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# CCTC 2016

## LILLE

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### CONSUMER CULTURE THEORY CONFERENCE

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**DRAFT PROGRAM**  
*(This version: May 16, 2016)*

***Wednesday, July 6th***

- 2-6pm CCT Board Meeting – By invitation only  
(room C108, Skema Business School)
- 5-8pm Registration (Lille Grand Palais)
- 6-8pm Opening Reception and Poster Session (Lille Grand Palais)
- 7-7.30pm Art Gallery Opening (Lille Grand Palais)

***Thursday, July 7th***

- 8am-12pm Registration
- 9-10:30am Session 1
- 10:30-11am Coffee/Tea Break
- 11am-12pm Keynote Speech: Eve Chiapello, EHESS (Amphiteatre)
- 12-1:30pm Lunch
- 1:30-3pm Session 2
- 3-3:30pm Coffee/Tea Break
- 3:30-5pm Session 3
- 5-6.30 pm Presidential address, presentation of CCT2017 & Presentation of Awards  
(Amphiteatre)
- 7-9pm Poetry Event (Odeon, only for those who registered)
- 9pm-12am Dancing Party (Odeon, open to all)

***Friday, July 8th***

- 8-9am Registration
- 9-10:30am Session 4
- 10:30-11am Coffee/Tea Break
- 11am-12:30pm Session 5
- 12:30-2pm Lunch
- 2-3:30pm Session 6
- 3:30-4pm Coffee/Tea Break
- 4-6:00pm Session 7
- 7:30-10:00pm Gala Dinner at Hermitage Gantois (only for those who registered)

***Saturday, July 9th***

- 9-10:30am Session 8
- 10:30-11am Coffee/Tea Break
- 11am-12:30pm Session 9

## 2016 Consumer Culture Theory Conference

### Sessions at a glance (draft, May 7th)

	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>	<b>Room 5</b>
Thursday July 7th <i>Session 1</i> 9-10:30am	<b>1A. Comp. Papers Brands</b>	<b>1B. Comp. Papers Mothers, Grandmothers &amp; Girls</b>	<b>1C. Special Session Liquid Consumption</b>	<b>1D. Special Session Religion</b>	<b>1E. Alternative Modes (Films)</b>
Thursday July 7th <i>Plenary Session</i> 11am-12pm	<b>Keynote Speaker: Eve Chiapello, Amphitheatre</b>				
Thursday July 7th <i>Session 2</i> 1:30-3pm	<b>2A. Comp. Papers Social Innovation and Dynamics</b>	<b>2B. Comp. Papers Bourdieu is Still Alive</b>	<b>2C. Special Session Value and Value Creation</b>	<b>2D. Special Session Non Heterosexualities</b>	
Thursday July 7th <i>Session 3</i> 3:30-5pm	<b>3A. Comp. Papers Communities</b>	<b>3B. Comp. Papers The Body</b>	<b>3C. Special Session Brazil</b>	<b>3D. Special Session Big Data</b>	<b>CMC Editorial Board (by invitation)</b>
Thursday July 7th 5pm-6.30pm	Presidential address, presentation of CCT2017 & Presentation of Awards				
Friday July 8th <i>Session 4</i> 9-10:30am	<b>4A. Comp. Papers Consumer Feelings and Narratives</b>	<b>4B. Comp. Papers Place/Space 1</b>	<b>4C. Special Session Value Creation Processes and Outcomes</b>	<b>4D. Roundtable Otherness</b>	
Friday July 8th <i>Session 5</i> 11am-12:30pm	<b>5A. Comp. Papers Consumer Celebrity</b>	<b>5B. Comp. Papers Place/Space 2</b>	<b>5C. Special Session Families</b>	<b>5D. Roundtable Navigating the Institutional Field of CCT</b>	
Friday July 8th <i>Session 6</i> 2-3:30pm	<b>6A. Comp. Papers Digital Interactions &amp; Collections</b>	<b>6B. Comp. Papers Imagination, Social Critique and Object Agency</b>	<b>6C. Special Session Narrative Theory</b>	<b>6D. Interactive Workshop: Knitting</b>	
Friday July 8th <i>Session 7</i> 4-6pm	<b>7A. Comp. Papers Sustainability</b>	<b>7B. Comp. Papers International Branding, Immigration, and Rituals</b>	<b>7C. Special Session Taste</b>	<b>7D. Roundtable Postmoderning</b>	<b>7E. Alternative Modes (Films)</b>
Saturday July 9th <i>Session 8</i> 9-10:30am	<b>8A. Comp. Papers Epistemology / Methodology</b>	<b>8B. Comp. Papers Globalization &amp; postcolonial issues</b>	<b>8C. Special Session Service Interactions</b>	<b>8D. Roundtable Vive la Sexual Revolution!</b>	
Saturday July 9th <i>Session 9</i> 11am-12:30pm	<b>9A. Comp. Papers Consumer Identity</b>	<b>9B. Comp. Papers Market Change</b>	<b>9C. Special Session Materialities</b>	<b>9D. Interactive Workshop: Social Media and the Appropriation/Commodification of Consumer Culture</b>	

## PROGRAM FOR THURSDAY, JULY 7<sup>TH</sup>

### *Session 1 – 9-10:30*

#### **Session 1A (room TBD)**

#### **Competitive Track: Brands**

Session Chair: TBD

#### **The Influence of Product Category on Brand Identity**

Toni Eagar, Australian National University

Jenine Beekhuyzen, Griffith University

John Campbell, University of Canberra

Andrew Lindridge, Open University

Determining the product category of a brand is central to the core essence of a brand's identity. However, in the current literature there is little consideration of how dynamic, multiple and discursively constituted product category classifications affect the co-created brand essence. This paper uses genre theory to build a better understanding of contested product category associations and their impact on brand essence constructions. We conduct a netnography of a consumption community confrontation as product and brand meanings are contested and discursively articulated by multiple stakeholders. In doing this we develop the taken-for-granted concept of product category in brand identity research. For marketers we provide a method for determining how product categories are constituted by multiple stakeholders and how a brand's essence is influenced by these classifications.

#### **From brand love to brand divorce: Matter matters**

Bernard Cova, Kedge Business School

Pascale Ezan-Hauchar, NIMEC Université Le Havre

The metaphor of brand love and its counterpart, brand divorce, now shapes research into brand relationships. The only problem with metaphors is that they are selective: they focus on one perspective and neglect others. Our research endeavors to highlight the limits of the love affair metaphor in the realm of consumption. Through an autoethnographic study of a family going through the process we might call brand divorce, it demonstrates how the separation is a complex procedure, involving the brand, branded objects, activities pursued using those items and the relationships with other consumers within and outside the family.

#### **Public Brand Auditing: A Convention Theory Perspective on Brand Evaluation**

Sabrina Gabl, University of Innsbruck

Verena E. Stoeckl, University of Innsbruck

Andrea Hemetsberger, University of Innsbruck

In times of ubiquitous access to social media, the evaluation of brands has become a public endeavor. To better understand the processes and consequences of public evaluation, this study introduces the notion of public brand auditing. Convention theory serves as a theoretical lens to conceptualize public brand auditing as moments of test drawing on a multiplicity of evaluative principles. Empirically, the study fleshes out moments of evaluation in extensive online discourse about the brand Google over an eleven-year time frame and finds that public brand auditing

involves the setting of a leeway of acceptable brand activities and the allocation of accountabilities. Finally, the paper discusses how public brand auditing informs the brand, balances the acceptability of its conduct, and eventually influences future brand auditing and social arrangements on a macro level.

**Session 1B (room TBD)**

**Competitive Track: Mothers, Grandmothers and Girls**

Session Chair: TBD

**Gamer Girls: Navigating a Subculture of Gender Inequality**

Robert Harrison, Western Michigan University

Jenna Drenten, Loyola University Chicago

Nicholas Pendarvis, University of South Carolina

Controversy surrounding gender biases and marginalization in the video gaming subculture has attracted critical media attention in recent years (e.g., #Gamergate). Video gaming, which remains culturally embedded in masculine ideals, is increasingly becoming a leisure activity for female consumers. Guided by social dominance theory, this paper examines how female gamers navigate the masculine-oriented gaming consumption context. Findings are based on interviews with eight avid female gamers. Findings reveal an undercurrent of gender-based consumer vulnerability, driven by stereotypical perceptions of “gamer girls” in the masculine-oriented gaming subculture. Further, the gaming subculture is delineated by a strong prevalence of gender-based consumer harassment, systematic disempowerment in the marketplace, and a defeatist attitude toward future cultural change. Theoretical implications point toward a multifaceted view of consumer vulnerability in a gendered subculture of consumption.

**Mothers or beauty-queens: girls in the Magiki world and gender stereotypes.**

Stefania Borghini, Bocconi University

Maria Carolina Zanette, EAESP – Fundação Getúlio Vargas

Stefano Prestini, Catholic University of Sacred Heart Milan

Objects and images are sources of meaning to consumers. These meanings have pragmatic implications as consumers interpret them, influencing cultural discourses, consumer behavior and gender ideologies. In this paper, we semiotically analyzed 48 collectible action figures called Magiki, which are humanized animals or mythological figures that live in a magic land. These very affordable toys are targeted at girls 4-8 years old and are sold in newsstands. We also analyzed drawings made by 64 primary school children and conducted interviews with them, both collective and individually. Our analysis focused on stressing how such toys reproduce traditional and post-modern female roles, as well as their differences compared to male roles and the plasticity of the Magiki world and on how children understand, reproduce and modify such roles. A discussion of the possible pervasiveness of such roles is made and the relationships between these roles are illustrated in a roles matrix.

**Session 1C (room TBD)**

**Special Session: Advancing the Conversation on Liquid Consumption**

Session Chairs:

Giana M. Eckhardt, Royal Holloway, University of London

Fleura Bardhi, Cass Business School

Session Discussant: Russ Belk, York University

**Liquid Social Distinction and Luxury**

Fleura Bardhi, Cass Business School

Giana M. Eckhardt, Royal Holloway, University of London

**The Hipster Ethic and the Spirit of Ordinary Social Media Use: Liquid Relations to Brands on Instagram**

Adam Arvidsson, University of Milan

Alessandro Caliandro, University of Milan

Guido Anselmi, University of Milan-Bicocca

Johan Hagberg, University of Gothenburg,

**Assembling Repair Practices in Liquid Modernity**

David Godfrey, University of Arizona

Robert Lusch, University of Arizona

Linda Price, University of Arizona

This session advances the conversation about the nature of consumption in liquid modernity at a conceptual as well as empirical level, specifically in the areas of branding in the digital space, consumption practices, and luxury. The session builds off of the concept of liquid consumption, a way of consuming which emphasizes the ephemeral, access, dematerialization and lightness (Bardhi and Eckhardt 2015). Liquid consumption has emerged in the social condition of liquid modernity (Bauman 2000; 2007), and can be contrasted to solid consumption, which emphasized ownership and possession practices, object attachment, and enduring consumer involvement with brands and other consumers. In liquid consumption value resides in flexibility, mobility and speed. Thus, liquid consumption challenges many of the cornerstones of consumer behavior, such as the importance of possessions and ownership, the nature of relationships to brands and communities, and suggests that consumer value no longer resides in ownership or extension of the self.

To explore what the consequences of liquid consumption might be for some key constructs in consumer culture theory, this session looks at social distinction, brands and the self, and the social death of repair practices. The first paper, which is conceptual, looks at how the nature of social distinction is changing in liquid modernity. Social distinction is now to be gained when a consumer can embrace mobility, flexibility and new identity positions. That is, the new elite will no longer be tied to markers of solidity, but rather will stem from the ability to detach (Bardhi et. al. 2012). This has consequences for our understanding of luxury. For example, luxury is now experienced and expressed inconspicuously rather than conspicuously (Eckhardt et. al. 2015). The next paper explores ordinary brand relations on Instagram. Drawing on a large data set generated by surveying the smartphone activities on the part of two focus groups of students, some 3 million Instagram pictures gathered around six influential brands, as well as interviews and focus groups, we analyse the role of brands in ordinary practices of Instagram use. We find that consumers show weak attachments to brands. Brands are used as communicational tokens that aid the continuous presentation of a self, which in-turn, seeks to stay liquid and undefined as possible, and to avoid any strong identifications, either with brands or with other myths or symbols. Finally, the third paper focuses on the decline of consumers “fixing things” characteristic of liquid modernity. This paper draws on archival data, depth interviews, participant observation and netnography to examine how shoe repair practices once commonplace are now threatened with extinction. The relational system of actors affecting repair capacities is uncovered, and repair practices are linked

to household ecologies of consumption and waste. The paper is concluded by examining ways in which repair is being “liquidized.”

Overall, this session contributes to the advancement of consumer culture theory by demonstrating how a concept that has recently been introduced to the literature, liquid consumption, can be applied in a variety of key domains to provide new insights. Indeed, the breadth of topics covered demonstrates how wide ranging applications of liquid consumption can be. Through the lens of liquidity, the session raises fundamental questions about distinction, brand relationships, and practices. Thus, we expect this session to be of interest to a wide audience of CCT scholars working in areas of social distinction, luxury, consumption practices, digital consumption, branding, post-modernity, and liquid modernity.

### **Session 1D (room TBD)**

#### **Special Session: Religion, Markets and Consumption: Critical Inquiries at the Intersections**

Session Chairs:

Özlem Sandıkcı, Istanbul Sehir University, and Aliakbar Jafari, University of Strathclyde

Session Discussant:

Pauline MacLaran, Royal Holloway, University of London

#### **Styling and Selling the Religious Body: Performing Authenticity in Modest Fashion Branding**

Reina Lewis, London College of Fashion

#### **Consumption Objects of Circumcision Ceremonies in Turkey: The Context of Context**

Nazli Alimen, London College of Fashion

Søren Askegaard, University of Southern Denmark

#### **Markets and Ethno-Religious Tensions: “I Love My Non-Halal World”**

Özlem Sandıkcı, Istanbul Sehir University

Aliakbar Jafari, University of Strathclyde

Despite the prediction that modernization would lead to privatization of religion and secularization of the public sphere, religion has made a dramatic resurgence and gained a new visibility and importance in the contemporary global political economy (e.g., Gauthier, Martikainen, and Woodhead 2013a, 2013b; Wilson and Steger 2013). The change in the religious landscape is linked to the growing influence of neoliberalism, and in particular the globalizing mediasphere and the growth of consumerism (Ignatow, Johnson, and Madanipour 2014; Martikainen and Gauthier 2013). The work conducted under the rubrics of “desecularization” and “postsecularization” have demonstrated that both traditional and new forms of religion are alive and thriving, and that the political potential and public role of religion have intensified (Karner and Alridge 2004). A growing body of work in sociology and anthropology shows “the emergence of forms of religio-ethno-economic practice which are completely integral to consumer capitalism” (Gauthier, Martikainen, and Woodhead 2013b, p. 269; also Comaroff and Comaroff 2001).

