five Round Match that pits the terrifying Mutant Behemoth Intellectual Power of Media Studies and its CMS heavyweights against the under-funded, underappreciated dark horses of CCT. Which Field will bring the Winning Insights to the Battle? Which Field will add the Fuel to the Fire of Wisdom-Desire? And which Field will leave the Battlefield in Shame and Embarrassment, Exposed as the Weaker Theoretical Paradigm?
Round 1 will be the Challenge of Focus: What is The Field’s Main Locus if Interest and Why Does It Dominate All Others in its Rightness? Round 2 will be the Confrontation of Communities: Which Field has the Clearest View of Communities and their Impact on Society? Round 3 Will Be the Titanic Trial of Technology: What are the Most Important Theoretical Aspects of Mass Media and Technology Consumption Today, and Which Field Has Them Cornered Against the Ropes, Whimpering for Mercy? Round 4 Will Be the Struggle Over Consumer Agency: Are Consumers Free, or Not? That is the Question that each Field will crush. The Final Round of this Herculean Struggle will be about the Proper Relationship of Academics in these Fields to their Relevant Institutions, Academic, Corporation, Political, and Public.

History will be made as these two Powerful Fields Collide. And you can be there. The Great CCT versus CMS SMACKDOWN. Two Fields Enter, One Field Leaves.
Saturday June 21  
**Key Note Speaker**  
Don Slater, London School of Economics  
**1:00pm-2:00pm**  

Room: 295  

**Unpacking Objects: Theorizing Things as Practices, Materialities and Signs**

Although consumption is generally understood to be about using up things, in consumption theory objects have been problematic to the point of invisibility. Most commonly they are subject to a reductionism and treated as entirely driven by a deeper system – eg, as fetish (Marxism or psychoanalysis), as sign (semiotics, postmodernism), as a point on a preference curve (utilitarian and neo-classical economics). Hence, the recent obsession with materiality within the broader social sciences has a great deal to say to consumer culture theory. Conversely, one could say that – at least in European academia – the very idea of consumption or consumer culture as an object of research has largely dissolved itself into new projects such as theories of practice, science and technology studies and material culture studies. Consumption is now, at best, a special case within a broader interrogation of objects in use. This paper will address this situation by looking at two of the most dynamic and challenging re-conceptualisations of objects and materiality – Actor Network Theory (ANT) and material culture studies. Although these approaches appear to be opposed at a profound level (eg, entirely different understandings of subjects, subjectivity and agency; entirely different use of the notion of ‘culture’ in social explanations), they converge on similar questions, and can be used to complement each other. ANT focuses on the assemblage and stabilization of objects in complex networks, with a strong emphasis on the material mechanisms which hold both objects and networks together. Material culture studies focuses on the object as the embodiment and bearer of projected meanings, with an emphasis on how social relationships are reproduced through the transaction of objects.
Saturday June 21
Session 6, 2:00pm-3:30pm

6:1 Session Title: Markets of Consumption Rituals: Constructions, Transformations and Representations
Room: 265
Chair: Dannie Kjeldgaard, University of Southern Denmark
      Özlem Sandikci, Bilkent University
Discussant: Cele Otnes, University of Illinois at Urbana Champagne

'Tis the Season: Marketplace Construction of Consumption Rituals
Dannie Kjeldgaard, University of Southern Denmark.

This presentation explores how seasonal changes and associated rituals are managed, constructed and invented through marketing practises. Seasonal rituals can be said to be expressions of social life and devices through which seasonal variation given social and cultural meaning. This presentation explores The 'J-day', a public market-place ritual in the Danish context, a carnivalesque celebration of the launch of Christmas beers. In its present form the ritual was invented by the beer brand Tuborg in 1981 and has since become an opening event of the approaching Christmas season. The brand’s appearance in November is hence both associated with nostalgia and acts to co-structure cyclical dimensions of consumer culture. The ritual is analyzed according to Rooks dimensions of consumer rituals in which both rituals script and ritual artifacts are almost entirely inventions of brand management. Following that the cultural meaning of the ritual will be analyzed in light of glocalization and in relation to other seasonal rituals.

