



**2017**  
**CONSUMER CULTURE THEORY**  
**CONFERENCE**

**UCI** Paul Merage  
School of Business

**IOWA STATE**  
**UNIVERSITY**  
COLLEGE OF BUSINESS

UNIVERSITY OF THE  
**PACIFIC**  
Eberhardt School of Business

# **{Hyper}Reality and Cultural Hybridization**

“Disneyland is presented as imaginary in order to make us believe that the rest is real, whereas all of Los Angeles and the America that surrounds it are no longer real, but belong to the hyperreal order and to the order of simulation.”- Jean Baudrillard

# Letter from the Chairs

## Consumer Culture Theory in the Era of Global Hybridity

We are honored and privileged by your presence and participation in CCT2017. Located in Southern California, a region known for its natural beauty and close proximity to the Pacific Ocean – this is the home of the entertainment industry and tourism (Disneyland, Hollywood and Silicon Beach), multi-culturalism and advanced digital technologies.

Understanding cultural complexities is a core feature of Consumer Culture Theory. As we come together in 2017 for the CCT conference, social and technological trends have brought cultural complexities to new heights. Globalization has intensified migration and diversified national populations; “serious” realms of life have become infused with elements of entertainment and reality TV shows; and new technologies such as virtual and augmented reality blur the line between fantasy and reality like never before. The 2017 conference aims to explore these and other cultural and social trends through its theme of Cultural Hybridization and Hyper-reality.

The venue for CCT2017 — Disneyland— is ideally suited to foster discussion and our collective imagination. The post-suburban City of Angels embodies cultural hybridization through its ethnic diversity, and hyper-reality through its movie industry and technology sector that have pioneered virtual, augmented, and mixed reality environments. Disneyland is itself an iconic place where fantasy and magic become (hyper)real, thus providing the context for many cultural studies in consumer research and beyond. It is the perfect place for our community to come together, dream together, and constructively engage.

CCT2017 scholars and researchers have gathered from around the world to explore the cultural complexities of our time. The conference is a collection of paper presentations, special sessions, posters of work in progress, poetry, interactive workshops, works of alternative investigation and expression, and visual arts for the CCT art gallery.

It is a pleasure to see you all here.

Samantha Cross  
Cecilia Ruvalcaba  
Alladi Venkatesh

# Letter from the President

## Eileen Fischer

Welcome to CCT 2017! This is the 12th annual gathering of members of the Consumer Culture Theory Consortium. On behalf of its board and membership, I want to sincerely thank this year's conference organizer, Alladi Venkatesh, and his team, in particular Samantha Cross and Cecilia Ruvalcaba. As always, a huge thanks is also owed to the Consortium's secretary, Cristel Russell. And I want to especially acknowledge this year our outgoing treasurer, Zeynep Arsel, whose behind the scenes efforts are so critical to keeping the Consortium afloat. Incoming treasurer, Amber Epp, has been working closely with Zeynep over the last few months to ensure a smooth transition in this important role, and we owe her thanks as well. Likewise deserving of our gratitude are the energetic organizers of this year's Qualitative Data Analysis Workshop: Cele Otnes, Linda Tuncay Zayer, and Markus Giesler.

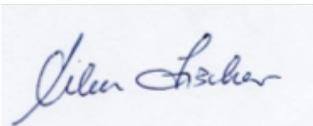
This marks my third and final "President's Message." I have been immensely honoured to serve as (the second) President of the CCTC, following in the footsteps of our august inaugural president, John Sherry, and handing over to the inimitable Craig Thompson who takes up the role as of July 9, 2017. And I have great confidence in the vibrant continuity of the Consortium knowing that the inspiring Søren Askegaard has joined the line-up, and will serve for the next three years as Vice President, taking over as President in the summer of 2020.

If the past is any guide to the future, Søren will inherit the leadership of a thriving community of scholars. Many – indeed the large majority of – members of the community will reside outside North America. Significant numbers of new members will have been attracted to join it from Australasia and South America – and hopefully from other regions of the world! And it will be a community characterized by enriching diversity of every kind, but particularly in terms of its intellectual interests and theoretical agendas. What's not to love about that?

I look forward to the future of CCTC with optimism. In particular, I look forward to seeing the next generation of CCT scholars take up their leadership within and beyond the Consortium. I look forward to seeing our work unfold in new directions. And I look forward to being an active member of this group that has been so formative of my own identity, and within which many of my closest friendships have been forged.

I hope everyone enjoys the cornucopia of content that this year's program has in store. Despite the challenges posed by the external events unfolding within the U.S. and around the globe, our members have contributed an impressive array of thought-provoking new work. Let's embrace it and treasure the opportunities this conference provides to take consumer culture research to the next level.

Sincerely,

A handwritten signature in blue ink that reads "Eileen Fischer". The signature is written in a cursive, flowing style.

Eileen Fischer  
President, Consumer Culture Theory Consortium

## Conference Co-Chairs

Alladi Venkatesh, University of California, Irvine  
Samantha Cross, Iowa State University  
Cecilia Ruvalcaba, University of the Pacific

We are forever indebted to the many people who have helped us in this endeavor, including:

## Conference Track Chairs

### Competitive Track Chairs

David Crockett, University of South Carolina  
Cecilia Ruvalcaba, University of the Pacific

### Special Sessions Chairs

Burçak Ertimur, Fairleigh Dickinson University  
Gokcen Coskuner-Balli, Chapman University

### Round Table Track Chairs

Maia Beruchashvili, California State University, Northridge  
Risto Moisio, California State University, Long Beach

### Poster Session Track Chairs

Duygu Akdevelioglu, University of California, Irvine  
Joachim Scholz, California Polytechnic State University

### Alternative Modes of Investigation Track Chair

Giana Eckhardt, Royal Holloway-University of London

### Interactive Workshop Track Chair

Robert Kozinets, University of Southern California

### Poetry Session Track Chairs

Hilary Downey, Queens University-Belfast  
John Schouten, Aalto University  
John Sherry, University of Notre Dame