In line with the increasing attention to the interactions between religion, economy, and politics within the social sciences, a critical approach to religion has begun to emerge within the marketing scholarship (e.g., Izberk-Bilgin 2012; Sandıkcı and Ger 2010; Jafari and Suerdem 2012;

Mcalexander et al 2014). These studies focus on understanding how religion interacts with market dynamics and shapes and is shaped by consumption practices. Much of this work focuses on Islam and Muslim consumers/marketers. This interest echoes the increasing visibility of Islam in media, politics and everyday life following the events of 9/11 and the imperative to “better” understand Muslims. The goal of this special session is to contribute to this growing research on Islam-consumption-market intersections by adopting an interdisciplinary and critical theoretical lens that is sensitive to the dynamics of the contemporary political economy.

The papers focus on three different contexts: modest fashion marketing and branding practices, consumption objects related to an Islamic ritual, and the nature and dynamics of the anti-halal movement. While they differ in their contexts and methodological approaches, the studies revolve around three common themes: 1) how religion informs market and how market informs religion; 2) identity enabling and disabling aspects of religion-market intersections; 3) ethno-religious subjectivities and marketplace tensions. Common to each paper is the recognition that religion is a key variable in today’s marketplace. It shapes branding practices and fashion marketing practices; interacts with historical and socio-cultural discourses to transform consumption practices, such as the market around the circumcision ritual; and informs demand for new products (halal) as well as opposition to these products (anti-halal). The papers also show that consumption and marketing practices do not only enable consumers to construct and communicate their religious identities but also create tensions by bringing religious dynamics to (perceived) secular domains. Finally, they illustrate how the marketplace has become a key site where tensions and conflicts over religious (Islamic) subjectivities are experienced, negotiated, resolved and/or aggravated.

Overall, the session responds to observation that “the global religious revival” (Asad, 2006) necessitates more critical research into the complexities of religion–consumption- market relationship and aims to foster a rich and productive debate among the marketing scholars.

### **Session 1E (room TBD)**

#### **Alternative Modes of Investigation and Representation**

Session Chair:

Baptiste Cleret, IAE Rouen

Discussant:

Joonas Rokka, EMLYON Business School

#### **Need for Narrative (25’)**

Tom van Laer, Cass Business School

Luca M. Visconti, ESCP Paris

Stephanie Feiereisen, Cass Business School

Through semi-structured interviews with 55 Eurostar passengers from 14 countries, this film documents how consumers define stories, distinguish between different reasons to need narrative, and experience the effects of need for narrative. We show that from an emic perspective, story consumers, though hesitant to define “story”, are creative and comprehensive in their categorisation (e.g., they include paintings, music, and other preferred media). To them, a story always has considerable instrumental importance. Yet, in order to serve its instrumental purpose, a story has to be entertaining. We show that story consumption can result from reliance on need for narrative or from careful evaluation of the level of emotional risk-taking that certain stories

require. In conclusion, not only do story consumers know which narrative they like, but they also know which narrative they need in order to escape from reality as well as transform it.

**Dialectical Dildo: Why Women's Erotic Consumption is not a Threat to Men (20')**

Luciana Walther, Federal University of Sao Joao Del Rei

The ethnographic study portrayed in this film investigates women's erotic consumption in Brazil, focusing on gender relations with a dialectical approach. Thirty-five in-depth interviews were conducted with female consumers, sex shop sales staff and store owners. Observation sessions took place in sex shops and trade events. Data were interpreted under the CCT lens, with a neomaterialist theoretical framework. Resistance and contradictions appeared during fieldwork as inductive categories. The film discusses reasons for masculine and feminine resistance to women's erotic consumption. It also taps into marketing practices that try to counteract resistance. From the comparison between the extremes of the particular and the universal, a counterintuitive finding emerges. Aspects of this particular phenomenon suggest the refutation of a prevalent assumption, primary source of resistance to women's erotic consumption in Brazil reflecting the country's patriarchal roots: that erotic products might replace men and threaten their role in conjugal dynamics.

**Sunday morning at a car boot sale: A perilous and awkward exploration of the world of second-hand item consumption (20')**

Aurelie Dehling, SKEMA Business School  
Baptiste, Cl  ret, IAE Rouen

The research objective was to explore the second-hand realm through the eyes of used item consumers. Six consumers have revealed to us their motivations, practices, and know-how. One element above all nevertheless attracted our attention: the presence of an underlying tension between discourse and practice that is more divergent than convergent.

*Session 2 – 13:30-15*

**Session 2A (room TBD)**

**Competitive Track: Social Innovation and Dynamics**

Session Chair: TBD

**Cultural challenges of social-economic innovation: The case of ‘Housing for help’**

Domen Bajde, University of Southern Denmark  
Lydia Ottlewski, University of Southern Denmark

This paper draws attention to aspirations for more mindful economies by introducing and outlining the concept of social-economic innovation (SEI). We synthesize some of the nascent literature on SEI to point out the manifold cultural challenges involved in instituting SEI. In the second part of the paper, we delve into the alternative exchange system of ‘Housing for help’ to share some preliminary insights into the challenging negotiation of roles, responsibilities and relations by participants and organizers alike. We conclude with recommendations for further research on SEI in CCT.



### **Money as a tool for Social Innovation**

Mario Campana, Goldsmiths, University of London  
Caroline Wiertz, Cass Business School  
Stephanie Feiereisen, Cass Business School  
Fleura Bardhi, Cass Business School

This paper aims at exploring the phenomenon of money as a catalyst of social innovation. Money is usually regarded as a tool of the capitalist society, and as the ultimate objectifier of social relationships. However, extant research shows that money can be imbued with sacred and profane meanings, and people earmark money to achieve specific consumption goals. This research adds to this scholarship by unpacking the mechanisms that lead to the creation of money as a social innovation, and how members within community respond to this. This paper presents an ethnographic story of a complementary currency: The Brixton Pound. This research finds that complementary currencies try to shift the ideology associated with mainstream money by imbuing money with new meanings and ideologies, and stimulating entrepreneurial behaviour among the users. However, they fail to create ideological alignment with the members of the community, and eventually reproduce neoliberal market discourses.

### **Beyond the market: The societal dynamics of consumer culture**

Gregorio Fuschillo, Kedge Business School

Marketing and consumer research focus on social and cultural dynamics at play on market resources (i.e. consumption activities, products, and brands) to understand the role they play in consumers' lifeworld and, more recently, how they contribute to the market evolution. Drawing on fandom studies and institutional theory, this article strives to show how sociocultural dynamics on market resources take place not only in the marketplace, but in the society as a whole. Specifically, we propose a perspective shift from the market context to the societal level to better understand the societal life of products and brands, their influence on other institutional contexts than the market, and the sociocultural dynamics at play on them in such contexts.

### **Session 2B (room TBD)**

#### **Competitive Track: Bourdieu is Still Alive**

Session Chair: Olga Kravets

#### **Working your way down: Re-balancing Bourdieu's Capitals in Times of Need**

Benedetta Cappellini, Royal Holloway, University of London  
Alessandra Marilli, University of Florence  
Elizabeth Parsons, University of Liverpool

This paper explores how Italian middle class women acquire food during the current recession. Inspired by Bourdieu's (1986) idea of conversions of capitals, it illustrates how a reduced amount of financial resources to be spent in food acquisition, corresponds with an intensification of other practices derived from the other forms of capitals (cultural and social). The analysis highlights how the intensification of such practices is aimed at maintaining a pre-recession middle class lifestyle. Theoretically this study shows the relationships between the three forms of capitals, showing the compensatory nature of the cultural and social capitals.

#### **Shifting the focus from consumers to cultural intermediaries: An example from the emerging Chinese fine wine market**

Jennifer Smith Maguire, University of Leicester

The paper makes the case for examining ‘cultural intermediaries’ (Bourdieu, 1984) for understanding consumer behaviour. I provide a brief introduction to the conceptualization of cultural intermediaries, including their role as taste makers, their work in constructing cultural legitimacy, the significance of their stocks of cultural capital, and their capacity to serve as proxies for their intended or ideal market. These themes then inform an analysis of data from interpretive research that explored how a small sample of fine wine intermediaries in Shanghai (13 wine writers/educators, sommeliers/retailers, and brand representatives) construct legitimacy for themselves and for a particular style of wine consumption. I conclude by suggesting insights that might be gained by turning attention to cultural intermediaries, including the light they cast on consumer knowledge, desires and practices in the case of emerging consumer markets.

### **Musical taste and the creation of place-dependent capital: Reflections from the indie music field**

Alexandros Skandalis, Toulouse Business School  
Emma Banister, Manchester Business School  
John Byrom, Manchester Business School

Prior research has fruitfully employed Bourdieu’s theory of taste to build interpretations of the socio-cultural patterning of consumption. The aim of this paper is to introduce the concept of place-dependent capital in order to explore how individuals accumulate different forms of capital in the indie music field via their experiences in various musical places. Data are drawn from unstructured interviews with members of the indie music field in Manchester, UK. Our findings highlight the diversity of ways in which our informants create place-dependent capital in the indie music field. Our study contributes to existing theories of taste by synthesizing various dimensions of Bourdieu’s work along with its subsequent advancements in consumer culture research. We further argue for the usefulness of the concept of place-dependent capital as an alternative theoretical tool that takes into account structural and experiential dimensions of musical taste.

### **Session 2C (room TBD)**

#### **Special Session: Value and Value Creation in Conflicting Logics**

Session Chair:  
Melea Press, Hanken School of Economics

Session Discussant:  
Eminegül Karababa, Middle East Technical University

#### **Selling Beauty in the Amazon: Translation of Value across Market Regimes**

Jessica Chelekis, University of Southern Denmark

#### **“A market, but with a heart”: Making Sense of Hybrid Value in Shifting Economies**

Daiane Scaraboto, Pontificia Universidad Catolica de Chile  
Eileen Fischer, York University

#### **Tracking Value Imbued in Crafts across a Global Supply Chain**

Pia Polska, Hanken School of Economics  
Melea Press, Hanken School of Economics

This session contributes to growing consumer culture theoretics research on value and value creation, which expands the view of value creation as an economic, utilitarian, or semiotic expression. We apply the perspective that value is created in the interaction between moments of production and consumption (Graeber, 2001; Arnould 2013), and, in addition, that value is dependent on the prevailing habitus of the context of design, production, exchange, and consumption (Bourdieu 1984).

The three papers in this session address calls for research that explores the intersection between regimes of value production (Arnould 2013). They follow the multidimensional approach to value that Karababa and Kjeldgaard (2013) suggest, which includes cultural, social, and economic dimensions of value. The three papers here look at value creation in different regimes of resource circulation, such as sharing, gifting, and selling, and according to different pragmatic logics, such as designing, making, and manufacturing. These papers explore how value is negotiated and how tensions are managed in conflicting market logics. Each in their own way addresses questions of legitimacy with regard to how value is transacted in contexts where different regimes of resource circulation are in contact across space and time. They also address the lived experience of parties in different moments of exchange (Hartmann, Wiertz and Arnould 2015), and present implications for value creation and assessment across a variety of market platforms.

The first paper examines direct sales representatives in a rural municipality of the Brazilian Amazon and how they negotiate their impersonal exchange relationships with direct sales companies, and personal relationships with their customers. This paper looks at the destruction of economic value in favor of creation of other types of value and addresses the issue of social power in shaping exchange relationships. The direct sales representatives are situated at the intersection of distinct value regimes, actively involved in the articulation and translation of economic and social value, and pursuing ends that are at odds with the financial commissions offered by the direct sales companies.

The second paper examines Etsy as a platform for a hybrid economy where producers and consumers collaborate to generate both social and economic value through interactions between commercial and social interests (Scaraboto 2015). Etsy's recent shift from a platform that focused on indie craft production to one that also supports outsourced production highlights the disruptions in this hybrid economy and makes this context an ideal one in which to explore questions regarding the destabilization of a regime of value creation. The authors explore how those participants who engage in the creation of hybrid forms of value experience and make sense of such disruptions to economic logics.

The third paper looks at value creation, destruction and transformation in a global supply chain that connects designers in Europe with makers in a rural Indian village. It addresses the fluidity of value in the product journey as ideas and products crisscross the globe from their locale of design, to the locale of creation, and back to the locale of product design. The authors address the relationship between situated habitus and value and use theories of transformation, legitimacy, and magic to guide the analysis.

The three papers in this session contribute to the understanding of value and value creation by exploring tensions in exchanges within and across different value regimes. In addition, the papers offer insights to sense making and legitimacy of value and value creation at the individual, institutional, and supply chain levels.

## **Session 2D (room TBD)**

### **Special Session: Theorizing la post-gay révolution in consumer cultures of non-heterosexuality: radical market de-homogenization, fragmentation, dissolution and resistance**

Session Chair and Discussant:

Shona Bettany, University of Westminster

#### **Tracing market evolution through the materiality of Manchester's Gay Village**

Jack Coffin, Manchester Business School

Christian A. Eichert, Cass Business School

#### **Post-humanist readings of market/movement/mainstream cultures of resistance: an international multi-site ethnography of LGBT pride**

Shona Bettany, University of Westminster

David Rowe, Open University

#### **Determinants of consumer engagement in the LGBT Community towards marketing 'Pinkwashing' in the context of New Zealand: de-homogenising; historicising and understanding fear**

Ekant Veer, University of Canterbury

In consumer research, theorists have offered analyses of non-heterosexual markets predominantly through the cipher of gay subcultures of consumption (Rudd, 1996; Haslop et al, 1998; Kates, 2004; Visconti, 2008); have documented LGBT communities where the market and movement act together positively to progress gay rights (Penaloza, 1996); and provided compelling accounts of consumer culture fueled celebrations of queer resistance to stigma, marginalization and exclusion (Kates & Belk, 2001; Ammaturo, 2015; Kates, 2003). In the broader marketing discipline, theorists have also drawn upon configurations of the so-called dream market of the pink pound (Penaloza, 1996; Oakenful 2007) to explain: how to attract non-heterosexual consumers through advertising (Um 2012, Dotson et al, 2009; Puntoni et al, 2011, Oakenful, 2007, 2015); to market holiday destinations (Melian-Gonzales et al, 2011; Coon, 2012; Hughes, 2002); and understand gay shopping behaviour (Reilly & Rudd, 2006; Reilly et al, 2008; Cotner & Burkley, 2013) and fashion (Kates, 2004; Sha, et al 2007; Clarke & Smith, 2015).