Commercialization of Rituals: Ramadan Celebrations in Turkey
Özlem Sandikci, Bilkent University
Şahver Ömeraki, Bilkent University

This study explores how various agents with different purposes assist in the reinvention and transformation of consumer rituals. Particularly, we focus on urban Turkey and discuss how the state and companies guide consumers in the reinvention of Ramadan by taking the ritual out of the private space of home and by giving it a new expression in the public consumption spaces. Our findings indicate that theming operates as a significant instrument for attracting and teaching consumers on how to celebrate the holy month of Ramadan away from home. During this holy month, sacred and historical spaces turn into carnivalesque consumption spaces. In addition to domestic and multinational companies, the state plays a significant role in creating temporary consumption spaces and thus, reviving and transforming consumer rituals.
Christmas as Global Consumption Ritual? A Comparison of Japan and China
Russell Belk, York University
Junko Kimura, Hosei University
Xin Zhao, University of Hawaii

Christmas may be the first global consumption holiday. By videographically examining how Christmas is celebrated in Japan and China we consider whether the holiday is truly globalized. While brands, Christmas icons, and some Christmas music may resonate globally, we find considerable local adaptation in the ritual functions and uses of Christmas. Although Western Christmases have prominent commercial aspects, they center on home and family, and have religious aspects for many. In Japan and China commercial and non-religious aspects dominate and the celebration is focused on couples. The Otherness that Christmas represents also differs between the two countries. In China Christmas represents the exoticism of Westerness/modernity and the carnivalesque, while in Japan Christmas involves the exoticism of specific Western cultures and freedom from societal obligations. These ritual transformations of the holiday suggest that beneath superficial similarities there is local meaning making. In making Christmas Japanese or Chinese, consumers are acting globally, but thinking locally.

6:2 Session Title: Music and “Cool” in Consumer Culture
Room: 275
Chair: Hillary Leonard, University of Rhode Island

This Car of Mine: Hedonism, Play and Coolhunting as Reflected in Southern California Music Lyrics
Søren Askegaard, University of Southern Denmark

The purpose of this paper is to tap into a relatively unexplored source for consumer culture theory: consumer culture cultural products. Through an investigation of lyrics from the Southern California popular music scene of the early 1960's, themes of hedonic consumption and consumer rituals are analyzed. It is argued that these songs were reflective of a resonant meeting between a market oriented culture production system and consumer subcultures. As such, it represents an early form of coolhunting. Finally, the themes from the lyrics are used to flesh out various types and elements of play in consumption practices.

Generation Y as Community: Consuming ‘Cool’ Globally
Shelagh Ferguson, University of Otago

The relevant literature suggests that Generation Y exists as a global community through its consumption practices. This paper seeks to explore Generation Y’s shared consciousness of a consumption activity that is portrayed as ‘cool’ in Generation Y popular culture, namely commercial bungy jumping. This study takes an interpretive approach, using existing filmed interviews to elicit responses from other members of Generation Y to explore shared identification, meaning and knowledge of this consumption practice. The actual form of consumption, bungy jumping was widely accepted as being ‘cool’ but a global consensus on
a ‘cool’ consumer and their story could not be reached. Overall, there is a common understanding of bungy jumping and its associated meanings held by the members of Generation Y included in this sample. However, this generates many more questions as discussed within this research. This paper extends theoretical discussion and knowledge by investigating an established concept (global communities) in a specific context.

*The Past as a Strategic Branding Resource: A Case Study of Jay Chou, a Successful Chinese Music Artist*

Wu ZhiYan, University of Exeter
Janet Borgerson, University of Exeter

We explore a Chinese-styled aesthetic representational branding process, illuminating potential insights into interconnections between art, branding, and consumption in conjunction with processes of aesthetic representation. Interviews with Chinese entrepreneurs reveal concern around Chinese brands’ internationalization, particularly concerning retail strategy. Chinese export brands lack privileged positions in competition with prominent global brands. This paper sheds light on Chinese resources to address these needs by presenting the case of Jay Chou, a prominent Chinese music artist. As Eckhardt and Bengtsson (2007) suggest in the Chinese case it may be productive to engage the past as a strategic brand-signifying practice in a contemporary marketing regime. We investigate permutations of Chinese culture and ideology by linking consumer research and the production and consumption of images with Chinese traditions and artistic conventions of aural and visual perceptions. Thus, cultural issues around Chinese historical and traditional arts are brought into contemporary consumer research.
Saturday June 21
Session 7
4:00pm-5:30pm

7:1 Session Title: Aging, Identity and Consumption
Room: 265
Chair: Michelle Barnhart, University of Utah
Discussant: Beth Hirschman, Rutgers University

Studying Lifetime Consumption Patterns of Elderly Consumers
Robert Harrison, University of Nebraska
Ann Veeck, Western Michigan University
Jim Gentry, University of Nebraska

This study investigates the meanings people have toward meals and how they identify with meals throughout the life course. The life grid method was used to enhance memory recall during interviews with 15 elderly consumers. The meanings people have toward meals are a taken for granted part of identities and such meanings are not always static. We learned how the roles (e.g., parent, spouse, and widower), responsibilities, and loyalties of our participants had changed through births, marriages, wars, economic periods, illnesses, and the process of aging, leading to changes in dining and the meaning of mealtime.