### Art Gallery Track Curators

Anastasia Seregina, Aalto University  
Ekant Veer, University of Canterbury

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Steven Chen, California State University, Fullerton  
Gokcen Coskuner-Balli, Chapman University  
David Crockett, University of South Carolina  
Mary Gilly, University of California, Irvine  
Deborah Heisley, California State University, Northridge  
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Fleura Bardhi, City University of London  
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Tonya Bradford, University of California, Irvine  
Bernard Cova, Kedge Business School  
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Guliz Ger, Bilkent University  
Markus Giesler, York University  
Chris Hackley, Royal Holloway-University of London  
Rika Houston, California State University, Los Angeles  
Ashlee Humphreys, Northwestern University  
Aliakbar Jafari, University of Strathclyde  
Annamma Joy, University of British Columbia  
Eminegul Karababa, Middle Eastern Technological University  
Seema Khanwalkar, CEPT University  
Olga Kravets, Royal Holloway-University of London  
Pauline MacLaran, Royal Holloway-University of London  
Laurie Meamber, George Mason University  
Johanna Moisander, Aalto University  
Jacob Östberg, Stockholm University  
Cornelia Otnes, University of Illinois  
Nil Özçaglar, Lille 2 University  
Diego Rinallo, Kedge Business School  
Özlem Sandıkçı, Istanbul Sehir University  
Mike Saren, University of Leicester  
Jonathan Schroeder, Rochester Institute of Technology  
Avi Shankar, University of Bath  
Ahmet Suerdem, Istanbul Bilgi University  
Kevin Thomas, University of Texas  
Anastasia Thyroff, Clemson University  
Rohit Varman, Deakin University  
Ekant Veer, University of Canterbury  
Ela Veresiu, York University  
Henri A. Weijo, Bentley University

# CONFERENCE PROGRAM

## Sunday, July 9th

- 1:00 pm – 5:00 pm      CCT Board Meeting - By Invitation Only (Frontier Board Room)
- 3:00 pm – 6:00 pm      Registration (Magic Kingdom Hallway)
- 6:00 pm – 8:00 pm      Welcome Reception and Remarks - Mary Gilly, Senior Associate Dean, Paul Merage School of Business (Adventure Lawn – outdoors)

## Monday, July 10th

All Day - Registration, Poster Gallery

- 7:30 am – 8:30 am      Coffee and Tea with snacks (Magic Kingdom Hallway)
- 8:30 am – 10:00 am     Session 1 (Monorail, Adventure, Castle, Safari, Mark Twain)
- 10:00 am – 10:30 am    Morning Break (Magic Kingdom Hallway)
- 10:30 am – 12:00 pm    Session 2 (Monorail, Adventure, Castle, Safari, Mark Twain)
- 12:00 pm – 1:30 pm     Lunch – Keynote Speaker, Russ Belk (Magic Kingdom Ballroom)
- 1:30 pm – 3:00 pm      Session 3 (Monorail, Adventure, Castle, Safari, Mark Twain)
- 3:00 pm – 3:30 pm      Afternoon Break (Magic Kingdom Hallway)
- 3:30 pm – 5:00 pm      Session 4 (Monorail, Adventure, Castle, Safari, Mark Twain)
- 3:30 pm – 5:30 pm      CMC Board Meeting - By Invitation Only (Wilderness Room)
- 5:30 pm – 7:30 pm      Poster Session, Reception and Art Gallery (Magic Kingdom Ballroom)
- 10:00 pm – 10:30 pm    Special Event: Disney World of Colors (Disney California Adventure Park, Paradise Pier)

## Tuesday, July 11th

- 7:30 am – 8:30 am      Coffee and Tea with snacks (Magic Kingdom Hallway)
- 8:30 am – 10:00 am     Session 5 (Monorail, Adventure, Castle, Safari, Mark Twain)
- 10:00 am – 10:30 am    Morning Break (Magic Kingdom Hallway)
- 10:30 am – 12:00 pm    Session 6 (Monorail, Adventure, Castle, Safari, Mark Twain)
- 12:00 pm – 1:30 pm     Awards Luncheon (Magic Kingdom Ballroom)
- 1:30 pm – 3:30 pm      General Session: Exploring the Role and Future of CCT (Magic Kingdom Ballroom)
- 3:30 pm – 4:00 pm      Afternoon Break (Magic Kingdom Hallway)
- 4:30 pm – 6:30 pm      Poetry Session, Reception and Art Gallery (Mark Twain)

## Wednesday, July 12th

7:30 am – 8:30 am	Coffee and Tea with snacks (Magic Kingdom Hallway)
8:30 am – 10:00 am	Session 7 (Monorail A, Monorail BC, Adventure, Castle, Safari)
10:00 am – 10:30 am	Morning Break (Magic Kingdom Hallway)
10:30 am – 12:00 pm	Session 8 (Monorail A, Monorail BC, Adventure, Castle, Safari)
12:00 pm – 2:00 pm	Lunch and Concluding Remarks by Dean Eric Spangenberg, Paul Merage School of Business (Magic Kingdom Ballroom)

## Qualitative Data Analysis Workshop

Cele C. Otnes, University of Illinois at Urbana-Champaign  
Markus Giesler, York University, Toronto  
Linda Tuncay Zayer, Loyola University, Chicago

The Qualitative Data Analysis (QDA) workshop will be held July 7-9 at the Queen Mary in Long Beach, California. The workshop is formatted to provide different mentorship experiences for scholars who wish to discuss work at relatively early stages of the research process, but will also offer rigorous mentorship for those whose work is in revision for a journal. The co-chairs look forward to creating another exciting and enlightening workshop.

## Disney World of Color

The World of Color is Disney's water and light spectacular at Disney California Adventure Park. The most impressive and fanciful nighttime extravaganza Disney has ever produced, this show is accompanied by momentous music as well as stunning fire, fountain, fog and laser effects.