However, in what has been called the post-gay era (Ng, 2013), this focus on a narrow characterisation of non-heterosexualities, underpinned by a binary model of sexuality based on a rather outdated gay/straight and associated gender inversion logic (Clarke et al, 2012) and a deep rooted identity essentialism (Visconti, 2008) seems inadequate for understanding the complexities of non-heterosexualities and consumption. Within the gay/straight binary, bisexuality and trans\*, for example, are rendered largely invisible contributing to new consumer vulnerabilities and discrimination (Oakenful, 2012; Bettany & Rowe, 2015; Hayfield, 2012). Consumer culture research (and the broader social sciences) tends to focus on young gay males (Brewis & Jack, 2010), but shattering the image of even "gay male" as a stable characterisation, is the question of intersectionality, of how race, age, class and ability intersect with sexuality to confound even the homogenisation of the central and dominant category of what has been called the gay habitus (Whitney, 2006; Sender, 2001). Beyond these concerns, the emergence of fragmentation of sexuality including fluid sexualities, and those underpinned by radical (and highly vocal) challenges to the gender inversion and sexual binary logics further complicate the picture with the concomitant emergence of anti-identity sexuality, hierarchies of sexual identity (O'Dougherty,

2003) and oppression (Moore, 2015) moving us towards, we argue, a highly complex post-gay vista of possibilities (and problems) for consumer culture research.

In this special session, in keeping with the conference theme of *révolution*, we present three papers aligned around the ideas of how to market to, characterize and entertain cultural logics of connection within post-gay consumer cultures, in the face of the radical de-homogenization, fragmentation and dissolution of the gay market. In the first paper the authors draw on theories of materiality of markets, through an historical and material examination of London's LGBT scene, to explore how the LGBT market is undergoing a radical de-homogenization process in certain Western societies. In the second paper, the authors research a series of international LGBT pride events, utilizing a post-humanist approach to explain how bisexual consumers face a triple threat of discrimination, through their emergence within the conditions of possibility of material-semiotic market, movement and mainstream assemblages while engaging in the supposedly liberatory spaces implied in these ostensible community resistance-based events. In the final paper, the authors research on LGBT consumers in New Zealand, recount responses to "pinkwashing", the practice of overtly appealing to non-heterosexual consumers, and examines the inherent tensions in consumer engagements with commercial organizations presenting themselves as supporting of LGBT rights, highlighting the importance of historicizing LGBT support, understanding fear perceptions and appreciation of the panoply of sexualities implied in non-heterosexual identities.

### *Session 3 – 3:30-5*

#### **Session 3A (room TBD)**

#### **Competitive Track: Communities**

Session Chair: TBD

#### **Dissolving Consumer Communities**

Wolfgang Kotowski, University of Zurich

Manuela Schäfer, University of Zurich

Commercialization and heterogeneity are common threats to the continuity of consumer communities. Although consumer research has examined how consumers cope with these threats, studies have not sufficiently investigated intergenerational ambivalences and their consequences. These consequences develop to conflicts that can threaten the existence of a community. The relevance of these ambivalences rises, as consumer communities become multigenerational communities. Following consumer culture theory (CCT), we analyze individual processes of members that refer to intergenerational ambivalence and impel the process of dissolution of their consumer community. We describe how these processes jointly reinforce rather than preventing the processes of dissolution of the consumer community. While conducting this mixed-methods analysis, we introduce a framework of sharing as a practice to illustrate intergenerational ambivalences of consumption practices that lead to conflicts in the in-group.

#### **A Foucaultian Assemblage Perspective: The Role of Language and Rules in Community Membership**

Joonas Rokka, EMLYON Business School

Niklas Woermann, University of Southern Denmark

While assemblage theory perspectives have gained traction in the CCT community, the way in which language works in and through assemblages is not clearly understood or theorized. Rather than an obscure “semiotic” bit of assemblages, language is crucial in shaping relations, power, and intersubjectivities within an assemblage. To address these issues, and also the conference theme, we call attention to Michel Foucault’s discussion of language, regularities, and rules. As our illustrative case we examine how membership discourse and categories function in communities of consumption. We argue that language through discursive practices and their inherent rules have a regulating/stabilizing role in ordering consumption assemblages. We theorize the heterogeneity and regularity of membership, membership category-bound activities, and the ways in which both are entangled with bodily and material-physical consumption assemblages and discuss the benefits of a Foucaultian assemblage view. We also highlight theoretical and methodological implications for research on assemblages and communities in CCT.

### **Exploring consociations as place-specific relationships in a LGBT running club**

Jack Coffin, University of Manchester

Emma Banister, University of Manchester

Anna Goatman, University of Manchester

This paper applies the concept of consociations to understand place-specific relationships in an LGBT running club. The researcher conducted a multi-sited ethnography with an LGBT running club. Many members of the running club had consocial relationships that were limited to particular places. Some members developed these into communitarian relationships, but others were content with their consocial affiliations. Members formed different kinds of consocial relationships, either subcultural or tribal. This paper highlights members with place-specific affiliations and relationships for consideration by researchers, organisers of social clubs, and commercial venues. This paper enriches existing understandings of consumption communities by identifying and exploring members whose relationships are place-specific. It also develops the concept of consociation by providing evidence of subcultural and tribal consociations co-existing within the same running club.

### **Session 3B (room TBD)**

#### **Competitive Track: The Body**

Session Chair: TBD

### **The Market as Body Snatcher: Exposing Embodied Subjectivities in New Health Activism**

James Cronin, Lancaster University Management School

Gillian Hopkinson, Lancaster University Management School

Extant work on resistance projects has largely been grounded to ‘disembodied’ perspectives predicated on the identity-driven and ideological constitution of reflexive defiance to marketer-imposed subjectivities. We submit that personal concerns for the body are critical to legitimising and converting consumer resistance into a more tenable and mainstream discourse. Drawing upon Leder’s (1990) ‘bodily dys-appearance’ and borrowing from the 1950s science-fiction film, *Invasion of the Body Snatchers*, we consider how the Channel 4 documentary *Sugar Rush* (2015) galvanised mass-appeal for its calls to reform the food marketplace. Consumers’ subjectification to the market is problematized through a triadic counter-governmental mythology of ‘the threat, ‘the victim’ and ‘the hero’ that centres heavily on embodied experiences. In contrast to evangelical sentiments and desired marginality of fringe consumer movements, mainstream resistance is

achieved through ‘new health activism’ which discounts consumer sovereignty and foregrounds regulation of the market to insulate and safeguard bodies.

**The body as a place: Enacting utopias through tattoo consumption**

Dominique Roux, Université de Reims Champagne-Ardenne  
Russell Belk, York University

Previous research has examined tattooing as a consumption practice that participates in identity construction. However, the way the body is negotiated and experienced as a place in which one is confined has been overlooked. This paper thus theorizes the body as a topos (a place) from which various utopias originate, thus making the body an “other space” (a heterotopia) that it is transformed, magnified and appropriated by tattooing. Using a multi-method qualitative study conducted with tattooees and tattooists, the findings show the tension that articulates “being here” / “being elsewhere” and demonstrate how tattooing is used as a means to escape, deny, transcend or embrace one’s human spatialized condition.

**Beauty and the Social Imaginary: A Social Historical Analysis of the Lebanese Techno-Cosmetized Beauty Market**

Hounaida El Jurdi, American University of Beirut  
Nacima Ourahmoune, Kedge Business School  
Søren Askegaard, University of Southern Denmark

In pursuit of beauty, consumers engage in a range of consumption behaviors. In Lebanon, cosmetic surgery has gained widespread acceptance as a means for enhancing physical appearance where it is estimated that 1.5 million cosmetic surgeries and 10 million skin lifts are performed annually leading CNN to dub Beirut as the “Mecca” for cosmetic surgery. This research traces the development of this market for techno-cosmetized beauty using Castoriadis’ notion of the social imaginary. Through an analysis of social historical data and media content from the late 1960s till modern times, we find beyond the logic of institutional agents that promote a beauty myth. What is crucial to the development of this beauty-market is a collective metanarrative that imbues beautification practices and representations as signs of liberalism. We argue that the techno-cosmetized beauty market, supported by developments in arts, media and technology, serves as a re-enactment/reconstruction of the Lebanese social imaginary.

**Session 3C (room TBD)**

**Special Session: Brazil**

Session Chairs:

Ana Raquel Rocha, COPPEAD/UFRJ  
Roberta D. Campos, COPPEAD/UFRJ  
Rodrigo B. Castilhos, Unisinos Business School

Session Discussant:

Dominique Desjeux, Paris Descartes / Sorbonne

**Freedom for Frizzy Hair: Reverting the Unveiled Stigma**

Ana Raquel Rocha, COPPEAD / UFRJ

**Rehearsing beauty consumption: the construction of the taste regime**

Roberta D. Campos, COPPEAD / UFRJ

Leticia M. Casotti, COPPEAD/UFRJ

**“It’s like a tsunami coming toward us”: the consequences of interclass status games for dominated consumer**

Rodrigo B. Castilhos, Unisinos Business School

Recent research demonstrates that structural socioeconomic changes can substantially modify the grounds of status negotiations and class dynamics in emerging countries: in Turkey, the consolidation of neoliberal globalization and the institutionalization of Western lifestyles provide the frame of status games in a variety of socioeconomic contexts (Üstüner and Holt 2007; Üstüner and Holt 2010); In India, marketization subverts traditionally established caste distinctions, offering new sources of symbolic power that will be leveraged by dominated groups (Vikas, Varman, and Belk 2015); In Brazil, economic rise changes consumption patterns and allows for capital conversions among working classes, challenging enduring social determinations (Kamakura and Mazzon 2013; Castilhos and Fonseca 2016). As rich in structural transformations, emerging countries are good to think about the interplay between class, ethnicity, and consumption.

This special session looks at the particular context of Brazil. Recent economic and social transformations contributed to reconfigure the grounds of social stratification in the country. The last 15 years witnessed the rise of more than 40 million people to what was conventionally known as the celebratory term of “new middle-class” (Neri 2011). These consumers experienced an objective rise of income and a consequent increasing in consumption patterns (Kamakura and Mazzon 2013). However, Brazilian deep structural inequalities remain ingrained in its diverse institutions (Souza 2010). Also, elites and traditional middle-classes seek to maintain its privileges. As a result, historically dominated consumption groups from the lower-classes and black ethnicity find themselves in a contradictory position. At the same time that these groups have an unprecedented access to markets’ identity tokens, they are constantly remembered of their structural dominated position in the social space.

The main goal of this session is to discuss how such new dynamics inform ongoing theoretical conversations in consumer culture theory. Specifically, the authors demonstrate (1) how black consumers overcome stigma in order to outcry for representativeness and ethnic respect, (2) how taste is formed in the context of beauty consumption among Brazilian working class women, and (3) how lower-class consumers deal with systemic exclusion from spaces in the city.

In detail, the first paper draws on the notion of stigma to discuss the dynamics that pervade the concept and its social impact. The recent empowerment of the curly hair in Brazil indicates how black people use consumption to reverse a stigma, to claim for representativeness and ethnic respect, and to re-signify ethnical issues. The second work develops a process model of taste formation to contribute to the taste regime literature. The authors propose a set of integrative practices associated to taste formation, during consumers’ childhood and youth, when beauty consumption is more rehearsed than actually performed. The last project analyses interclass interactions that follow the constitution of an upscale neighbourhood in a Brazilian capital. Drawing on Bourdian social praxeology, the author shows that the realization of the value proposition of the development requires a systematic exclusion of lower class dwellers from the surrounding areas, who are transformed in the process of coping with exclusion. To close our session, Dominique Desjeux, Professor Emeritus at Paris Descartes University, will serve as discussant, helping to build bridges between the French enabler theorists of our papers and our emerging local though.



We believe this session is timely as it answers the call for more self-generated theorizations about the south (Thompson, Arnould, and Giesler 2013). Beyond the particular theoretical contributions of each paper, we seek to demonstrate how Brazil provides a privileged context for the understanding of the complex relations between deep-rooted social differences, markets, and consumption.

### **Session 3D (room TBD)**

#### **Special Session: Consumer Culture Theorists' Role in the Big Data Movement**

Session Chairs:

Ela Veresiu, York University

Henri Weijo, Bentley University

Session Discussant:

John A. Deighton, Harvard Business School

#### **Testing Cultural Theories With Big Data: A Generalized Framework**

Russel Nelson, Northwestern University

#### **Epic-stemic Data: Conceptualizing Big Data as an Epistemic Object and Opportunity for Cultural Research**

Joachim Scholz, Orfalea College of Business, California Polytechnic State University

Henri Weijo, Bentley University,

#### **Doppelgänger Brand Images and Big Data: The Strategic Value of Marketplace Interactomes**

Markus Giesler, York University

Ela Veresiu, York University,

Ashlee Humphreys, Northwestern University

Big data – commonly characterized as thick, multidimensional, long, and broad datasets (Schulitz 2014) – is not only a bombastic buzzword, but also a timely topic of debate in marketing theory and practice alike. For enthusiastic marketing scholars, it represents a cost effective method for monitoring the evolution of consumer tastes (Du, Hu, and Sina 2015), a way for brands to more precisely identify and target their audiences (Roberts 2015); in short, a promise to revolutionize the way humans live, work, and think (Mayer-Schönberger and Cukier 2013). For more skeptical scholars, however, big data stands for ethno-racial consumer profiling restricting consumer well-being (Lindridge, Henderson and Ekpo 2015), concerns over consumer privacy, and invasive marketing (Hand and Hillyard 2014), to name but a few.

Consumer culture theorists have traditionally cast a doubtful eye on the potential of large databases to provide meaningful insights into consumer behavior. For instance, Kozinets (1999) expressed worry that traditional database entries are so limited in their expressiveness that they would produce only superficial and streamlined expressions of consumer tastes. Gopaldas (2014) warned against the pitfalls of big data sentiment analysis that cannot detect multimodal data, sentiment valance, linguistic variance, and cultural references. In a more damning critique, Zwick and Dholakia (2004) wrote that putting up a database entails pre-coding understandings of the consumer into the system.

Recent works, however, have begun to use large datasets beyond their pre-determined meaning through interpretive work, yielding highly impactful research on market creation (Humphreys 2010a), the legitimation of consumption practices (Humphreys 2010b), consumers meaning making (Knudsen and Kjeldgaard 2014), and brand-related communication through social media (Arvidsson and Caliandro 2015). This coincides with recent calls in mainstream marketing research to improve upon so-called big data research by incorporating interpretive approaches (Weinberg, Davis and Berger 2013), thus providing significant opportunities for culturally oriented consumer researchers.

The goal of this special session therefore, is to inform and advance our theoretical and methodological approaches with respect to big data. Together, the three papers build on comprehensive online datasets, are under review at major journals, and contribute to the overall impact of our field by offering recommendations to entrepreneurs, brand managers, and innovators. In detail, the first project builds on an investigation of the Californian gourmet food-truck market to develop a new framework of cooperation that can explore the structures underlying social actions and allow cultural theories to scale for big data. The second presentation re-conceptualizes big data as an epistemic object that is actively influenced by consumers and the dynamics that underlie ephemeral social networks in the context of a strategically induced social media brand-related crisis. Lastly, through a global investigation of the Uber ride-sharing service, the third paper develops the concept of marketplace interactome, which the authors define as an evolving network of discursive interactions through which competing cultural and marketplace agendas are harmonized and a market is stabilized.