Who Are You Calling Old? Old Age Identity Negotiation in the Elderly Consumption Ensemble
Michelle Barnhart, University of Utah
Lisa Peñaloza, Ecole des Hautes Etudes Commerciales du Nord; University of Utah

Over 18% of the 16.5 million Americans over the age of 75 required assistance with daily consumption. Help is often provided by a combination of family members, friends, and paid caregivers. We refer to an elderly person and the others who assist him/her with consumption as the elderly consumption ensemble (ECE) and investigate the ECE as a locus of consumption practices through which older consumers negotiate old age identity with other ECE members. Using depth interviews, we investigate how consumption helps us to understand what it means to “be old” and how older consumers come to inhabit an elderly position with which they may or may not identify. Early findings indicate that meanings about oldness are derived not only from the types and number of consumption activities in which an older person engages, but also from the manner in which these activities are performed.
Intergenerational Bridging Reciprocity: Gift Repayment in Family Systems
Tonya Williams Bradford, University of Notre Dame

This study examines how intergenerational gifts are reciprocated and provide an opportunity for the gift-giver to sustain involvement with their family beyond their life span. Reciprocity in family systems is reflected in the replication of gifting into the future as well as the preservation of the gift while expressing gratitude to previous generations by replicating their behaviors. Hence, this form of reciprocity bridges generations into the past while the gifted asset extends generations into the future. This research contributes to our understanding reciprocation in gift systems, and the gifting processes to support identity the aging and mortality process.

7:2 Session Title: Consumption Patterns within Consumer Culture
Room: 275
Chair: Caroline Wilcox, University of Rhode Island

What It Takes to Be An Omnivore: An Investigation of Cultural and Everyday Consumption Practice
Yoo Jin Kwon, Washington State University
Kyoung-Nan Kwon, Michigan State University

This study examines consumption practices for cultural and leisure engagement and everyday consumption practices integrating the thesis of cultural capital and omnivorousness. The purposes of the study are threefold: (1) to investigate cultural omnivorousness that has been offered as a new formula of symbolic boundaries, (2) to extend discussions on omnivorousness to the field of everyday consumption, and (3) to investigate the relevance of three consumption patterns—omnivorousness, highbrowness, and voraciousness. Analyzing large-scale consumer survey data mirroring the characteristics of the U.S. population, we contend that culturally competent consumers who are characterized as having openness to variety in cultural consumption develop a tendency to engage in a multifaceted consumption in everyday consumption of food, appearance-related goods and the use of the Internet. The relationships between three high status dispositions—omnivorous, highbrow, and voracious—are discussed.

Smart Shopping and Cash Refund Offer Subversion
Philippe Odou, Université de Lille II
Souad Djelassi, Université de Lille II
Bertrand Belvaux, Université de Paris II

The main objective of our research is to explore a particular group of smart shoppers: those who use the refund offer actively. Semi directive interviews were conducted with 17 individuals. The analysis of the discourse of these individuals, based on an interpretative method, shows other motivational urges than economic benefits. This activity is more comparable to leisure, rich in experience, in social interaction but also in the assertion of one’s self. Cash Refund Offers activity is lived by these individuals as an active and responsible way of consumption enabling them to differentiate themselves from consumers.
subjected to traditional marketing promotions. This refusal of traditional sales promotions does not, however, bring them to question their logic of hyper-consumption.