## KEYNOTE SPEAKER



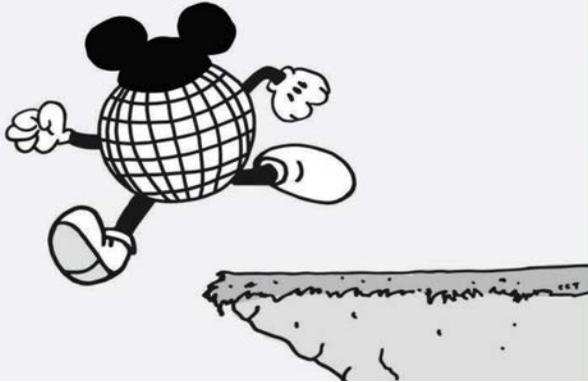
**Russell Belk**  
York University, Toronto, Canada

*"My research involves the meanings of possessions, collecting, gift-giving, sharing, and materialism. This work is often cultural, visual, qualitative, and interpretive. By understanding what our possessions mean to us after we acquire them, how different cultures, past and present, regard consumption, and how we relate to each other through possessions, it is my belief that we learn something more profound and practical than simply asking how we evaluate alternative marketplace offerings. In a consumer society, our ideas about ourselves are often bound up or represented in what we desire, what we own, and how we use these things."- Russell Belk*

Belk is the Kraft Foods Canada Chair in Marketing and York University Distinguished Research Professor. He has received the Paul D. Converse Award and the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research, two Fulbright Awards, and has over 600 publications. His research tends to be qualitative, cultural, and visual and involves the extended self, meanings of possessions, collecting, gift-giving, sharing, robotics, digital consumption, and materialism. Professor Belk is a founding member of the Consumer Culture Theory organization.

# CARACAL CEOL TACENDA

JOHN F. SHERRY JR. • JOHN SCHOUTEN • HILARY DOWNEY



## POETRY SESSION:

### Caracal Ceol Tacenda

The title of this year's poetry reading - pronounced /kerəˌkal/ /ky-OHL/ /təˈsɛndə/ - can be interpreted metaphorically as the cloak that individuals wrap themselves in to protect their private rhythm from public revelation. Imagine the thin skin separating sacred from profane, and consider how we hide our true selves from popular scrutiny. People strive to preserve the implicit as they dress the ineffable. By attending this session, participants are essentially unfastening this mantle of invisibility that conceals their uniqueness from the world around them to allow some of their hidden meanings to emerge. This is certainly one of the principal joys of appreciating poetry.

### Poets

Sandra Smith

Hilary Downey

Anatasia Thyroff

David Mick

Sidney J. Levy

Pilar Rojas Gaviria

John Schouten

Stephen LeMay

Esi Elliot

Terry Gabel

Victoria Rodner

John F. Sherry, Jr.

Laurie Meamber

Jim McAlexander

Ron Joseph

Katarina Husemann

## ART GALLERY:

The Art Gallery returns for another year with three beautiful pieces on display. The CCT Art Gallery was curated by Ekant Veer and Anastasia Seregina and seeks to encourage expressions of CCT research, thought and understanding through various art forms. We encourage delegates to not only reflect on the artwork but also seek ways to express their own research in artistic forms. Please support the many artists in our field by visiting the gallery and discussing the pieces with their creators and others.

### Inside the Joint Sphere of Value Co-Creation

Mai Khanh Tran, University of Birmingham  
Christina Goulding, University of Birmingham

Research on the role of consumers in value creation has advanced the consumer culture theory and added values to the field of marketing (Lanier and Schau, 2007; Lusch and Vargo, 2006). However, after the first article was published in 1976, it took more than two decades for the birth of this research area to be given. In the early 2000s, management scholars Prahalad and Ramaswamy (2000, 2002, 2004a, 2004b) began to write a series of essays suggesting the changing paradigm of firm-consumer interaction, which laid the foundation for the remarkable growth of value co-creation theory in the present days (Cova et al., 2011).

Gronroos (2013) further evolved the theory by introducing the concepts of indirect and direct interaction and the value creation spheres in which they take place. Indirect interaction is found in provider sphere where consumers interact with resources of firms without influencing their processes of production. It is also developed in consumer sphere in which the interaction is defined by consumers' uses of products. Direct interaction, on the other hand, offers a dialogical manner between consumers and the firm's resources and takes place in joint sphere in which consumers are invited to join as co-producers (co-designers, co-developers) at an early stage. Joint sphere provides firms more opportunities to broaden the interaction platform since it allows consumers to possibly cross the boundary into provider sphere and helps firms gain a better understanding of the consumer sphere (Voima et al., 2011b).

Whilst the fundamental role of joint sphere in value co-creation is evident (Fyrberg and Jürjado, 2009), more work is needed into the interpretation of behaviors of consumers in this sphere as well as the development of a mechanism to expand it (Lenka et al., 2016; Heinonen et al. 2010). Responding to this question, we contend that the joint sphere can take place in virtual, mental, or imaginary spaces beyond physical settings. We may all know about knowledge but have almost no consciousness of our unconscious ability. Consumers, once becoming co-producer of ideas, will get exposed to and contribute unconsciously a huge amount of heterogeneous data and information in various forms to assist their idea development stages. This forms the input mental spaces, creates counterpart connections, and projects to the blended space that suggests solutions to the original scenario (Fauconnier and Turner, 1998). The various dimensions of spaces in creativity and its complex nature, in turn, offer a platform for firms to engage with their consumers, comprehend the consumer sphere, and assist the production process. Placing joint sphere in the creativity spaces of consumers, therefore, allows us to develop a systematic analysis of the configuration of value co-creation sphere, understand the multi-dimensions of direct interactions, and explore new opportunities of broadening the platform to gain benefits for both firms and their consumers.