A pioneer in the area of digital marketing and big data, our discussant, John Deighton will reflect on our work and provide future directions for consumer researchers interested in complementing and influencing big data analytics.

### **Session 3E (room TBD)**

#### **Consumption Markets and Culture (CMC BOARD MEETING)**

Hosted by Dannie Kjeldgaard, University of Southern Denmark. For members of the CMC Editorial Advisory Board only.

# **PROGRAM FOR FRIDAY, JULY 8<sup>TH</sup>**

## *Session 4 – 9-10:30*

### **Session 4A (room TBD)**

#### **Competitive Track: Consumer feelings and narratives**

Session Chair: TBD

#### **Meanings that Arise from Access-Based Bicycle Consumption in Brazil**

Maura Ferreira, Federal University of Rio Grande do Sul

Fernanda Scherer, Federal University of Rio Grande do Sul

Carlos Rossi, Federal University of Rio Grande do Sul

Tito Grillo, Federal University of Rio Grande do Sul

Recent economic situations and market turmoil gave rise and width to alternative modes of consumption. Access-based consumption is thus ascending as a prominent form of consumption and challenging the ownership tradition in several contexts. As people find new approaches to transaction, acquisition and consumption – such as access-based solutions –, they develop new meaningful relationships with the objects they consume. This article presents the examination of meanings that arise in access-based consumption of bicycles in big Brazilian cities. Findings indicate that, in this country, consumers find in renting bikes nurturing relationships for their senses and expressions of self-esteem, individuality, and freedom. Additionally, the fact that developed countries had well-functioning bike rental services before large-scale bicycle rental was implemented in Brazil seems to contribute to a generally positive response to the service in Brazilian cities.

#### **The Feeling of Strangeness in the Contemporary Art Consumer Experience: Using Video-Elicitation to Understand Values Registers**

Juan-David Pinzon, Aix Marseille University

Richard Huaman-Ramirez, Aix Marseille University

Aranzazu Gaztelumendi, Aix Marseille University

Little research has been done in the area of contemporary art consumer experience. The feeling of strangeness has recently been proposed as a key feature of this experience. In this study, we investigated the feeling of strangeness from an axiological approach taking Boltanski and Thévenot (1991)'s Order of worth and Heinich (2014)'s values registers on contemporary art as central reference points. We propose to notion of the feeling of strangeness as a perception of perturbation in consumer values registers. We analyze the cultural experience of eleven visitors to a contemporary art museum, by utilizing the "video-elicitation" technique combining video recording and in-depth interviews. We identified participants values registers, the terms they use to designate strangeness from artworks and the relation between the feeling of strangeness and satisfaction. By comparing our results with literature, we also propose a new typology of values registers in terms of consumer research.

#### **Ambivalence in Excess and Consumers' Symbolic Coping Mechanisms**

Helene Cherrier, RMIT

Lorraine Gurrieri, Swinburne Business School

This paper considers narratives of excess to 1) investigate the lived experience of excess, 2) understand the framing of excess as disenchanting, and 3) interrogate the struggles, difficulties, and barriers to distancing oneself from excess. Our study demonstrates that what impedes our consumers from distancing from excess is their ambivalent feelings toward material possessions as both encumbering and evocative overload, repetitive consumption practices as both pointless and pleasurable and the omnipresent marketplace as both frightening and fascinating. Our findings also reveal that ambivalence in experiences of excess is symbolically negotiated as a source for hope and rationalization.

**Session 4B (room TBD)**

**Competitive Track: Place/Space 1**

Session Chair: TBD

**Enacting controlled utopias in a hostile space: Lessons from the spatial turn to nature**

Joachim Scholz, Cal Poly

Jay Handelman, Queen's University

Previous research on utopian and/or spatial dimensions of consumption has typically focused on the built environment of stores, infrastructures, city neighbourhoods, and entire villages. Yet, consumers often enact their utopian desires in natural spaces and places such as urban parks, nature parks, and in “wild” nature. We address this mis-match in the literature by examining consumers’ enactments of utopian ideals in naturespace. We draw on the spatial turn in utopian studies and environmental philosophy to challenge the prevalent assumption that space cooperates with consumers’ enactments of utopian ideals. Based on an ethnography of back-country hiking that focused on material dangers of nature, we show how consumers’ enactments of utopia are highly ambivalent due to the agentic potential of naturespace, or nature agency. Our findings contribute to the study of consumption utopias, consumers’ relationships with natural spaces, and the material-spatial turn in consumer research more generally.

**Creating a Hyper-Place: How Refugee Helpers Create a Place for Their Values**

Johanna Franziska Gollnhofer, University of St. Gallen

Prior research has reported that consumers create places that are imbued with idiosyncratic meanings, conventions, rules and activities. However, research on why and how those places are created is scant. This ethnography in the context of voluntary refugee helpers shows why and how a meaningful place is produced. By drawing on spatial theory from human geography, we map out how activist consumers create a hyper-place: Embedded in the dynamics of demarcating and linking, our voluntary helpers set a place apart from the surrounding space and other places. This place allows for practices that combine materiality, activities and meanings in new ways in comparison to practices in traditional places. This place allows for the enactment and the conveyance of values that are not accommodated in traditional marketplaces. We contribute to literature on activist consumers and the role of place within consumer research.

**Mapping consumption practices: a socio-spatial analysis of food acquisition strategies and tactics**

D. Matthew Godfrey, University of Arizona

Melanie Wallendorf, University of Arizona

Consumer research has typically treated physical space either tangentially or as a blank slate that is socially constructed through practices. Instead, we employ de Certeau's theoretical approach and incorporate a spatial analysis tool in ethnographic research to interpret the dynamic, two-way relationship between physical space and social practice. Four prototypical practices are identified in the context of an outdoor market. One prototype comprises strategies for consumers to control and maintain consumption spaces that enable their positions of advantage. The other practices include various tactics to temporarily seize consumption opportunities and make novel use of consumption spaces constructed by others. In doing so, all four prototypes shape and are shaped by physical space to varying degrees. Findings point to differences in field-specific tools and cultural capital as key to consumers' abilities to enact strategies versus tactics, and also to the important and unpredictable ways that tactics can shape consumption spaces.

#### **Session 4C (room TBD)**

#### **Special Session: Advancing the Sociocultural Perspective on Value in Consumer Culture Theory: Linking Value Creation Processes and Value Outcomes**

Session Chairs:

Bernardo Figueiredo, RMIT University

Daiane Scaraboto, Pontificia Universidad Católica de Chile

Session Discussants:

Dannie Kjeldgaard, University of Southern Denmark

Zeynep Arsel, Concordia University

#### **Networked Couchsurfers: Value Creation and Outcomes in an Incessantly Sociable Network**

Daiane Scaraboto, Pontificia Universidad Católica de Chile

Bernardo Figueiredo, RMIT University

Javier R. Lermada, Pontificia Universidad Católica de Chile

#### **“What the Hell Do You Need a Life Coach for?” An Assemblage-Theoretic Perspective on the Value of Commercial Support**

Ahir Gopaldas, Fordham University

#### **From Market to Social Exchange through Recirculation Markets: The Case of a Barter Community (Zerorelativo)**

Daniele Dalli, University of Pisa

Fulvio Fortezza, University of Ferrara

From a sociocultural perspective, value is “subjective, context-dependent, complex, and interrelated” (Karababa and Kjeldgaard 2013, p. 123), an ever-changing outcome of a rhizomatic system of heterogeneous actors, including consumers, providers, objects, technologies, platforms, media, and civil organizations (Arsel 2015). In this manner, a sociocultural perspective on value offers a less reductionist approach to value than the traditional cultural notion of value as meanings (McCracken 1986) or the Marxist dichotomy between exchange and use value (Marx 1967). A key goal of the emerging sociocultural perspective on value is to understand how the actions, interactions, and relationships among various actors in social, commercial, and hybrid systems affect value creation processes and value outcomes (Arnould 2014; Arsel 2015; Karababa and Kjeldgaard 2013).

As a sociocultural perspective on value emphasizes the value-creating goals of multiple actors, this perspective can be used to bridge research on value outcome determination and value creation processes. Gummerus (2013, 20) observes that these two streams of research have developed in parallel, disconnected from each other, with few attempts to explain how the two could be integrated. On the one hand, value researchers have developed numerous categories and classifications of value outcomes (for a review, see Karababa and Kjeldgaard 2013). On the other hand, researchers interested in value-creation literature focus on explaining the changes that are caused by differences in the processes of value creation, not by differences in the perception of value (value outcome determination). Although many scholars have called for a more systemic understanding of value creation (e.g., Arnould 2014; Graeber 2001; Karababa and Kjeldgaard 2013; Munn 1986; Schau et al. 2009), too few studies have attempted to explain how the coordination, performance, and assessment of value-creating actions lead to diverse value outcomes (cf. Arsel 2015). This oversight is surprising because the management of value, from moments of creation to moments of assessment, is a core marketing activity. In short, there is a critical need for more systemic studies of value creation that theorize the web of links among value creation processes and value outcomes.

The purpose of this session is to further develop the sociocultural perspective on value by focusing on how the value-creating actions and interactions among multiple actors yield diverse value outcomes in a variety of sociocultural contexts. The first paper contributes to this goal by examining how the emergent structure created by interdependent actions in a global network of travelers and providers of free accommodation (couchsurfing) shape the process of value creation in the network, subsequently generating specific value outcomes, which are distributed among participants of a network. The second paper contributes to the session's purpose by considering the value-creating actions and interactions of consumers and providers of interpersonal support (life coaching), and demonstrating that slight differences in the configuration of roles, activities, and contexts in the social and commercial spheres collectively engender significantly different kinds of value for the consumer. The third paper contributes to the session by discussing value-creating processes in a barter community (zerorelativo). The authors show how the embeddedness of this system in the logic of barter and mutuality changes the processes and outcomes of value creation. In particular, they demonstrate how personal, economic and short-term transactions, which are typical of market transactions, result in a collective, social and long-term enterprise.

#### **Session 4D (room TBD)**

##### **Roundtable: The Others: Sooner or Later Everything Will be Different**

Session Organizers:

Jack Tillotson, Aalto University

Shona Bettany, University of Westminster

Session Discussant:

Jack Tillotson, Aalto University

Confirmed Participants:

Shona Bettany, University of Westminster

Andrea Davies, University of Leicester

James Fitchett, University of Leicester

Diane Martin, Aalto University

Domen Bajde, University of Southern Denmark

Fuat Firat, University of Texas-Pan American

Alladi Venkatesh, University of California-Irvine  
Marcus Klasson, Lund University  
Andrea Lucarelli, Stockholm University

Five years ago Askegaard and Linnet (2011, 386) called for a “break from one-sided attention to the self-realizing individual” by studying the “context of context” (389). Since we have seen a theoretical shift in consumer culture research aimed at expanding the horizons of theory into the broader political and social contexts of consumption (Dolbec and Fischer 2015; Giesler and Veresiu 2014; Humphreys and Thompson 2014; Kristensen, Boye, and Askegaard 2011; Scaraboto and Fischer 2013). We argue that otherness is a tool for expanding the horizons of meaning and complexity of CCT research.

Otherness is necessary to define self (Bettany and Belk 2011). It is central to the sociological, philosophical and political analysis of how individual and collective identities are constructed, maintained, institutionalized and controlled. The Other needs a critical eye. We must understand meaning making. Identity construction and conceptualizations of difference and normality and duality formation all become important. Rather than overtly focusing on individual experience and identity work, we urge a reflection on social and material identities. How do individuals and groups internalize established categories such as consumer, culture, gender and class? How does ontological localism and duality alienate various others as we anchor our sensemaking in a seemingly determinate thing?

Mead (1934) shows that identities are produced through negotiation with other people. We adjust our behavior and our self-image as we interact with others. This holds as the very foundation for understanding work on extended self (Belk 1988, 2013; Tian and Belk 2005), the projected self (Schouten 1991) and identity negotiation in small collectives (Schouten and McAlexander 1995; Muniz, Jr and O’Guinn 2001).

Bauman (1991, 8, italics added) writes “abnormality is the other of the norm... woman the other of man, stranger the other of the native, enemy the other of friend, “them” the other of “us.” The Other highlights how meaning, belonging and identity are contingent on society’s construction of binary opposites (Hall 1997). This is clear in recent theorizations on consumer responsabilization (Giesler and Veresiu 2014) and the Fatshionistas fight against mainstream fashion (Scaraboto and Fischer 2013). The social construction of gender in Western societies shows how two identities are set up as opposites (Bettany et al. 2010; Üstüner and Holt 2010). Further, we have seen research that aims to understand human in opposition to the non-human (Bettany 2008; Canniford and Shankar 2013; Martin and Schouten 2014). We ask, who are the shadowy figures in unmarked positions? How do we identify the inappropriated others (the people we don’t talk about but are present absences in the text)?

Dichotomies of otherness are often naturalized into mythic structures (Barthes 1957). These structures organize social identities into hierarchies. Pecking orders establish superiority for some. Others are left subjugated. Still we believed that consumer subjects have control. They have agency to build their identity through the mediation of the marketplace (Arnould and Thompson 2005). Institutional, ideological, historical and mythological resources are used maintain as well as contest stigmatized identities (Crocket and Wallendorf 2004; Karababa and Ger 2010; Holt and Thompson 2004; Kjelgaard and Askegaard 2006; Thompson 2004; Üstüner and Holt 2010). What are the institutional others— other journals, other validating structures and, what is CCT the other of?

Aligned with the theme of the conference, understanding political otherness is an integral part French life. We ask, what are the non-neoliberal perspectives on consumption? What do they look like? For example, there is a dominance of neoliberal politics in the bending of socio-material approaches – socio material approaches that are bent to the idea of the individual, free, autonomous, human subject of choice to the extent that the question asked is “how can we see objects as having agency?”

Building on current research that demonstrates the complex negotiation of otherness (e.g., extended self, Belk 1988, 2013; micro-collectives like subcultures, Schouten and McAlexander 1995) within social categories (e.g. gender, Bettany et al. 2010; class, Üstüner and Holt 2010, the body, Thompson and Hirschman 1995) and between the power relationships (The natural health food marketplace, Thompson 2004; development of the consumer subject, Karababa and Ger 2010 and racial stigma, Crocket and Wallendorf 2004), this roundtable grapples with otherness by questioning its oppositional nature to demonstrate how two seemingly mutually exclusive domains are in fact entangled and entwined.

In the spirit of this year’s conference theme, Vive la Révolution!, we present a roundtable organized around the notion of otherness to recall key concepts in our field such as identity, consumption, and institutions and politics. We invoke Merleau-Ponty’s (1968) notion of the other as a pregnancy of possibilities. The other becomes a “wondering double,”(112) an “extreme divergence of the same something” (Merleau-Ponty 1968, 84), a pregnancy. The aim is to discuss the ways otherness could have revolutionary impact, impregnating new possibilities for our research.