_Bypass Surgery, Beach Cabanas, and Bon Appétit: An Exploration of the Cultural Contradictions of Medical Tourism_

Ralph Perfetto, University of Rhode Island
Nikhilesh Dholakia, University of Rhode Island

The globalization of medicine provides a useful tapestry to explore what Appadurai called the “complexity of the current global economy”. Medical Tourism is a growing segment of the travel industry aimed at individuals who are willing to travel abroad to seek affordable medical services in world-class vacation destinations. This marriage of exotic world travel and affordable medical care is somewhat paradoxical for many Americans living in diverse social and political environments. On the one hand, it seems logical to assume that consumers would be attracted to low cost medical care in world-class resort destinations. On the other hand, most international vacation travel is still very expensive and not necessarily within the financial reach of many Americans. If we are to understand the impact of the globalization of medicine, we must first understand its social, cultural and political implications, as well as the contradictions that underline its emergence and growth. This netnographic study explores Internet-based discussion forums, where U.S. consumers share feelings about social, cultural and political implications of medical tourism. Images of jetsetters, traveling the globe on medical vacations, are contrasted against the reality that low-cost global medicine is most attractive to those with little cultural and economic capital in society. Further contradictions emerge suggesting that some medical tourists perceive that the American healthcare system has failed them and society has abandoned them. Yet, others perceive these so-called medical tourists as having abandoning the local market in pursuit of self-serving interests. Finally, consumers not only demonstrate a desire to escape from local market constraints, but also desire their taken-for-granted local rules, regulations and governance to follow them into the global marketplace.
Saturday June 21
Reception, featuring the band Bakersfield and Poetry Readings
5:30pm-7:00pm

Room: Function Room, 1st Floor

Bakersfield performs – 5:30-6:00

Poetry Reading Session – 6:00-6:30

Chair: John F. Sherry, Jr, University of Notre Dame

Terrance G. Gabel, University of Arkansas - Fort Smith
Eugene Halton, University of Notre Dame
Robert V. Kozinets, York University
John W. Schouten, University of Portland
John F. Sherry, Jr, University of Notre Dame
Roel Wijland, University of Otago
George M. Zinkhan, University of Georgia

Bakersfield performs – 6:30-7:00
**Sunday June 22**
**Session 8, 8:30am-10:00am**

**8:1 Session Title:** Self-Enhancement and the American Dream: Control, Authenticity and the Pursuit of Happiness
**Room:** 265
**Chair:** Nancy Wong, University of Wisconsin-Madison
**Discussant:** Craig Thompson, University of Wisconsin-Madison

**Oh Baby! Reconciling “Artificial” Means and Authentic Parenthood**
Eileen Fischer, York University
Cele Otnes, University of Illinois at Urbana Champagne
Linda Tuncay, Loyola University

Consumer researchers have become interested in how quests for authenticity inform the behavior of individuals in postmodernity. One facet of consumers’ authenticity quests yet to be examined concerns the clash of competing authenticating codes: that is, what happens when consumers must use “artificial” or inauthentic means to achieve authenticity? This paper draws on data collected from individuals employing assisted reproductive therapies in order to try to become parents. In so doing, we examine a range of practices people deploy when they are confronted with the challenge of behaving in an “inauthentic” manner in order to achieve “authenticity” as an adult member of society.

**Nation of Frauds or Network of Cyborg Consumers? Authenticating Adventures in American Self-Enhancement Culture**
Markus Giesler, York University
Marius R. Luedicke, Innsbruck University
Kai-Uwe Hellman, Technische Universität Berlin

Social critics of American self-enhancement culture often lament that it draws individuals in a biomedical consumerism that frustrates the construction of a genuine self-identity. This “lost authenticity” critique ignores that consumers can draw from a myriad of cultural resources to forge their identity in coherent narrative terms. Americans injecting Botox for self-enhancement purposes draw from a hybrid model: the cyborg consumer. This conception offers an effective logic for analyzing how competing cultural meanings of nature, technology, and the body are combined to construct hypernatural self-narratives that endow enhancement consumption with authenticity while simultaneously reinforcing a matrix of discourses and practices that help to sustain the biomedical marketplace. I advance this conception and discuss its implications for research on consumer bodies, enhancement, and authenticity.
“Mother’s Little Helpers”: Achieving Normality and the Medicalization of Life Transitions
Tracey King, American University
Nancy Wong, University of Wisconsin-Madison

Scientific evidence shows that women who experience depressive episodes at the time of menopause may find relief through the use of hormone replacement therapy (HRT). However, with the publication in July 2002 of the potential harmful results of HRT, there was a dramatic decrease in HRT consumption. This time period also marks the beginning of a similar increase in antidepressant usage (McIntyre et al. 2005). Using depth interviews with eleven menopausal women, we explore the shifting boundaries between what are perceived as temporary or cyclical mid-life emotional episodes and chronic depression in need of treatment. In a culture in which health and happiness are high-value assets, the well-publicized ability to modulate natural, even healthy, disturbances frequently morphs into an obligation and expectation to conform to the cultural ideals of consistency and control through the consumption of long-term hormonal and chemical therapies (Houck 2006; Stark 2006).