### Cuniculanthropy III

Luciana Walther, Federal University of Sao Joao Del Rei

This submission is the third effort to convey through art my scientific findings on the dialectical relationship between women and erotic products, that transforms both. The first two pieces were presented in CCT 2016: an ensemble composed by three ceramic sculptures and a ready-made consisting of packages and products. This third piece will be a collage representing either the consumer transformed by her interaction with the erotic industry, or the industry transformed by its interaction with women, or both. It will be ready by May 1st, as requested in CCT 2017 call for papers. Please, see attached PDF file for visual references.

Cuniculanthropy is a neologism that means, literally, "person who turns into rabbit" (Walther 2012), made up of latin prefix "cuniculus" (rabbit) and greek suffix "anthropo" (man/human being). The transformation of people into animals (therianthropy or zooanthropy) is a feature of many mythological systems, with lycanthropy (werewolves) as the most famous example. Here, cuniculanthropy (or bunnyfication) refers to the mutually constitutive dialectical relationship between female consumers and erotic products. The bunny rabbit is used as an allegory for erotic products, since it is an animal known for its prolific

breeding, traditionally seen as a symbol of sexual appetite (Attwood 2005), and because it lends its name to one of the best known erotic products: the rabbit vibrator.

According to Miller (2010), stuff makes people, as much as the other way around. From that point of view, the distinction between subject and object disappears: “once they exist, [things] become part of what we are” (Miller 2010, 59). Walther and Schouten (2016) point out that consumers are transformed by erotic products and vice-versa. Following Miller (2010), it can be argued that the distinction between subject (consumer) and object (erotic product) vanishes. The consumer is transformed by and into the erotic product. Woman becomes bunny.

Assemblage theory (Delanda 2006) and actor-network theory (Latour 2005) also help understand the consumer transformed. The assemblage of consumer and product blurs the distinction between person and object. In an extreme form of extended self (Belk 1988), the object does not merely represent the consumer; it is an integral part of a cyborgian assemblage (Walther & Schouten 2016). The conceptual chimera originating from cuniculanthropy corresponds to the consumer who is forever changed, forever transformed, by erotic consumption. The very concept of what it means to be a woman at this space and time is transformed when the consumer experiences one or more of the four modes of transformation identified by Walther (2012): instantaneous, identity, conjugal and societal, further developed by Walther and Schouten (2016).

The collage is the perfect technique/medium to express the neomaterialist concept of assemblage. Aesthetically, I expect my work to be reminiscent of artists like Julien Pacaud, Mauricio Planel, Rogerio Geo and Marcia Albuquerque. Final result is intended to be subtle, beautiful and poetic, and not sexually explicit.

## Bringing Sensory Anthropology to Consumer Research

Rebecca Scott, Cardiff Business School

Multisensory experiences are an indelible feature of contemporary marketing. In recent decades, consumer spending on experiences has boomed (Krishna 2012; Frias 2014), and sensory stimulation (Pine and Gilmore 1998; Hamilton and Wagner 2014) and embodiment (Vom Lehn 2006; Woermann and Rokka 2015) have become central to the patterning of such experiences. The painting is motivated by the growing role of sensory stimuli in branding and advertising, retail and service, sport and leisure, and games and virtual reality (Yoon 2013), as well as the troubling paucity of research tools available to capitalise on the emerging experiential economy (Schmitt 1999). The senses are so richly “interwoven in our experiences and form such complex gestalts that taking hold of them in a fully relevant manner is a major research challenge” (Levy 1996, p. 165). Although scholars recognise the theoretical significance of understanding sensory stimulation and multisensory experiences, little methodological guidance exists for ways to undertake insightful fieldwork (Warren 2008).

# CCT17: CONSUMER CULTURE THEORY CONFERENCE

## Sessions at a Glance

<b>(Location)</b>	<b>Monorail</b>	<b>Castle</b>	<b>Adventure</b>	<b>Safari</b>	<b>Mark Twain</b>
Monday, July 10th Session 1 8:30 am -10:00 am	The Shaping of Market Systems	Managing Pure and Stigmatized Practices of Consumption in the Marketplace	Special Session: The Hybridization of Cultural Forms: A Bottom-up Systems Perspective of Cultural Change	Special Session: Unheard Voices in Domestic Life: Research Methods in Family Consumption Studies	Special Session: Neoliberal Governmentality
Monday, July 10th Session 2 10:30 am -12:00 pm	Navigating Market Transitions	Community and Markets	Special Session: Contextualizing Hope: The Materiality and Practice of Hope	Special Session: Re-conceptualizing Ownership in Consumer Culture and Public Space	Special Session: Disneyland Heteroglossia and Heterotopia
Monday, July 10th Session 3 1:30 pm -3:00 pm	Digital Consumption	Performance of Gender in the Marketplace	Transformation of Markets	Special Session: Visual Art and Consumer Culture	Special Session: Reworking Remembrance: The Dynamics of Memories, Markets and Brands
Monday, July 10th Session 4 3:30 pm - 5:00 pm	CCT and Consumer Research	Society, Communities, and the Power of People	Cultural Capital and Taste	Special Session: The 'Emancipatory' Role of Social Media and Digital Spaces in Social Movements	Special Session: Transmission of Affect
Tuesday, July 11th Session 5 8:30 am - 10:00 am	Construction and Consumption of the Self	Cultural Branding and Communications	Special Session: Networked Object Agency in the Socio-Material Ordering of Consumers' Lives	Round Table: CCT Perspectives on Macromarketing: Intersections and Interrogations	Special Session: Drugs, Babies, and Energy: When Technologies Shape Markets and Consumption
Tuesday, July 11th Session 6 10:30 am - 12:00 pm	Materiality, Consumption and Maintenance	Navigating Identity	Consuming the Myth, Magic and the Sacred	Special Session: Firearms in America: Meaning Creation and Transference	How to Write Your First JCR Paper: An Interactive Workshop for PhD Students
<p>Tuesday July 11th General Session: Exploring the Role and Future of CCT 1:30 pm - 3:30 pm (Magic Kingdom Ballroom)</p>					
<b>(Location)</b>	<b>Monorail-A</b>	<b>Monorail-BC</b>	<b>Castle</b>	<b>Adventure</b>	<b>Safari</b>
Wednesday, July 12th Session 7 8:30 am - 10:00 am	Market Tourism	Transgression, Acculturation and Marginalization of Consumers	The Role of Gifts	Special Session: Technological Systems in the Making: Techno Social Imaginaries	Special Session: Producing the Tasteful Consumer: The Construction, Transformation, and Contestation of Taste Regimes
Wednesday, July 12th Session 8 10:30 am - 12:00 pm	The Role of Food	Cultural Conceptions and Stigma: Fighting against the Norms	Special Session: Managing Liminality and Self-Transformation in Liquid Modernity	Special Session: Death Consumption, Materiality and Hyperreality: Pushing Boundaries in a Violent World	Special Session: Coloring inside the Lines: Creating, Disseminating and Deploying Market-Mediated Taste Regimes