## *Session 5 – 11-12:30*

### **Session 5A (room TBD)**

#### **Competitive Track: Consumer Celebrity**

Session Chair: TBD

#### **A new look at cooking: It’s not about eating! Prepare and exhibit food as identity representation**

Rossella Gambetti, Università Cattolica del Sacro Cuore, Milan  
Silvia Biraghi, Università Cattolica del Sacro Cuore, Milan  
Daniele Dalli, University of Pisa

Food preparation is moving from a functional activity (usually considered as a job or a profession) to a new way to represent individuals’ abilities, creativity, and even status. With varying degrees of specialization and skills, today consumers show a growing commitment toward food preparation as a means to represent themselves. We see contemporary food preparation and related multiple practices at the crossroad of three different dimensions that overlap and integrate: production, consumption, and identity representation. Scholars from various fields acknowledged consumers for creating, distributing, and communicating value. While value creation, even in the material production domain (as cooking), is usually considered functional and instrumental to actual consumption (as eating), we will demonstrate that it can be directly a source of value to be represented and distributed. The paper is based on a multisite ethnography conducted in the period April 2014 – December 2015 in Italy. We employed online and offline methods as well as archival data from five different settings: social networks, blogs, videos, events, TV programs.



## **New Cults of Personality: The Charismatic authority of Consumer-Celebrities in The Era of Consent**

Hayley Cocker, Lancaster University  
James Cronin, Lancaster University

In this paper we draw upon Weber's concept of charismatic authority to unpack the appeal of YouTube video-bloggers to their fan communities. In doing so, we theorize how consumers can galvanize interest amongst other consumers and establish peer-based 'new cults of personality'. By analyzing the content of 7 of Britain's most popular 'YouTubers' and engaging in a sustained non-participant netnography of responses to these videos, we argue new cults of personality differ from their traditional counterparts through collaborative, co-constructive and communal interdependence between culted figure and follower. While Weber maintained authority has its source in the innate and exceptional qualities of an individual's personality, we submit that in consumer culture's current era of consent, the 'culting' of social actors becomes a collaborative venture. Our work sheds light on the fading and routinization of charisma and the dissipation of the relationship between the culted figure – or object of consumption – and followers.

### **#selfie: Genre categories in human branding**

Toni Eagar, Australian National University  
Stephen Dann, Australian National University

This paper explores how individuals use selfies as the material for human brand narrative creation. We assert that the creation of the selfie is a deliberate act of human branding that aids individuals in presenting their self as a visual, complex, multifaceted public identity that is composed of their intrinsic and extrinsic attributes and is communicated through agentic self-narrating processes. Using a random sample of 1,000 selfies from Instagram, we analysed the images and accompanying posts to develop an understanding of the types of narratives selfies are used to communicate. We have identified seven primary genres of selfie meta-narratives, autobiography, parody, propaganda, romance, self-help, travel diary and the coffee-table book. Our findings suggest that the #selfie represents a deliberate bundle of symbolic meaning which is used to construct an over-arching and on-going presentation of self to a wider audience.

### **Session 5B (room TBD)**

#### **Competitive Track: Place/Space 2**

Session Chair: TBD

### **Place Performance: The Use of Space To Shape Emotions**

Marcus Phipps, University of Melbourne

This paper explores how a place, a physical location, shapes an emotional experience. Viewing places as containers of meanings, this study examines how the performance of a ghost tour infuses meaning into an assemblage of spatial relations. Using ethnographic data on six ghost tour sites in Australia and Scotland, five aspects of space are investigated in architecture, spatial relationship, topography, shape and gesture. The findings explore the importance of place as an actor in the consumption experience; demonstrates how alternative meanings are evoked through performance; and illustrates how emotions can be shaped within a container of meanings.

### **“Tears are no strangers to Lourdes”: Therapeutic Landscapes and Extraordinary Consumer Experience**

Leighanne Higgins, Lancaster University  
Kathy Hamilton, University of Strathclyde

Emotional intensity within extraordinary consumption experiences is most often associated with pleasurable feelings of joy, euphoria, happiness and contentment. Our central goal in this paper is to understand the emotional release associated with experiential consumption paying particular attention to painful, upsetting or distressing emotions. Drawing on a three-year ethnographic study of Lourdes pilgrimage consumption, we use the concept of therapeutic landscapes (Gesler, 2003) as a framework to explore the restorative and beneficial outcomes stemming from self-landscape interaction. In doing so we offer two contributions. First, we introduce the concept of therapeutic landscapes to consumer research and demonstrate its relevance to commercial settings. Second, we use this framework to extend the range of emotions associated with extraordinary consumption experiences.

### **Revolution on our Streets: Re-claiming Space for Bicycling**

Philipp K. Wegerer, University of Innsbruck

Space has become a key analytical concept in social sciences. While in consumer research much emphasis has been placed upon studying how consumption practices evolve in space, as yet there has been little attention paid onto how consumption transforms space. Drawing on the French theorists Henry Lefebvre (1991) and his notions of ‘domination’ and ‘(re-) appropriation’ I study how bicycling transforms urban space in the Austrian city of Innsbruck. The findings reveal a number of spatial practices and processes by which cyclists negotiate space with other users. I theorize my findings using theoretical resources from Process Philosophy (Deleuze and Guattari 1987) as collective consumption practice that creates a space that is characterised by intensity, fluidity and the way it is occupied.

### **Session 5C (room TBD)**

#### **Special Session: The Negotiation and Evolution of Identities and Practices within Families**

Session Chairs:

Paul M. Connell, Stony Brook University

Tandy Chalmers Thomas, Queen’s University

Session Discussant:

Sidney Levy, University of Arizona

#### **The Evolution of a Family Identity**

Sheldon Koufman, Queen’s University

Tandy Chalmers Thomas, Queen’s University

Linda L. Price, University of Arizona

#### **The Mother Daughter Wedding Dance: Coming Together While Pulling Apart**

Mariana B. N. Cupolillo, Federal University of Rio de Janeiro (COPPEAD)

Leticia M. Casotti, Federal University of Rio de Janeiro (COPPEAD)

#### **Practice Interrupted: The Role of Breaches and Breach Repair Strategies in Practice Replication within Families**

Paul M. Connell, Stony Brook University

Hope Jensen Schau, University of Arizona

Research on families and how they consume has recently enjoyed a renaissance. Epp and Price (2008) conceptualize families as a gestalt of attributes and qualities that make a family unique. Building on this view, more recent research conceptualizes families as assemblages of heterogeneous components—actors, materialities, capacities, and practices—that evolve over time (e.g., Price and Epp 2015). Family identity emerges and is maintained (and challenged) through several different communication forms: rituals, narratives, social dramas, everyday interactions, and intergenerational transfers (Epp and Price 2008; Levy 1981). Each of these communication forms, however, is wrought with nuances, much of which is yet to be explored, that challenge and reinforce family, offering the potential to both stabilize and destabilize the family assemblage (Price and Epp 2015). In this session, we explore the stabilizing and destabilizing nature of various communication forms in families. Throughout, we focus on consumption practices and how they become powerful mobilizing elements that bond, or disrupt, family dynamics and impact family identity (e.g., Price and Epp 2015; Epp and Velagaleti 2014). We also focus on the intergenerational aspects of family practices, examining how practices and identities are shared, not shared, and transformed within and between generations.

Paper 1 explores the evolution of family identity, chronicling how, through engagement with the marketplace, families adopt a particular identity and how this identity evolves over time. The tensions, challenges, and joys associated with this process are explored using an assemblage theoretic approach that chronicles the stabilizing and destabilizing nature of the consumption activity as well as how collective identity works with, and against, individual and relational identities within the family assemblage. Paper 2 investigates how mothers and daughters build, preserve, and balance family identity as they plan and navigate the wedding celebration, revealing ambivalence of the “past” of mothers and the “present” of daughters as they balance love, tradition and letting go while holding tight. Interactions of adjustment, opposition, emulation and accommodation, along with expressive elements: love, altruism, and sacrifice play a part in the mother-daughter practices surrounding this consumption, and family, ritual. Paper 3 examines the replication of practices within families, demonstrating that it can be interrupted by breaches rooted in procedures, understandings, or engagements within practices. Family members might choose to let practices fade away, leading to non-replication. Alternatively, family members can manage these interruptions by engaging in breach repair work that can lead to either the practice replicating in toto or a reimagining that leads to modified replication.

The discussant will tie the papers together using a unique analysis that adopts the perspective of aging consumers who are looking back at how families are formed, dissolved, and reformed throughout life. As a whole, this session answers important questions related to family and consumption: How are practices transferred between generations? What happens to family identity and practices when intergenerational transfers do not occur as intended? How is family identity affected when a particular consumption practice gains increased importance within a family assemblage? And what are the costs when other practices, or assemblage elements, are displaced by new consumption practices? Overall, this session address how consumption is implicated in the building and sustaining of families over time and across generations.

### **Session 5D (room TBD)**

#### **Roundtable: From Fish Tank to the Open Ocean: Navigating the Institutional Field of CCT**

Session Organizers:

The Scrutinizers Group

Meriam Belkhir, Faculty of Economics and Management of Sfax

Myriam Brouard, HEC Montréal  
Katja Brunk, European University Viadrina  
Mario Campana, Goldsmiths University of London,  
Marlon Dalmoro, UNIVATES, Brazil  
Aimee Dinnin Huff, Oregon State University  
Marcia Christina Ferreira, Liverpool John Moores University  
Bernardo Figueiredo, RMIT University  
Daiane Scaraboto, Pontificia Universidad Católica de Chile,  
Olivier Sibai, Birkbeck University of London  
Andrew Smith, Merrimack College

**Confirmed Participants:**

Soren Askegaard, University of Southern Denmark  
Domen Bajde, University of Southern Denmark  
David Crockett, University of South Carolina  
Burçak Ertimur, Fairleigh Dickinson University  
Eileen Fischer, York University  
Markus Giesler, York University  
Ashlee Humphreys, Northwestern University  
Olga Kravetz, Royal Holloway University of London  
Marius Luedicke, City University of London  
Pauline MacLaran, Royal Holloway University of London  
Diane Martin, Aalto University, Finland  
Diego Rinallo, Kedge Business School  
Carlos Alberto Vargas Rossi, Universidade Federal do Rio Grande do Sul  
Bige Saatcioglu, Ozyegin University  
Ozlem Sandicki, Istanbul Sehir University  
Craig Thompson, University of Wisconsin-Madison  
Ekant Veer, University of Canterbury  
Luca Visconti, ESCP Europe  
Melanie Wallendorf, University of Arizona

We propose this roundtable with the goal of mapping and discussing the field of CCT through the lenses of institutional theory. An institutional theoretical approach will allow participants to reflect on the logics guiding CCT, to analyze the pervasiveness of its institutions, and to consider the multiple actors that compose the field. The debate may inspire participants to reflect on the current status quo and help to shape future developments in the CCT community. Ultimately, our goal is to promote inclusiveness and to support and give voice to actors who are searching for legitimacy in the field. We draw from our experience with the CCT Scrutinizers Group, which was founded in 2013 to support junior Consumer Culture Researchers in understanding how to turn their promising projects, messy data, and insightful perspectives into well-crafted papers that are suitable for publication in top marketing journals. Scrutinizers seek to create a repository of knowledge by looking into recently published articles and analyzing their structure, positioning, strategies, rhetorical moves, and unstated agendas. We invite various scholars to advance knowledge on how to navigate the institutional field of CCT

*Session 6 – 2-3:30*

**Session 6A (room TBD)**

**Competitive Track: Digital interactions and collections**

Session Chair: TBD

### **Beauty Bloggers and Youtubers as Community: Practices and Sense of Community**

Valerie Gannon, Dublin Institute of Technology  
Andrea Prothero, University College Dublin

While online communities have long been part of CCT literature, there is debate as to whether newer online forums such as blogs and wider social media platforms can be defined as community. The context for the current study is groupings of beauty bloggers and YouTubers. Here a practice theory approach is taken to examine whether social interactions, exchange of support, learning and creating identities, and the development of norms are enacted between bloggers and between YouTubers and whether these carry a sense of community or virtual community (SOC/SOVC). Bloggers and YouTubers are found to engage in all four categories of practice, all of which contribute to the development of a collective sense of belonging. Many social interactions are found to be face-to-face however, leading to the conclusion that SOC and SOVC should be theorised as a unitary concept.

### **The materiality of consumer collections**

Daiane Scaraboto, Pontificia Universidad Católica de Chile  
Márcia Christina Ferreira, John Moores University  
Emily Chung, RMIT University

A general theory of collecting has developed since Belk et al.'s (1988) seminal study. Nevertheless, research attention on the curatorial aspects of collecting is still limited. Taking advantage of the publicization of once-private collections on social media, we collect and analyze netnographic data on the curatorial practices of consumers of plastic shoes. We draw from theorizations of materiality as an extended process of objectification to analyze consumer interactions with the objects they collect. Our findings point to consumers' interactions with the material substances, designer intentions, and marketing efforts embedded in the objects they collect, and demonstrate how these interactions shape the ways in which consumers curate their collections, including how they care for, catalog, and display the collected items. We discuss our findings and their implications for theorizing consumer collections, the extended self, cherished objects, and consumers' participation in brand communities.

### **Collections and Collecting in a Digital Age**

Rebecca Watkins, Cardiff Business School  
Russell Belk, York University

Research within the consumer culture theory tradition has examined material collections, the processes involved in collecting, and collectors themselves. As many consumer possessions shift from material to digital form, we ask whether digital collections are different. In this conceptual paper we review literature across a broad spectrum of disciplines in order to examine how digital consumption objects may challenge traditional practices and experiences of collecting. We then consider the potential for these items to facilitate new forms of collecting that may better suit the needs of contemporary consumers. In doing so we demonstrate the limitations of existing theories of collecting, rooted in the context of material possessions. While we find that digital collections lack certain elements of material collections, including the quest, the aura, and the provenance of their material counterparts, we also find that digital collecting offers new possibilities such as access-based collecting, broadened assemblages of epistemic collectibles, and new modes of

displaying digital or digitized collections.

**Session 6B (room TBD)**

**Competitive Track: Explorations in Imagination, Social Critique, and Object Agency**

Session Chair: TBD

**Beyond the Critical Imagination: Towards a Framework for Consumer Creativity in Political Consumption**

Henri Weijo, Bentley University  
Diane Martin, Aalto University  
Eric Arnould, University of Southern Denmark

Creativity is often evoked in consumer research and usually in highly positive light. But a fundamental unpacking into creativity has been lacking, particularly from a consumer culture perspective. This paper puts forth a preliminary framing for understanding consumer creativity. We argue that creativity is fundamentally different from imagination, is often political in nature, and relates to political consumer action that leads to new lines of thinking. We build on assemblage theory in developing our framework. We illustrate potential uses of creative inquiry through a brief reinquiry into Sandicki and Ger's (2010) study of Turkish veiling.