8:2 Session Title: Consumer Identity Projects
Room: 275
Chair: Jill Avery, Simmons College

Exploring Changing Masculinity and Masculine Identity Construction through Consumption: A Consumer Point of View
Nacima Ourahmoune, ESSEC Business School

Our society is going through a change in men’s identity, role, status and image. Also, home-based masculine practices and intimacy-related purchase are changing. Consumer research lacks an understanding of men’s involvement in consumption practices, codes of a whole traditionally feminine culture. In this paper, we attempt to explore how a new masculine consumption –the lingerie- that had clear divisions between men and women, may shape and reinforce men’s socially defined gender roles/identity construction. We focus on new identity landmarks, which move the social frontier between the sexes. This 21 semi-structured interviews research with French men reveals a duality based on identity.

Consumption and Social Stigma in Identity Projects: Stories from Fostered Children
Margaret K. Hogg, Lancaster University
Sally Hibbert, Nottingham University
Maria G. Piacentini, Lancaster University

Consumption impacts identity projects especially when it facilitates, accelerates, ameliorates or impedes identities in transition. Earlier studies have largely examined identity transitions within the context of privileged groups of consumers, to the relative neglect of less privileged consumer groups. However the empirical context represented by less privileged groups such as fostered children, for instance, could offer significant additional theoretical insights into the impact of consumption experiences on identity projects. Negative
experiences such as stigmatization can impede identity transitions by interrupting the acquisition not just of an adult identity, but also of some of the essential consumer skills for operating in the marketplace, thus threatening self-esteem. Stories from fostered children show how they use a range of strategies: resistance, acquiescence or disconnection (in various combinations) in order to counteract threats from their earlier stigmatized identities as ‘fostered children’ as they forge their new identities as young emergent adults and consumers. From their stories we see how they employ contingencies of self-worth in order firstly, to enhance their self-esteem in the key transitions to establishing an adult identity (having a home, family, and job); and secondly to counter feelings of low self-esteem which contribute significantly to consumer marginality, vulnerability and disadvantage.

*Black Culture, White Participant* [Video Presentation]
Linden Dalecki, University of Texas at Austin

This videography was initiated by the author/director who had a personal interest in researching b-boy [breakdance] hip-hop subculture in Texas. On the one hand, it is hoped that a dialogue will be generated around the following theme: to what extent do the videography typologies proposed by Kozinets and Belk (2007) in the Handbook of Qualitative Research Methods in Marketing result in different sorts of consumer information? This project deploys (1) videotaped interviews, (2) observational videography and (5) retrospective forms. On the other hand—given the representation of a white participant in what it widely considered a black dance form—it is hoped that Arnould and Thompson’s (2007) question “Can individuals use consumer culture to transcend the internalized or habituated orientations that emanate from their socialization in class, gender, ethnicity, and other dimensions of social structuring?” will be discussed by session attendees in relation to the project.
Sunday June 22
Session 9, 10:30am-12:00pm

9:1 Session Title: Exploring the Conceptual Boundaries of Sharing
Room: 265
Chair: Julie L. Ozanne, Virginia Tech
Lucie K. Ozanne, University of Canterbury
Discussant: Lucie K. Ozanne, University of Canterbury

Yours, Mine, and Ours: Owning, Extended Self, and Sharing
Russell W. Belk, York University

Rather than distinguishing mine and yours, sharing defines something as ours. Sharing includes joint ownership, lending and borrowing, pooling and allocation of resources, and use of public property. Based on depth interviews, I contrast recollections of early childhood sharing versus later dating and marriage experiences, during which the boundaries of you/me/us and yours/mine/ours are formed and reformed. Children first learn that some spaces and things are private, while others are shared. Parents, teachers, religious figures, and media teach that sharing is good. But for many, experiences with friends teach that sharing can be dangerous. Becoming a couple substantially redefines the boundaries of self, leading to sharing even intimate possessions. Marriage is more likely than cohabitation to involve pooled common possessions including bank accounts, credit cards, and debt. The nature and permeability of extended self are both critical to willingness to share beyond the immediate household.