# Program for Monday, July 10, 2017

SESSION 1: 8:30 am - 10:00 am

## Session 1A (Monorail)

### Competitive Track: The Shaping of Marketing Systems

Session Chair: Silvia Biraghi, Università Cattolica del Sacro Cuore

#### **Consumer-Entrepreneur as Liquid Broker Between Tribe and Market**

Silvia Biraghi, Università Cattolica del Sacro Cuore

Rossella C. Gambetti, Università Cattolica del Sacro Cuore

Stefano Pace, Kedge Business School

ABSTRACT: The interplay between passionate consumers and their embeddedness in lively networks of consumer tribes represents a fertile environment for the emergence of entrepreneurial projects that are able to combine micro-level and macro-level concerns by bridging tribe's and marketplace's needs. The research, set within the context of the exemplar consumer's entrepreneurial project Ferro29, was conducted following an ethnographic methodological approach. It offers a conceptual contribution that depicts consumer-entrepreneurship as a liquid connector of tribe and market.

#### **Normalization of Bad Death in South Korea: Creating the Market for the (Soon-To-Be) Bereaved**

Soonkwan Hong, Michigan Technological University

ABSTRACT: This study illuminates the transformative process by which the institutionalization of funerary practices obligatorily converted Koreans to unconsciously endorse the newly devised experience industry that purportedly provides unprecedented "convenience" to the bereaved. Through the legitimization of unconventional funerary rituals based on body techniques, biopolitics, and sequestration of death, Korean funerary rites have become bleak and hollow. The socio-politico-cultural patterning of the funeral experience in Korea, and consumers' reflexive collusion with agentic forces in the current political economy of ritual, are characterized as de-Confucianization, which involves de-emotionalization, hyper-symbolization, and vulgarization. The full-service packaged funeral in Korea (sangjo) has also dissolved the culture-specific psyche, han, by reconfiguring traditionally omnipresent dualities in funerary rituals.

#### **Systemic Small-Player Market Exclusion in an East African Context**

Melea Press, Skema Business School

Eric Arnould, Aalto Business School

ABSTRACT: Small farms in Kenya and Uganda face challenges in meeting their subsistence requirements, producing surplus crops, and getting their crops to market. In this article we go beyond the traditional view of market access, that is, the downstream view, to include upstream challenges as well. In addition, we introduce the concept of functional access to markets as a counterpoint to typical measures of market access in terms of distance. We show the systematic exclusion of under-resourced producers, even as international aid agencies employ interventions to create market engagement. This research was conducted in the context of a USAID SANREM project where we focused on the marketing challenges in developing Conservation Agriculture Production Systems (CAPS) solutions for farms in western Kenya and south eastern Uganda. We offer suggestions for intervention from a market systems perspective.

## Session 1B (Castle)

### Competitive Track: Managing Pure and Stigmatized Practices of Consumption in the Marketplace

Session Chair: Victoria Rodner, Fundacao Getulio Vargas

#### **Interplay of Religion and Marketplace Transactions: An Ethnography**

Rajesh Nanarpuzha, Indian Institute of Management Udaipur

Rohit Varman, Deakin's University

Piyush Sinha, Indian Institute of Management, Ahmedabad

Abhishek, Indian Institute of Management, Ahmedabad

ABSTRACT: We examine how religion shapes marketplace transactions through an ethnographic study of an Indian marketplace. We find that impression management through information control becomes a means of stigma management, when religion is stigmatized. In addition, our analysis suggests that stigma is engendered through a complex intertwining of

socio-economic situatedness and marketplace functioning. Through these findings, we question the excessive focus placed on the benign, beneficial, and positive facets of social embeddedness. Furthermore, our findings suggest that the existing discourse on modernity as a fountainhead of secularization, is limiting. Finally, our study offers novel insights into processes of stigma constitution and management. By focusing on a traditional marketplace setting, we extend understanding of a dominant form of retailing in the global context, which is currently under-represented in marketing literature.

### **Anthropophagic Branding in The Temple of Solomon – Feeding off the competition**

Victoria Rodner, Fundacao Getulio Vargas  
Chloe Preece, Royal Holloway University  
Russell Belk, York University, SSB

**ABSTRACT:** This paper uses the concept of anthropophagy as a metaphoric and theoretical lens through which to view the branding practices of The Temple of Solomon in São Paulo, Brazil, (part of the Universal Church of the Kingdom of God, a Pentecostal mega-church). This cannibalistic metaphor allows for a better understanding of the hybridity involved in the branding tactics of this organization which culminate in a sense of authenticity for consumers. This is achieved through two key practices: 1) absorption and appropriation of religious iconography and discourse from historically “authentic” belief systems, particularly from Judaism and 2) predation and attack of local religious rituals and cosmology, targeting Afro-Brazilian pantheistic churches. These practices allow the Temple to construct a strong brand position, identity and spiritual credibility, appropriating power by simultaneously mimicking and vilifying competitors. These branding concepts are likely to be found in non-religious contexts as well.