**Raiding the lost object of the critique: Reclaiming the social from social capitalism**

Ahmet K. Süerdem, Istanbul Bilgi University  
M. Baskin, Yeniciolu, Istanbul Bilgi University

Social entrepreneurship is now becoming a hot topic in business schools as well as in the public agenda. While the qualifier social is increasingly more visible, so called "French Theory" long before declared the "end of the social". 'Artistic critique' fuelled by the 'French Theory' has run out of steam producing a fanfare of cultural impact at the expense of social impact. This paper, aims to reclaim the lost social back from social capitalists through a critical reading of two big ideas: 'End of the social' and 'social enterprise.' Hence, it will raid the territories of 'French Theory' and 'social capital' to reclaim the lost object of critique.

**Object agency of a living/non-living entity: The case of horse/horsemeat**

Henna Syrjälä, University of Vaasa  
Minna-Maarit Jaskari, University of Vaasa  
Hanna Leipämaa-Leskinen, University of Vaasa

The current study sheds light on object agency by examining the case of horse/horsemeat, and thereby captures the ways in which living and non-living entities have shifting effects and/or intentions in relation to human subjects within heterogeneous networks of cultural resources and practices. The illustrative examples highlight how by looking through the lenses of agency one can go beyond the prevailing binary view of manifesting companion animals, such as horses, as subjects or objects. Similarly, by configuring the object agency enacted by horsemeat as part of cultural eating practices and moral discourses, the study showcases the multiple effects of horsemeat in relation to human subjects. The paper argues that by contemplating both the living horse and non-living horsemeat as ontologically shifting and co-constructive entities in relation to human subjects, we are able to elaborate the contradictions and convergences of object agency that appear in living and/or non-living co-consuming units.

**Session 6C (room TBD)**

**Special Session: Narrative Theory in Consumer Research: Stages, Players, and Transformative Effects**

Session Chair:

Stephanie Feiereisen, Cass Business School

Session Discussant:

Tom van Laer, Cass Business School

**Stories Are Waiting, Managers Are Not: Comprehensive Guidance for Brand Story-making**

Luca M. Visconti, ESCP Europe

**Sewing Patterns: How Institutional Work Contributes to Brand Narrative Stability in the Ever Changing Field of High Fashion**

Marie-Agnès Parmentier, HEC Montreal

Eileen Fischer, York University

**Narrative Navigational Practices in the Digital Age**

Stephanie Feiereisen, Cass Business School

Dina Rasolofoarison, Aston University

Cristel Russell, American University

Hope Schau, University of Arizona

La naissance du lecteur doit se payer de la mort de l'auteur" (Roland Barthes)

[Translation: The reader's birth must be at the cost of the author's death]

Since the early days of humanity, stories have been a central part of social life and cultural production. Storytelling is increasingly put to use in the marketing domain, including market research and strategy, new product development, retailing, and branding (Cayla and Arnould, 2013; Borghini et al., 2009; Holt, 2004). Scholars have dived deep into the cultural relevance of stories for consumption experiences (Shankar, Elliott and Goulding, 2001) but less research has focused on developing a comprehensive understanding of the complex dynamics at stake in the three stages of the narrative process: story-making, storytelling and narrative reception. In this session, each presentation explores one of these three stages, thereby providing an all-embracing overview of the narrative process. Further, the final presentation acknowledges the active role played by the story receiver in the interpretation, but also the transformation, of the story. With all three presentations building on the French literary critic tradition, including work by Roland Barthes and Gérard Genette, the session is particularly well-suited to the conference theme "Vive la Révolution!"

The first presentation delves into the story-making stage, defined as the design of a story preceding storytelling and story-receiving. The author shows that this stage has received scant attention in prior literature. Using a structural approach to narratology to develop a better understanding of story-making, the author puts forward a set of comprehensive guidelines to aid brand managers understand how stories work and how they should be conceived. The focus of the session then shifts to storytelling, defined as the communicational provision of a story from the storyteller to the story receiver. The second presentation addresses an essential challenge faced by brands that compete in very dynamic fields and co-brand with highly visible person brands, that is, narrative continuity. The authors study brands in the field of high fashion, and draw on field level

theories to identify the institutional work performed by three categories of actors: newly hired creative directors, representatives of the corporation and the fashion press. Finally, the third presentation explores narrative reception, defined in prior work as the interpretation of a story by its audience and the transformative effects exerted on that audience (Gerrig, 1993). The authors argue for a broader definition acknowledging narrativizing, that is, the action the story receiver undertakes. This is an essential distinction as, in the digital era, story receivers actively transform the narrative using digital devices. In this context, the authors aim to understand narrative navigational consumption practices for serial narratives and subsequent outcomes.

The session, with its presentations drawing from a diverse range of narrative stages and contexts, should attract a significant amount of CCT attendees, and should be of particular interest to researchers interested in storytelling and narrative reception. With a discussant who has significant works on storytelling and narrative transportation, we expect the session to nurture a stimulating and fruitful discussion environment.

### **Session 6D (room TBD)**

#### **Interactive Workshop: New Adoption Methods of Traditional Crafts: Mastery and Gender of Knitting**

Session Organizers:

Toni Eagar, Australian National University

Johanie Bernard, University of Quebec in Montreal

Máire O Sullivan, University College Cork

Knitting is an important cultural marker in many countries. “It signifies connection, skill, tradition and history while clothing produced are practical, useful and unique” (Mortensen, 2012). Knitting, however, has experienced a particular renaissance, as well as an image rehabilitation. Knitting has been repositioned as “cool, as well as quiet, comforting and communal” (Parkins, 2004). Online participation and exchange of knowledge through knitting websites and blogs is playing a big role in the resurgence of knitting. The purpose of this workshop is to engage participants in a true learning experience of this traditional craft. Knitters tend to learn techniques from various sources of information. While books represent a translation of the handcraft practice into written and visual form, the web magnifies the learning experience with videos, interactive classes and access to a worldwide community of knitters (for example the Ravelry website who now has more than 4 million active subscribers, [www.ravelry.com](http://www.ravelry.com)).

In our salon, participants will be immersed in a real time learning experience; the goal will be to produce a knitted swatch; a piece of knitting of a small size. At the end of the workshop, we plan to sew together the swatches of all participants and make a large piece that we would display in the CCT Gallery. The salon would be divided in three different sections in the same room. While visiting sections, participants will engage in a learning experience of various ways to learn the technique. All materials will be provided by the organizers.

- Section 1: “Learn from a knitter” – One of the organizer will act as a knitting teacher and provide simple steps for the participants to learn how to knit.
- Section 2: “Learn by yourself” – There will be instruction books and written knitting tutorials for the participants to learn by themselves.
- Section 3: “Who needs grandma when you have Youtube” – Tablets will feature tutorials and online videos to learn knitting techniques exclusively by male teachers to get people to acknowledge the importance of gender in knitting activities.



After participants have experienced all three sections, participants will engage in a discussion about their learning experience, their past knowledge of knitting, the way they view this activity, stereotypes and gender associated with knitting, etc.

There is no pre-workshop activity needed, participants only have to come with two hands and appetite to learn to knit! People who already know the technique are also welcome to participate in any way they find interesting and valuable for the activity. The activity will start with a succinct presentation of the stations. Then the participants will have 45 minutes to an hour to try the three stations. The last 45 minutes will be allocated to the discussion of their experience and to present their piece of art!

## *Session 7 – 4-6:00*

### **Session 7A (room TBD)**

#### **Competitive Track: Sustainability**

Session Chair: TBD

#### **Enrollment of space into the network of sustainability**

Soonkwan Hong, Michigan Technological University  
Handan Vicdan, EMLyon Business School

This ethnographic study at the Ecovillage at Ithaca (EVI) elucidates how spatial design and configurations, as well as topological textures of the community, intervene and influence the ongoing project of sustainable living. In order to better discuss and analyze complex power relations and ideological transformations of the community, we employ actor-network theory (ANT) as our theoretical framework that enables us to comprehend the sociomateriality of space and the roles spatiality play as an actant in the network of sustainability. Soja's (1989, 1996) spatial theory fortifies this analysis, which ultimately helps analyze the data with a focus on the ageing feature of space. Our analysis shows how spatial design principles create challenges as well as opportunities for the community members as they (a) prescribe and proscribe privacy issues; (b) responsabilize the residents; and (c) segregate individuals and the community as a whole. Amid this dynamic process for achieving the collective goal of sustainability, we observed and subsequently documented more specific actions and effects of space in the actor-network.

#### **Dying to Consume – A Conceptual Paper on Sustainability and the Nature of Marketing**

Thomas Derek Robinson, University of Southern Denmark  
Jessica Andrea Chelekis, University of Southern Denmark

Addressing the unsustainable consumption of environmental resources is a complex issue involving deeply-rooted material, structural, and politico-economic systems, as well as consumerist ideologies. Questions concerning sustainable uses of resources are inherently questions about scale, time, and projections into the future, and some debate has emerged over whether more precise temporal projections and definitions in sustainability issues are necessary. In this conceptual paper we argue that a different kind of temporal perspective is needed to understand and subsequently address consumer orientations and values. This approach hinges on mortality as a human universal and therefore fundamental structure informing orientations toward sustainable consumption as an obligation toward future generations. We use Heidegger's philosophy of the imagined future to demonstrate the fundamental differences characterizing imaginations of pre-dying and post-death futures and the implications that follow. This

perspective helps us better understand fundamental features and structures of human abilities to imagine the future and thus to act sustainably in the present.

### **Free Lunch, Structural Violence, and the Normalization of Food Waste**

Andreas Plank, University of Innsbruck

This article examines the consumption practice dumpster diving and its *conditio sine qua non* food waste applying the theoretical lens of structural violence (Galtung 1969). Data and interpretations derive from phenomenological interviews with dumpster divers as well as non-diving consumers and a critical discourse analysis of reports on food waste by international organizations. On the agentic level of analysis this article shows that dumpster diver's environmental ideological motivation supersedes an emancipatory anticapitalistic ideological motivation and that non-diving consumers contest some of dumpster divers' motivations. On the structural level of analysis this article shows how international organizations frame food waste as an environmental rather than a social justice issue and how international organizations reproduce the hegemonic neoliberal discourses on food and food waste. To further a debate on inequality and the systemic injustice of the current neoliberal economic order this article develops a conceptual model of food waste.

### **Critical approach to sustainable fashion: An empirical study of clothing designers and seamstresses in Kallio, Helsinki**

Olga Gurova, University of Helsinki

This paper takes the idea of a critical approach to sustainable fashion and applies it to the practices of clothing designers and seamstresses in the Kallio neighborhood in Helsinki, Finland. The main questions are how and why clothing designers and seamstresses practice what they call sustainable fashion, what challenges they face, and how they negotiate contradictory values of sustainable fashion with the logic of a market economy. The research is based on in-depth interviews with designers and seamstresses based in Kallio, Helsinki. The article offers an empirical definition of "sustainable fashion," discusses innovative practices of sustainable fashion design, considers the inner tensions within this concept of production, and examines ways in which designers interpret and resolve such tensions. The article contributes to the discussion of a critical approach to fashion, sustainability, and entrepreneurialism in contemporary urban culture.

### **Session 7B (room TBD)**

#### **Competitive Track: International Branding, Migration, and Consumption Rituals**

Session Chair: TBD

### **Naturalization and cultivation: Global routines and creative adaptation practices**

Anna Fiege, University of Southern Denmark

Julie Emontspool, University of Southern Denmark

This paper investigates the disruption of individuals' mundane consumption routines and the process of reconstituting new routines. On the basis of an in-depth study of sojourners' consumption practices after migration, this paper finds that mundane consumption routines are subject to an alternation of cultivation and naturalization processes, which build on specific adaptation practices such as maintenance, avoidance, creative re-combination and cultural learning. These practices allow migrant consumers to restabilize their consumption habits after their disruption through migration. These findings offer insights in the field of consumer acculturation by providing an in-depth understanding of the practices involved during adaptation

to a new environment. The contribution of these findings however goes beyond consumer acculturation, by providing a deeper understanding of the practices that allow consumers to maintain stability in their life by addressing disruptions in consumption routines.

### **Contemporary Branding in Africa: The Guinness Story**

Samuel K. Bonsu, Ghana Institute of Management & Public Administration  
Delphine Godefroit-Winkel, OPI Morocco

Contemporary branding relies on the immaterial and affective labor of stakeholders as resource to create competitive advantage for the brand. This research outlines a recent conceptualization of branding and illustrates with a social reading of two pan-African advertisements by Guinness: Michael Power and Made-of-Black. We find that branding in Africa depends on immaterial labor to create affect and shared meanings. This approach to branding in Africa tends to over-promise emancipatory possibilities as it maintains emblems of colonialism.

### **The Role of Marketing in the Evolution of Thanksgiving**

Samantha Cross, Iowa State University  
Robert Harrison, Western Michigan University  
Mary Gilly, University of California, Irvine

Thanksgiving in the U.S. is a ritual with shared meanings. This paper evaluates the meanings of symbolic representations in marketing to understand the role of the media in the construction, maintenance, and evolution of ritual celebration. Thanksgiving advertisements published over a 99-year period are analyzed using a methodological mixture of semiotic analysis, historical analysis and context-driven periodization. The result is a multi-layered understanding of inter-related aspects of advertising history and the role of the media in the evolution of consumption ritual-making. Media are seen as agents for creating and legitimizing cultural norms, adding to our appreciation of normative and cultural-cognitive practices in supporting evolving social institutions. Findings show that marketers create and maintain the norms associated with Thanksgiving celebrations and also gradually shift them, preparing us for the next stage in the evolutionary process. This research also highlights how cultural mythmaking strategies are employed and develop into historical brand narratives.

### **Session 7C (room TBD)**

#### **Special Session: Inquiries on the conceptualization of taste in consumer research**

Session Chair

Pierre-Yann Dolbec, Concordia University

Session Discussant

Jonathan Bean, Bucknell University

#### **Consumer-driven Dynamics of Taste in Taste Regimes**

Pierre-Yann Dolbec, Concordia University  
Andre F. Maciel, University of Arizona

#### **There is Disputing about Taste: Genealogy of a Contested Concept**

Anissa Pomiès, Concordia University  
Zeynep Arsel, Concordia University

## **Craving Identity: Towards a Reflexive Sociology of Taste**

Craig J. Thompson, University of Wisconsin-Madison  
Tuba Üstüner, Colorado State University

Taste has been a central element in analyses of consumption phenomena by marketing academics for at least the past three decades (Holbrook and Schindler 1989; Holt 1998; Arsel and Bean 2013). Existing research is typically grounded in problematized assumptions about taste as mostly a means for status competition (see Graeber 2011; Hennion 2004). Recently, Arsel and Bean (2013) have offered an insightful conceptualization of taste as a discursively organized system of objects, doings, and meanings. Yet, this practice-based conceptualization is only one of several possible approaches available to researchers to theorize on aesthetic consumption.