Building Community within a Toy Library: The Pleasures of Sharing
Lucie K. Ozanne, University of Canterbury
Julie L. Ozanne, Virginia Tech

Toy lending libraries operate similarly to book libraries by making toys available to children for a nominal fee. Childhood developmental theorists argue that play is a crucial activity of childhood because through play we communicate our shared cultural ideas (Vygotsky 1978). In the imaginary world of play, children use physical tools (i.e., toys) and cultural tools (i.e., language and norms) to detach themselves from the physical world and enter into figured social worlds. The regular use of these toys shapes thought over time (Holland et al. 1998). Using in-depth interviews with parents who frequent toy libraries, we explore how a community arises around the act of sharing. The children experience that you can enjoy things that are not yours: “everything doesn’t have to be brand new and your’s and fabulous.” The children are mentored to understand and appreciate the nature of collective goods.


*Consuming Together and Apart: Sharing as Being a Family*
Amber M. Epp, University of Wisconsin, Madison
Linda L. Price, University of Arizona

In the context of family life, tensions between sharing and not-sharing are fraught with complexity and bound up with the quest for identity. Based on depth interviews with 26 intergenerational family dyads, we uncover how the consequential sharing and not-sharing of household objects and spaces contributes to individual, relational, and family identity performances. Specifically, we illuminate four perspectives on sharing that extend from underscoring individuals to foregrounding collectivities: 1) not sharing, 2) limited resource sharing, 3) sharing as parallel sociality, and 4) sharing as being. Further, we demonstrate how each perspective maps to different outcomes for individual, relational, and collective identities within the family. Finally, we explore the boundaries of these perspectives and examine what happens when family members’ perceptions of sharing objects and spaces differ.

**9:2 Session Title:** Brands and Tattoos  
**Room:** 275  
**Chair:** Bernard Cova, Euromed Marseille

*Head, Hand, Heart: An Exploration of Brand Relationships [Video Presentation]*  
Christie Nordhielm, University of Michigan  
Tonya Williams Bradford, University of Notre Dame

A long and important debate in the brand loyalty literature revolves around how functional and emotional aspects of brand relationship relate to brand loyalty (see, e.g., Kressman et al. 2006). Depth interviews on brand loyalty suggest that the same consumer may have a variety of brand loyalties that vary in terms of both functional/emotional aspects as well as involvement level. Three classifications of brand loyalty have been developed: heart loyalty is high-involved, emotionally-based brand loyalty; head loyalty is similarly high-involved, but functional in nature; and hand loyalty is low-involved habitual loyalty. We believe this research contributes to the brand loyalty literature in revealing further insights regarding the emotional and functional aspects of brand loyalty, beginning to examine how a single consumer might exhibit different types of loyalty to different products and a single product might engender different types of loyalty in different consumers, and exploring transitions between loyalty states.

*I've got you Under My Skin: Tattoos, the Body and Brand Meaning Construction*
Anders Bengtsson, Suffolk University  
Dannie Kjeldgaard, University of Southern Denmark  
Sofie Møller Bjerrisgaard, University of Southern Denmark

Brands and market communication play an important role in constructing body ideals in consumer culture. Through a visual analysis of print ads using tattoo imagery, we explore how marketers transfer cultural meanings and create consumer cultural ideology. The visual
analysis demonstrates how marketers use tattoo imagery to reproduce existing stereotypical notions of tattoos, to amplify certain fashionable body practices, and to invent new transgressive tattoo practices. These branding practices suggest that marketers seek to extend the boundaries of brands by colonizing the body as a site for permanent cultivation of intimate brand relationships.

*Alternative Piercing and Tattoos: Consumption Meanings among College Students*

Elizabeth F. Purinton, Marist College
Jillian Narcisco, University of Connecticut

In spite of their rich and colorful history, have tattoos and alternative piercings lost their meanings among college students? Have they become mere fashion accessories? Have they taken on new cultural meanings, such as membership in a neo-tribe? Or, do they fall somewhere in between? This paper explores the tattoo and piercing literature and categorizes the consumption meanings behind them. Then, an existing categorization scheme from the consumer behavior jewelry literature is introduced and integrated with the tattoo and piercing literature. A pilot study is conducted to collect consumption meanings in the respondents' own words. The findings and their potential impact on future research are discussed. Finally, suggestions for marketers and researchers are given.