### **Spatializing Purity and Pollution: Stigma and Consumption of Beef in India**

Bhupesh Manoharan, Indian Institute of Management Calcutta  
Rohit Varman, Indian Institute of Management Calcutta

**ABSTRACT:** This study offers insights into purity, pollution, and stigma that are defined by spatial boundaries. It examines how the upper-caste in India separate the inside from the outside in their consumption of beef. The research further shows how the low-caste are unable to create these separations, and as a result are stigmatized and ostracized. Moreover, the distinction between the inside and the outside is not fixed but is in a state of transition. These insights help to understand purity, pollution, and stigma in consumption practices as ongoing processes that are often created to justify social divisions and discriminatory practices.

### **Session 1C (Adventure)**

#### **Special Session: The Hybridization of Cultural Forms: A Bottom-up Systems Perspective of Cultural Change**

Session Chairs: Melissa Akaka, Ana Babic Rosario, Hope Schau and Angeline Nariswari

Session Discussant: Stephen Vargo, University of Hawai'i at Mānoa

### **Moral Legitimation of Hybrid Consumption Practices: A Study of Gluten-Free Lifestyles**

#### **The Extended Consumer Journey: Emergence of a Hybrid Consumer Culture**

#### **Hitting Two Birds with One Stone: Hybridization of Chinese New Year and Valentine's Day in Indonesia**

Cultural hybridization occurs when cultural forms are separated from existing practices and integrated with new forms and new practices (e.g., Pieterse 1995). With relation to markets, hybridization is most often discussed in the context of globalization. This process is generally studied as the movement of artifacts (e.g., products and brands) across diverse national cultures and the strategic efforts of firms to integrate global offerings in to local contexts (Alden, Steenkamp, and Batra 2006). Although the movement of cultural forms clearly occurs in international contexts, recent systems views suggest that the re-integration of diverse practices and resources occur within local and regional cultures as well (Akaka, Vargo, and Lusch 2013). Within this framework, hybridization is driven not by the “collision” of macro-level (e.g., national) cultures; rather, hybridization emerges through changes micro and meso levels that reverberate across wider social structures. Thus, studying aggregated and embedded levels of cultural change might be the key to understanding how cultural hybridization occurs.

Systems perspectives in research related to consumption and marketing draw attention to social forces that drive the emergence and evolution of various cultural forms (Giesler 2006; Vargo and Lusch 2011; 2016). Cultural forms include practices (Warde 2005), symbols (Aaker, Benet-Martinez, and Garolera 2001), communities (McAlexander, Schouten, and Koenig 2002), ideologies (Arnould and Thompson 2005), and institutions (Scaraboto and Fischer 2013). By studying various

cultural forms we can begin to see how the hybridization of cultures is not driven by changes at macro levels of culture, per se. Rather, the hybridization of a wider culture may indeed stem from changes in practices, symbols, and communities, which lead to changes in the broader social structure. In this view, diverging and converging perspectives and practices can potentially lead to various outcomes at higher levels of social organization. Although the dynamics of systems and cultural change has been discussed through the development of conceptual frameworks (e.g., Akaka, Vargo, and Lusch 2013), additional empirical work is needed to identify particular phenomena that drive hybridization at different levels of culture.

This session explores the ways in which micro, meso, and macro levels of cultural hybridization emerge and how they are influenced by higher or lower levels within a cultural system. The first study investigates how consumers legitimize their choices in the context of gluten-free eating in the absence of or in opposition to a medical diagnosis and how these choices shape hybridized market ideologies. The second study explores how the extension of a consumer journey, surfing to snowboarding and to skateboarding, can lead to hybridization and the extension of a subculture of consumption - boardsports. The third study is situated in a global setting and investigates how cultural hybridization occurs through the intersection of celebratory practices of Chinese New Year and Valentine's Day. The enactment of these practices in the context of Indonesia leads to the development of new meanings and a distinct cultural form, which combines the two traditions, but separates them both from their original cultural origins.

This session contributes to the understanding of cultural hybridization by exploring different levels of cultural change. The discussant for this session, Stephen Vargo, will provide an overview of the importance of studying cultural hybridization from a systems perspective and discuss how each paper adds important insights to the topic.

### **Session 1D (Safari)**

#### **Special Session: Unheard Voices in Domestic Life: Research Methods in Family Consumption Studies**

Session Chair and Discussant: Dannie Kjeldgaard, University of Southern Denmark

#### **Drawing the Unspeakable: A Feminist Approach to Researching Women's Experiences of Domestic Violence**

Benedetta Cappellini, Royal Holloway

Susana Campos, University of Lisbon

Vicki Harman, Royal Holloway

#### **Single Fathers in Control: Photo Diaries and the Power Balance in the Research Situation**

Susanna Molander, Stockholm University

#### **Children as Co-Researchers: Dialogue as a Methodological Tool to Challenge Power**

Sandra Hillén, Gothenburg University

The researcher's influence on the research situation has already been widely discussed in various social constructionist perspectives on method (Alvesson and Sköldböck 2009). Rather than seeking neutral ground, the researcher's task is to understand how meaning is constructed during the interaction between the researcher and the researched. Decisive for this interaction is the method. Indeed, selecting method is not an innocent practice, but a form of replicating a power structure that makes the world in/visible in various ways (Denzin 2014). Even if CCT researchers have long highlighted research as a co-constructed endeavor (Belk 2007), discussions on how the choice of method influences the power relations in this co-construction have been surprisingly absent.

This session focuses on the importance of method when studying marginalized voices within the context of the family. Even if the family is a collective enterprise, family related consumer research has almost exclusively focused on the mother as the manager of the family's everyday life and consumption (Epp and Price 2008). However, as Epp and Price (2008) have argued, it is time to further explore how meaning and consumption plays out within other types of family constellations than mother-managed by listening to other voices within the family. The session presents three such voices; female victims of domestic violence, caring fathers and children.

Reflection on the methods applied is particularly crucial in investigating the dark side of family life, including domestic violence against women. The session's first paper is a reflective piece emerging from a collaborative art project studying the role of possessions amongst women experiencing a liminal identity who have been victims of domestic violence and live in a women's refuge. It provides an account of the challenges researchers face when collecting and analysing women's experiences in the form of drawings. It also provides a reflection on the inevitable unbalanced power relationships emerging in adopting a feminist epistemology.