This session aims at exemplifying, extending, problematizing, and contesting our current understanding of taste and taste-based consumption phenomena. Although we show how we can leverage current conceptualizations to provide a complex and constructive analysis of an aesthetic phenomenon, we also argue for a critical examination of both the theoretical possibilities for the study of taste in consumption and the ontological assumptions at the very core of our understanding of consumption.

Our objectives for this session are three-fold. First, we offer an empirically-grounded extension of Arsel and Bean's (2013) conceptualization of taste showing how taste regimes change. Second, we historically contextualize current theorizations of taste and present theoretical alternatives. Third, we problematize the very ontological assumption that has governed our analysis of aesthetic consumption.

In details, our first presentation extends the work of Arsel and Bean (2013) by looking at the consumer-to-consumer dynamics that lead to changes in a decentralized taste regime. We find that dynamics associated with the accumulation, abandonment, and disruption of the objects, doings, and meanings triads lead to the expansion, contraction, and translation of a field's taste regime.

The second presentation provides an overview of theories of taste focusing on three points of inquiries: objects and their characteristics, subjects' characteristics, and the relation between objects and subjects. It problematizes taste as controversial construct, underlining matters of (dis)agreement on these points of inquiry. It presents three traditions in the study of taste through the work of Kant, Bourdieu, and Hennion.

The third presentation problematizes taste as a consumptive, class reproductive, status-based activity. Building upon an analysis of the alternative gender performances undertaken in the field of roller derby and combined with Graber's (2011) critique of 'consumption,' it offers an alternate view of taste as a pleasure-centered, unalienated practice expressed through the performance of shared pleasures and the social, peer-to-peer recognitions that accrue from collective experiences.

This session is envisioned as a theoretical and empirical examination of taste that should appeal to both neophytes and experienced researchers in this central area of research. It will provide novice researchers with a broad presentation of the state of the affairs in research on aesthetic phenomena. It will offer experienced ones with insights and extensions that will add arrows to their theoretical quiver. Our discussant's experience in the study of taste will lead to productive debates on the insights generated by the intersection of these three presentations.

## **Session 7D (room TBD)**

### **Roundtable: Postmodernism: Is It Still Useful? What Is Next?**

#### Session Organizers:

Fleura Bardhi, City University

Giana M. Eckhardt, Royal Holloway, University of London

#### Confirmed Participants:

Eric J. Arnould, University of Southern Denmark

Bernard Cova, Kedge Business School

Alain Decrop, University of Namur

Amanda Earley, University of Leicester

Fuat Firat, University of Texas

Robert Kozinets, York University

Pauline MacLaran, Royal Holloway

Zahra Sharifonnasabi, City University

John F. Sherry, University of Notre Dame

Alladi Venkatesh, University of California, Irwin

Postmodern theory and debate dominated the interpretivist agenda in consumer research since the early 1990s, and has had a major impact in re-conceptualizing notions of the consumer, consumption and consumer culture (Brown 1993; Cova 1997; Featherstone 1995; Firat and Venkatesh 1995; Sherry 1991). In fact, one could argue that the entire CCT project has been a postmodern one (Arnould and Thompson 2005), as postmodernity emerged as a critique of modernism and its foundational domination over established constructs in consumer research. The postmodern critique challenged mainstream consumer research in highlighting the importance of locating phenomena in their wider social, political and historic contexts to expose embedded power relationships and ideologies (Cova, MacLaran and Bradshaw 2013). Postmodernism represents a fragmented body of knowledge and within interpretivist research, we observe two distinct schools of thoughts. The North American approach, known as liberatory postmodernism, focused on the idea that postmodernity highlights the increasingly individualized consumerist values understood as freedom from traditional status markers, such as class, nationality and race (Arnould and Price 2000; Featherstone 1995; Firat and Venkatesh, 1995). The second school of thought is the Latin School of Societing (Aubert-Gamet and Cova 1999; Cova 1997; Cova and Cova 2002; Kozinets 2001; Maffesoli 1996), where the emphasis has been on the search for maintenance and recreation of social links and communities via marketplace resources. However, the postmodern dialogue has slowly faded away over the last decade (Cova et al 2013). There is a sense that the liberatory aspect of postmodernism has not come to pass, and that postmodernism is not offering CCT scholars new ways forward in terms of theorizing.

The 2012 CCT special session on post post-modernism, as well as Cova et al (2013)'s ensuring article, started the conversation as to the causes of postmodernism's fading influence, as well as what's next, arguing for a saturation and acceptance of postmodernist ideas in mainstream marketing, and that a more radical critique is now needed. We aim to contribute to this line of inquiry, reflecting the broader social science debate on the issue, by discussing what happened to the postmodern project in CCT, and examining alternative theoretical perspectives that might serve to guide the CCT project in the future. Some alternatives include liquid modernity (Bauman 2000; Bardhi, Eckhardt and Arnould 2012), communism (Cova et al 2013), and others. Scholars who have contributed significantly to the postmodern debate in CCT will be participating as well as the roundtable attendees. The roundtable will discuss the contributions of postmodern theory in

consumer research, why it's not useful anymore, and potential alternatives. Due to the recent rise of interest in liquid modernity, as well as the critical scholarship that postmodernity inspired, we believe this session will be of interest to a wide audience of CCT scholars, and expect a robust turnout.

**Session 7E (room TBD)**  
**Alternative Modes of Investigation and Representation**

Session Chair:  
Joonas Rokka, EMLYON Business School

Discussant:  
Baptiste Cleret, IAE Rouen

**Need for Narrative (25')**  
Tom van Laer, Cass Business School  
Luca M. Visconti, ESCP Paris  
Stephanie Feiereisen, Cass Business School

Through semi-structured interviews with 55 Eurostar passengers from 14 countries, this film documents how consumers define stories, distinguish between different reasons to need narrative, and experience the effects of need for narrative. We show that from an emic perspective, story consumers, though hesitant to define "story", are creative and comprehensive in their categorisation (e.g., they include paintings, music, and other preferred media). To them, a story always has considerable instrumental importance. Yet, in order to serve its instrumental purpose, a story has to be entertaining. We show that story consumption can result from reliance on need for narrative or from careful evaluation of the level of emotional risk-taking that certain stories require. In conclusion, not only do story consumers know which narrative they like, but they also know which narrative they need in order to escape from reality as well as transform it.

**Dialectical Dildo: Why Women's Erotic Consumption is not a Threat to Men (20')**  
Luciana Walther, Federal University of Sao Joao Del Rei

The ethnographic study portrayed in this film investigates women's erotic consumption in Brazil, focusing on gender relations with a dialectical approach. Thirty-five in-depth interviews were conducted with female consumers, sex shop sales staff and store owners. Observation sessions took place in sex shops and trade events. Data were interpreted under the CCT lens, with a neomaterialist theoretical framework. Resistance and contradictions appeared during fieldwork as inductive categories. The film discusses reasons for masculine and feminine resistance to women's erotic consumption. It also taps into marketing practices that try to counteract resistance. From the comparison between the extremes of the particular and the universal, a counterintuitive finding emerges. Aspects of this particular phenomenon suggest the refutation of a prevalent assumption, primary source of resistance to women's erotic consumption in Brazil reflecting the country's patriarchal roots: that erotic products might replace men and threaten their role in conjugal dynamics.

**Sunday morning at a car boot sale: A perilous and awkward exploration of the world of second-hand item consumption (20')**

Aurelie Dehling, SKEMA Business School

Baptiste, Cléret, IAE Rouen

The research objective was to explore the second-hand realm through the eyes of used item consumers. Six consumers have revealed to us their motivations, practices, and know-how. One element above all nevertheless attracted our attention: the presence of an underlying tension between discourse and practice that is more divergent than convergent.

# PROGRAM FOR SATURDAY, JULY 9<sup>TH</sup>

*Session 8 – 9-10:30*

**Session 8A (room TBD)**

**Competitive Track: Epistemology/Methodology**

Session Chair: TBD

**Cognitive Literary Analysis: A new bridge in advertising research**

Astrid Van Den Bossche, University of Oxford

Cognitive literary criticism is introduced as a potential bridge between cognitive approaches to the study of persuasion, and literary traditions in consumer research. As a successor to reader-response theory, cognitive literary theory focuses on the cognitive processes of interpretation, whilst keeping an eye on the aesthetic properties of the text. By doing so, this approach attempts to marry cognitive science to literary studies; the epistemic consequences are briefly discussed. An exemplifying close reading of a LEGO advertisement illustrates how two crucial cognitive skills, theory of mind and conceptual blending, are both required for and constitutive of the ad's persuasive power.

**The influence and potential of pragmatism in consumer research: making a revolution using “old ways of thinking”**

Adrien Bailly, Université de Lorraine

Loïc Comino, Université de Lorraine

Pragmatism is a philosophical school of thought that has emerged in the USA in the late nineteenth century. It is based on a central principle: knowledge has value only in practice. Thanks to sociology, this philosophical tradition greatly influenced management science, including marketing research. This genealogy and its methodological implications are yet insufficiently acknowledged. Consequently, this communication primarily aims to clarify the epistemological principles of pragmatism. We analyse them as potential resources for supporting constructivist research in marketing. On this basis, we build a critical analysis of the mobilization in marketing of various sociological theories which stem from pragmatism. Finally, the concept of trust will be used to present the conceptual and methodological implications of a pragmatic perspective in consumer research. In doing so, this communication seeks to reaffirm the possibility for marketing researchers to opt for pragmatic perspectives that do not exclusively rely on the traditionally used sociological theories.

**Methodological insights to analyze practices through primary visual data**

Anissa Pomiès, Concordia University

This paper addresses a paradox: while a growing number of consumer research papers focus on practices, their methods do not always match with their theoretical choices. Indeed, they mainly build on interviews, and when they include observations in situ, they provide few details about data collection and analysis. The goal of this paper is to offer a method to explore practices through observations in situ. More particularly, the field work is mainly based on primary visual data collection and analysis: pictures and videos. By doing so, this paper provides adequate



methodological tools to study practices themselves rather than consumers' discourses about their practices.

**Session 8B (room TBD)**

**Competitive Track: Globalization and postcolonial issues**

Session Chair: TBD

**The cultural commodification of Nordic welfare in a global market order: The case of Danish welfare exports to China**

Stine Bjerregaard, University of Southern Denmark

Dannie Kjeldgaard, University of Southern Denmark

In the present study we set out to explore the process of cultural commodification in a domain not commonly associated with commercial motives, namely public welfare services. While consumer culture theory (CCT) has been increasingly concerned with market level dynamics, little research has been done to understand the relationship between state and market in a global social and economic order. The study addresses this gap by exploring how particular public services are articulated as market offerings in an export context. To do so we take an outset in globalization literature while theoretically framing cultural commodification as myth marketing. We finally situate our discussion in macro-social explanatory frameworks including not only social and cultural contexts but also political and institutional contexts.

**Cultural Dimensions of Co-creation of Service Experiences: Western Medicine's Neo-Colonialization of Traditional Chinese Medicine**

Anu Helkkula, Hanken School of Economics

An Chen, Aalto University

Eric Arnould, University of Southern Denmark

Our study investigates the cultural aspects of co-creation of service experiences in healthcare. The scholarly community recognizes that interaction and sense-making are rooted in local cultures, and yet work on co-creation of service experiences doesn't reflect that understanding. We address patients' co-creation of service experiences at the intersection of Western Medicine (WM) and Traditional Chinese Medicine (TCM) in Southwestern China. The interaction between the WM and CCT cultures influences consumers' sense-making of the interaction itself, of resource integration, and the experienced value of healthcare service. Our analysis produced five antithetical experiential themes: holism vs. specialization; personalization vs. standardization; interaction vs. mechanization; engagement and continuity vs. short term compliance; and relaxation vs. anxiety. Our theoretical argument is that the merging of Western with TCM healthcare service cultures has induced a neo-colonial situation in which adoption of WM models undermines the experienced value of TCM. This study shows that neglecting the cultural dimensions of co-creation of service experiences in the context of globalization leads to unforeseen challenges. In the context of service globalization, a better understanding of service experiences in intra-cultural co-creation is imperative.

**Modern but not Western: A Foucauldian Perspective on Deconstructing the Power and Postcolonial Meanings of Lingerie in Urban India**

Lipi Begum, London College of Fashion

This paper deconstructs the power and postcolonial meanings of lingerie for urban Indian professional women (UIPW) living in India to provide a deeper insight into lingerie consumer behaviour. By applying the French philosopher Foucault's concept of power, this paper questions the uses of postcolonial theories such as Saidian Orientalism (1978) for understanding the meanings attached to western garments in contexts previously colonised by the west. Findings are part of an interdisciplinary, qualitative, mixed methods study undertaken in the urban Indian cities of Delhi and Bombay between 2010–2014. Findings empirically reinforce that the wearing of lingerie articulates a complex network of gendered and postcolonial power relations marketing discourse has been oblivious to. It concludes by discussing the implications of Foucault for developing the discourse of consumer behaviour for gendered postcolonial contexts.

### **Session 8C (room TBD)**

#### **Special Session: Service Interactions and the Struggle for Recognition**

Session Chair:

Julien Cayla, Nanyang Technological University

Session Discussant:

Delphine Dion, ESSEC Business School

#### **Service is an inter-subjective struggle: A study of Sushi bars in Tokyo**

Yutaka Yamauchi Kyoto University

#### **In darkness there is ignorance: a critical account of recognition in the restaurant “Dans le Noir?”**

Andrea Davies, University of Leicester

Pauline Maclaran, Royal Holloway, University of London

Elisabeth Tissier-Desbordes, ESCP Europe

#### **New consumers as threats to employees' recognition: the AMDM case**

Bernard Cova, Kedge Business School

Julien Cayla, Nanyang Technological University

While dominant conceptualizations of service in marketing scholarship emphasize the pursuit of consumer satisfaction and the co-creation of value by customers and providers, in this session we adopt a different perspective and look at service interactions as struggles for recognition. We build from previous work highlighting the social dimension of service interactions but we also extend such work by mobilizing recognition theory to study services as sites of struggle. Beyond the simplistic characterization of service as the optimization of customer satisfaction, this theory can help re-conceptualize service interactions as sites of struggle and conflict. All three papers in this session show that service interactions are social dramas involving expectations of recognition, deep yearnings to gain recognition, as well as denials of recognition.