A feminist research agenda must also take fathers' experiences into account in order to work towards progressive social growth. In fact, men's increasing participation in the family domain (Klinth and Johansson 2010) point to changes in the patriarchal structures, especially in the Scandinavian countries that long have promoted gender equality (Brandth and Kvande 2013). The session's second paper discusses the methodological problems that can arise when studying a group that to some extent may experience marginalization within the domain being studied as opposed to the researcher who in one way or another may be experienced as the norm—in this case a female researcher who studies men's childcare. However in this case, by using photo diaries the fathers were able to more freely choose what to show and what not to show and thereby to some degree reverse the power structure between the researcher and the researched.

There is also the child's growing influence. When institutions such as marriage and work life are becoming more and more unstable the only relationship that seems last over time is that with the child (Beck and Beck-Gernsheim 1995). The third and last paper focuses on the study of children's food consumption and is based on a dialogical approach (Graham & Fitzgerald 2010) where the participating children act as co-researchers, planning and conducting their own research. Shared power in research processes challenge the dichotomous relationship between adult and child and may lead to a different kind of knowledge that is difficult to reach in traditional research.

Overall, research is not a passive activity but an active engagement in identity construction for both researcher and researched. The research context has an enormous influence, particularly in sensitive situations, and this is a subject that deserves further exploration (Jordan 2006).

### **Session 1E (Mark Twain)**

#### **Special Session: Neoliberal Governmentality**

Session Chair: Anil İşısağ, University of Wisconsin-Madison

Session Discussant: Søren Askegaard, Syddansk University

#### **Enterprising Romance: Neoliberal Governmentality in and beyond Dating Apps**

Anil İşısağ, University of Wisconsin-Madison

#### **Beyond Consumer Responsibilization: Actually Existing Neoliberal Governmentality and the Production of Ethical Authority in Political Consumerism**

Craig J. Thompson, University of Wisconsin-Madison

Ankita Kumar, University of Wisconsin-Madison

#### **Doctoring Happiness: Plastic Surgery and Self-Management**

Alev Kuruoğlu, University of Southern Denmark

Berna Tarı Kasnakoğlu, TOBB University of Economics and Technology

Recent years have witnessed a scholarly debate as to whether CCT researchers have overemphasized micro-level aspects of consumption phenomena to the detriment of understanding how macro-level structural factors shape consumption practices (Askegaard and Linnet 2011; Earley 2014; Fitchett et al. 2014; Moisander et al. 2009; Thompson et al. 2013). Critical interlocutors also argued for a parallelism between the rise of the neoliberal ethos and the burgeoning of CCT, pointing out a shared subscription to the idea "that the market offers a legitimate... context through which individuals should seek to... experience the world around them" (Fitchett et al. 2014, 497; see also Graeber 2011). The field's pioneers, on the other hand, contended that CCT circa 2010s has become a much more heterogeneous ensemble of studies that borrow from myriad analytical perspectives (Askegaard 2014; Thompson et al. 2013). Many of these perspectives allow for moving beyond context-specific insights by delineating the unfolding power relations around consumption and market systems and help question the very idea of consumer agency. At the same time, calls were made for connecting contexts, i.e. linking micro, meso, and macro levels of analysis, by resorting to epistemological frameworks that are proven to be fruitful in that regard (Askegaard and Linnet 2011; Earley 2014).

In this special session, we endorse the deployment of the notion of neoliberal governmentality in connecting contexts and strive to demonstrate the utility of this analytical tool in studying consumption with three empirical applications. Foucault scholars regard governmentality as the contact point between his earlier studies on technologies of domination and later work on technologies of the self (Foucault 1991, 2008; Lemke 2001, Binkley 2007, 2009). It stands for the form of governance through which populations are managed via self-production of autonomous subjects. Therefore, it denotes as much a process of self-subjectification as that of top-down subjection. Foucault regarded neoliberalism as the indirect form of social control par excellence due to its operation based on allowing for individual differences as long as one submits to

its economic framework (McNay 2009). Based on his analysis, neoliberal governmentality can be defined as “the ways in which subjects are governed as market agents and encouraged to cultivate themselves as autonomous, self-interested individuals” (Binkley 2009, 62).

Consumer researchers that utilize the governmentality lens predominantly theorized the institutional and ideological construction of consumer subject positions (Giesler and Veresiu 2014; Shankar et al. 2006; Yngfalk 2016; Zwick et al. 2008; Zwick and Ozalp 2011; cf. Kravets and Sandikci 2014). Our primary focus in this special session is the other side of the governmentality medallion, namely consumers’ enactment of neoliberal subjectivities and accompanying consumption practices, which enable us to see the micro as a prism through which we can get at the macro. Our studies strive to demonstrate the governmentality perspective’s capacity to operate as a contact point between analyses of consumer subjectivities, marketplace cultures, and their sociohistorical and ideological patterning. In detail, the first study investigates the ways in which Tinder users enact an entrepreneurial logic as they go about their romantic/sexual lives within and beyond this dating app. The authors of the second paper examine the re-embedding of neoliberal discourses in market logics and histories and the governmental rationalities operating through political consumerism in a Slow Food network. The third project articulates the governmental process through which plastic surgery becomes an object of happiness and details the lived experiences of women whose life-worlds are shaped by this pursuit. Our discussant, who has been in the vanguard in calls for accounting for the context of context, will elaborate on the ability of the governmentality lens in connecting contexts as well as the necessity of an engagement with neoliberal theory within CCT ranks. He will also lay emphasis on how CCT can contribute to scholarly discussions on neoliberalism in the face of assertions that its epistemological pillars align with the neoliberal zeitgeist.