In the first paper, the author builds from extensive fieldwork in Tokyo sushi bars. By using an ethnomethodological approach he shows that sushi bars are sites of self-presentation but that the social drama being played out is not simply a theater where customers and providers play roles, but an inter-subjective dynamic. These insights help go beyond the idea of service as co-creation of value to show that service delivery is about the mobilization and co-creation of selves. The second paper focuses on the unique context of a restaurant where blind waiters serve customers in the dark. While the invisibility of service workers often causes the misrecognition of their worth,

in the case of the “Dans le Noir?” restaurant, the invisibility in which diners have their meals is designed to draw attention to the blind waiter’s condition. Yet, drawing from Kristeva (1982), this paper demonstrates that the scripting of this servicecape produces several types of misrecognition anchored in customers’ relationship to the abject. Finally, the third paper describes the dynamics of recognition by looking at front-end employees in an insurance company. Their findings describe how interaction with the insurance company’s core segment of motorcyclists has become major source of employee recognition, self-esteem and organizational stability. When the insurance company they study moves to serve a completely new segment of customers, however, this equilibrium is destabilized. Interactions with these new customers fail to provide the recognition that forms the basis of their personal and organizational identity. Consequently, organizational members demonize the new customer segment as a threat to their organization. This research shows that organizational members want to maintain a personal relationship with customers so as to create the means of receiving recognition at work, and that this dynamic is essential to understand organizational inertia and the challenges of market adaptation.

Overall, this session extends past work on consumer culture and services research in three main ways. First, while extensive work has documented how servicescapes nurture place attachment and help develop brand mythologies, this session focuses more specifically on the interactive nature of service work. We demonstrate that service interactions are struggles implicating the negotiation of selves. Second, borrowing from recognition theory, this session develops new insights on the ethical dimension of service interactions. More specifically, all papers demonstrate that the scripting of service encounters dramatically impacts the respect and recognition that customers and service providers give each other. In a context where post-industrial economies are turning to service work as a main source of employment and where servicescapes have an increasing importance in people’s lives, examining the ethics of service interactions is essential. In attending to this ethical dimension of service work, we answer calls to move towards more transformative service research. We also try to shift the focus of consumer culture theory from the ethics of choice to the ethics of interaction. Third, our session further establishes the promise of recognition theory as a theoretical lens to research the dynamics of social conflict in market interactions. While all three papers focus more specifically on service interactions, recognition theory can be fruitfully applied to a range of consumer culture contexts involving mundane forms of conflict, which should make this session relevant to a wide variety of scholars interested in the relational character of market interactions.

### **Session 8D (room TBD)**

#### **Roundtable: Vive la sexual revolution! Liberté, égalité (and beyond) fraternité in CCT sexuality research**

Session Organizers:

Shona Bettany, University of Westminster

Confirmed Participants:

Jack Coffin, University of Manchester

Stephan Dahl, Hull University

Susan Dobscha, Bentley University

Christian Ekhart, Cass Business School

Ana Noelke, University of Edinburgh

Gillian Oakenfull, Miami University

Nacima Ourhamoune, Kedge Business School

Lisa Peñaloza, Kedge Business School

Diego Rinallo, Kedge Business School  
Alexandra Rome, University of Edinburgh  
David Rowe, Open University  
Ozlem Sandikci, Istanbul Sehir University  
Katherine Sredl, Loyola University  
Ekant Veer, University of Canterbury  
Luciana Walther, Federal University of Sao Joao Del Rei

Consumer research on sexuality per se has been scant, and, with few exceptions, (e.g. Tuncay & Otnes (2008) and Tuncay-Zayer et al (2012) work on metro/heterosexuality in male shoppers, Ourahmoune's (2013) work on female sex tourism, Walther's (2013, 2015) work on female erotic consumption, and Dahl et al (2009) work on sexual imagery in advertising), has focused on non-heterosexuality. This cultural framing of sexuality as something almost exclusively relevant to non-heterosexuals, it could be argued, signals an embedded heterosexism in the canon of consumer research. Therefore our central revolutionary salvo, in keeping with the conference theme, is how to reframe consumer cultural sexuality research as relevant to a panoply of sexual desires, pleasures, oppressions and identities (*liberté et égalité*). Taking the literature on sexuality in consumer research as a starting point, we then, in keeping with the non-hierarchical ethos of the roundtable call, organise our discussion around this, plus an additional three provocative questions, garnered from close reading of the extant literature, and invite participants to discuss their own research in the light of those questions.

## *Session 9 – 11-12:30*

### **Session 9A (room TBD)**

#### **Competitive Track: Consumer Identity**

Session Chair: TBD

#### **A precarious subject?: A critical examination of consumer subjectivity through the theory of Dufour**

Aliette Lambert, University of Edinburgh  
Stephanie O'Donohoe, University of Edinburgh  
Kate Orton-Johnson, University of Edinburgh

This paper explores consumer subjectivity through the lens of contemporary French philosopher Dany-Robert Dufour's theory of the precarious subject of postmodernity, a setting in which the ideology of neoliberalism is both powerful and pervasive. Whilst consumer culture theorizations of subjectivity imagine a responsible, empowered and creatively resistant consumer, Dufour contends that the subject of postmodernity is acritical with psychotic tendencies, unmoored from symbolic markers that informed identity in modern times, and therefore experiencing a precarious symbolic field in which the market becomes the provider of symbolic meaning through commodities. We explore Dufour's theory through an interpretive study of young women and consumer culture. Our analysis suggests a consuming subject with a materialistic, appearance-focused way of being in which 'identity' is experienced as precarious and lacking agentic control, resulting in a sense of pervasive anxiety. Reflecting on the findings, we discuss the value of engaging critical perspectives in consumer identity theorizations.

## **Finding Balance: The Roles of Uncertainty and the Past in Identity Transitions**

Sheldon Koufman, Queen's University

Tandy Chalmers Thomas, Queen's University

Jay Handelman, Queen's University

Identity transitions are frequent in the lives of consumers. Prior literature suggests that these transitions are process oriented, wrought with uncertainty, and focused on the future. Recent research, however, suggests that this may not always be the case and shows that consumers may, in fact, value uncertainty and move forward by reconnecting to the past. In this paper, we expand our knowledge of identity transitions by incorporating a detailed understanding of the role uncertainty and the past play in these transitions. We find that individuals in transitions look for a balance between certainty and uncertainty as well as past and future-orientations. Moreover, we show that consumers use consumption to engage in exploration, to balance certainty and uncertainty, and to anchor them in the past while moving towards the future.

## **From Health Care to Self Care: Medicine Consumption of Nordic Self-Empowered Patients**

Anna Schneider-Kamp, University of Southern Denmark

Patient empowerment has become a major topic in the public and scientific debate on health policy. This article sheds light on the intrinsic connection of and parallels between patient empowerment and consumer empowerment, particularly focusing on the consumption of medicine. Drawing on ethnographic research performed in Denmark and Sweden in 2012-4 with 21 key respondents, this article further contributes to the literature on patient empowerment from an ethnographic consumer perspective. The commodification of medicine is found to lead to the emergence of a spectrum of consumption strategies regarding over-the-counter medicine, from brand commitment to global price-based purchasing. Interestingly, similar consumption patterns are also found for prescription-only drugs, which under the influence of the massive availability of health-related information also undergo a de-facto commoditisation process. On a meta level, the article hints at the potential for a synergy between the patient empowerment of consumers and the consumer empowerment of patients.

### **Session 9B (room TBD)**

#### **Competitive Track: Market Change**

Session Chair: TBD

### **Stepping into strangers' homes: exploring the consumption phenomenon of home-exchange**

Andrea Tonner, University of Strathclyde

Kathy Hamilton, University of Strathclyde

Paul Hewer, University of Strathclyde

Our paper is centred on exploring the experiences of opening up closed doors to strangers in the context of home exchange, a phenomenon that is witnessing widespread appeal and grabbing media attention. While it is common practice to open the home in order to build friendship, it is less common for this invite to be extended to strangers. Drawing on a mix of qualitative methods, we extend the extensive theorisation of the home as a symbolic environment and reveal that the home can also be used functionally. Home exchangers treat their home as an asset to be capitalised, to allow them to travel to places and communities otherwise unreachable. Home exchangers can simultaneously engage in the symbolic creation of home in a temporary

environment and utilise the kinship and community networks left behind by the home exchange partner.

**The Role of Subcultural Activism in the Reshaping of Mainstream Markets: from positive to negative associations**

Benjamin Rosenthal, EAESP FGV

Flavia Silveira Cardoso, Universidad Adolfo Ibañez

This article discusses the role of subcultural activism in the reshaping of mainstream markets. It builds on existing literature on market systems and on institutional theory to analyze how subcultural activism can play a role in the delegitimation of mainstream markets. We seek to explain how the relationship that Brazilians had with the 2014 FIFA World Cup reflects how the soccer industry has entered a delegitimation process in a mutating society that has deep emotional connections with soccer, yet has started to strongly reject corruption practices, which were previously accepted as a fact of life. The authors conducted a content analysis of press articles on the subject using FactivaTM database and searching the three most read newspapers in Brazil (Humphreys 2010a, 2010b; Ertimur and Coskuner-Balli 2015). Data was collected both retrospectively and concurrently. Analysis used open and theoretical coding, moving up from the emic meanings extracted from the texts to an etic account of the phenomena (Thompson 1997; Thompson and Haytko 1997; Cherrier and Murray 2007).

**Market change and the legacy of a consensus of legitimacy: A look at the market for prostitution in early 20th century Chicago and beyond**

Melea Press, Hanken School of Economics

This paper explores how different types of legitimacy affect market change and stability. I look at the case of the market for prostitution in early 20th century Chicago as it changed from a market that was tacitly accepted to a market that was vocally opposed. While it is understood that legitimacy contributes to market stability, this research identifies how different types of legitimacy contribute to the destabilization of markets and stabilization of markets in their new form. I find that normative, cultural-cognitive and regulatory legitimacy work together in a reinforcing pattern to destabilize the original market, and stabilize the transformed market.

**Session 9C (room TBD)**

**Special Session: Tracing Materialities: The Value of Explicating Ontologies and Epistemologies in Consumer Research**

Session Chair:

Richard Kedzior, Bucknell University

Session Discussant:

Søren Askegaard, University of Southern Denmark

**The End of Flat Ontologies: When Machines Rule the World**

Russell Belk, York University

**Actor-Network Theory, Consumer-Object Relations and Method Assemblage: Methodological Reflections from a Study of Digital Possessions**

Rebecca W. Watkins, Cardiff University

## **Materiality or Materialities? – Ontological and Epistemological Challenges in the Study of Digital Consumption**

Richard Kedzior, Bucknell University

Recent intellectual exchange in the CCT community about the field's identity (e.g., Moisander et al. 2009, Askegard and Linnet 2011, Thompson et al. 2013) has underscored previously voiced calls for explicit treatments of research ontologies and epistemologies employed by CCT scholars (e.g., Borgerson 2005). Unsurprisingly, the present significance of such calls has become more apparent as the research community expanded both in its membership and the diversity of intellectual and scholarly traditions which it represents.

As some authors have argued (e.g., Tadajewski 2006, Thompson et al. 2013) the formative efforts to gain scholarly legitimacy for marketing and consumer research necessitated researchers to adopt an ontology that focused on quantifiable microeconomic phenomena and psychological processes to explain marketplace behavior. Paired with the epistemology driven by logical empiricism, such combination conformed to the era's standards for the scientific method. Despite the fact that CCT emerged in consumer research as an interpretivist departure from this methodological straitjacket and over the years embraced hermeneutic and poststructuralist epistemologies, many researchers still voice their concerns about the field's prevailing commitment to remnants of logical empiricist vernaculars present in humanistic/experientialist CCT research (Moisander et al. 2009, Askegaard and Linnet 2011, Thompson et al. 2013).

In spite of this criticism, it can be argued that increasing legitimacy of CCT research with its more flexible epistemic principles, allowed to accommodate alternative, postmodernism-driven ontology of consumption characterized by a decentered consuming subject (see Firat and Venkatesh 1995). This notion, which at its root expressed agency/structure tensions, was emblematic of CCT's gradual evolution toward a richer ontological and epistemological repertoire in line with social constructivist, poststructuralist, or actor-network inspired research (e.g., Schroeder and Borgerson 1998, Maclaran et al. 2009, Thompson 2004, Epp and Price 2010). Yet, despite its liberatory and empowering potential, multilayered character of CCT heteroglossia have posed ontological and epistemological challenges for some, especially newer members of the CCT community (Thompson et al. 2013).

In order to facilitate a discussion on this topic, the proposed session offers three papers which demonstrate the importance of explicit treatment of ontological and epistemological choices in CCT research. The first paper, kept in the spirit of a thought experiment, considers an ontology which allows for the existence of things that may increasingly set events in motion and become primary agents to humans' secondary agency. By contrasting this perspective with increasingly popular "flat ontologies" (e.g., actor-network or material agency theories where objects, humans, and other entities are given equal footing as actants) the author considers ethical and axiological implications for consumer research. The second paper addresses epistemological issues involved in the study of consumer-object relations and demonstrates the advantages of actor-network theory for considering the agency of broader networks of actants. Drawing on the author's study of digital consumption objects, this paper explicitly relates actor-network theory's metaphysical assumptions to processes of data generation and analysis within CCT. The final paper in this session extends the discussion about the ontological and epistemological choices by presenting consumption contexts where notions of materiality need to encompass its different regimes (e.g., digital materiality vis-à-vis the materiality of physical, tangible objects) in order to provide a more complete understanding of consumer behavior. By mapping out consumer practices that link

physical and digital materialities, this paper sensitizes CCT researchers to the multilayered nature of materiality and its inseparability from sociality.

**Session 9D (room TBD)**

**Interactive Workshop: Social Media's Role in the Appropriation and Commodification of Consumer Culture**

Session Organizers:

Angelica Morris, University of Texas at Austin

Jess Matias, University of Texas at Austin

Kevin D. Thomas, University of Texas at Austin

Lisa Peñaloza, Kedge Business School

In this proposed workshop, we will encourage participants to critique dominant western society's appropriation, commodification, and consumption of the historically stigmatized elements of fashion and style endemic to racially marginalized groups, in the context of social media. The intended size of this workshop is 20-25. In preparation for the workshop, participants will be provided with works by Barthes (2012), Bourdieu (2012), hooks (2012), and Sandoval (2000) in an effort to establish a macro-level understanding of the power dynamics inherent in the cultural appropriation and commodification process. This will provide the necessary foundation for our exploration of how these processes impact consumers' lived experiences.

The session will begin with a 15-minute overview/review of key concepts (i.e. appropriation, commodification, power, subjugation, consumption and social media's role in perpetuating such practices.) This will be followed by a 25-minute breakout session wherein groups of five will analyze select case studies via the lens of Roland Barthes' (2012) *Principal Figures of the Contemporary Dream of the Bourgeois World*. These case studies will focus on the dialectical relationship between the producer's intention and consumer's interpretation of cultural messages within the context of style and fashion presented in various formats (campaigns, music videos, fashion shows, televised award shows, etc.). Each group will then be given 5 minutes to present their analysis. During the final 25 minutes, all groups will work together to create a poster visualizing their analysis/conclusions to share with the conference cohort in hopes of engaging a greater audience and receiving feedback. Workshop organizers will request for the poster to be displayed at a key location of the conference, possibly at an entrance to one of the receptions in order to encourage participation in similar future workshops.