## **SESSION 2: 10:30 am - 12:00 pm**

### **Session 2A (Monorail)**

#### **Competitive Track: Navigating Market Transitions**

Session Chair: Shona Bettany, Liverpool John Moores University

#### **Revolutionizing the Hyper Retail: The Space, Place and Politics of a Hong Kong Sunday**

Dianne Dean, University of Hull

Shona Bettany, Liverpool John Moores University

**ABSTRACT:** Migrant domestic workers are among the most marginalized groups of women in society. In Hong Kong, the dense proliferation of Filipina domestic workers (FDW) has garnered much attention from migrant and diasporic studies. However, little attention has been paid to their daily lives as women with agency, resistance and creativity in their own personal and collective consumption activities. This paper explores the weekly transformation of the Central District as an illustration of how the revolutionary politics of space can provide a temporary emancipation for vulnerable FDWs. This phenomenon provokes interesting questions regarding the transformative possibilities of such consumption spaces. Drawing on the work of Deleuze & Guattari (1988), as an enabling theory, a quasi-ethnographic approach was taken resulting in three major themes: exclusion, alternative consumption, and alternative market places. We elucidate the complexity of the FDW’s identity and show the diversity of inter-relationships, mechanisms of building capital, and symbols of status within the temporary but emancipatory space in Central, Hong Kong.

#### **Contested Status: The Influence of Transitions and Nostalgia in Shaping Consumers’ Status Consumption**

Omar Khaled Abdelrahman, Alliance Manchester Business School

Emma Banister, Alliance Manchester Business School

Daniel Hampson, Alliance Manchester Business School

**ABSTRACT:** Transitions experienced by societies often destabilize existing status hierarchies. However, how these transitions influence status consumption remains understudied. The aim of this paper is to explore the outcomes of transitions and the role of nostalgia in consumers’ status games. We investigate how consumers with high cultural capital, who have experienced a decline in their economic resources, engage in status consumption with newly-affluent consumers in an emergent, non-western market: Egypt. Through in-depth interviews and the usage of projective techniques we shed the light on how transformations in the social structure affect the means consumers use to communicate their social position to others and the role that nostalgia plays in shaping these distinction strategies.

#### **Acts of Liberation from Marginalized Habitus**

Akon E. Ekpo, Rutgers University

Geraldine Rosa Henderson, Loyola University Chicago

Benét Deberry-Spence, University of Illinois at Chicago  
Joseph Cherian, Saint Xavier University

**ABSTRACT:** This study presents a phenomenological inquiry into the lived experiences of marginalized consumers to understand how they liberate themselves from their marginalized habitus. Habitus, a concept advanced by Bourdieu, is of particular interest in consumer research as it captures habituated dispositional aspects of consumption. Once thought to determine consumption tastes and practices based on social class, mounting evidence points to consumers' ability to temporarily escape habitus. Yet, the ability to sustain that escape has yet to be demonstrated. We extend theory of habitus by foregrounding the critical role that information technology plays to facilitate this process. We find three ways that marginalized consumers use technology to facilitate transcendence. Our findings point to how consumers, on the margins, may adopt technological consumption practices that allow them to successfully navigate the marketplace.

**Session 2B (Castle)**  
**Competitive Track: Community and Markets**

Session Chair: Ingeborg Kleppe, Norwegian School of Economics

**Market and Community: May the Twain Meet?**  
A Fuat Firat, University of Texas Rio Grande Valley  
Nikhilesh Dholakia, The University of Rhode Island

**ABSTRACT:** Market and community are informed by incompatible theoretical and practical logics. This paper explores the history and nature of such incompatibility. In the contemporary period, there are several emergent entrepreneurial and organizational efforts to bring community and market into harmonious, coeval relationships. We examine such efforts, the contradictions and problems that inhere in such efforts, and suggest some practical and conceptual ways to move forward in the prevalent waning phase of economic late modernity.

**Dynamic Kinship Distance and Reciprocity in Home Sharing Arrangements**  
Lydia Ottlewski, University of St. Gallen  
Johanna Franziska Gollnhofer, University of Southern Denmark  
John Schouten, Memorial University of Newfoundland

**ABSTRACT:** Explosive growth in elderly populations is disrupting existing social systems, health care approaches, markets, and public policy, leading to various challenges that existing institutions cannot easily overcome. One condition that researchers identify as being helpful for elderly consumers' wellbeing is the ability to grow old in the familiarity of their own homes, something that is often difficult to achieve given declining health, current economic conditions, and family structures. Our research with elderly and student participants of the home-share program, Housing for Help, provides insights into the potential for market solutions to the problem of aging in place. We find that by pooling complementary capacities, both old and young alike can benefit synergistically, although that result is far from automatic. Our findings also force us to reconsider Marshall Sahlins's foundational theory regarding kinship distance and reciprocity.

**Social-Commercial Paradoxes in Reward-Based Crowdfunding**  
Natalia Drozdova, Norwegian School of Economics  
Ingeborg Kleppe, Norwegian School of Economics

**ABSTRACT:** In this paper we expand on recent research on hybrid business models as we study a context where consumers buy into products and services when they still are ideas. The research question we address is: 'What types of social-commercial paradoxes emerge when consumers participate in the creation of future market offerings via reward-based crowdfunding?'

In reward-based crowdfunding funders provide finance for a commercially oriented project while typically contributing on a social/communal shared vision or idea. Thus, reward-based crowdfunding creates a contradiction-laden context where paradoxical tensions occur. We apply the concept of paradox to analyze the funders-founder relation that at the same time is economically and socially founded. Study reveals the existence of three paradoxes, which result from the imbedded system contradictions and co-existence of commercial and social logics in reward-based crowdfunding.

**Why Do Crowds Cause Trouble?**  
Maira Magalhaes Lopes, Stockholm Business School, Stockholm University  
Joel Hietanen, Stockholm Business School, Stockholm University

Jacob Östberg, Stockholm Business School, Stockholm University

**ABSTRACT:** In this study, we explore crowds as an alternative theoretical concept in order to understand collectivity as a composition of affective flows, rather than a composition of individuals. Through the ideas of imitation, contagion and affective synchronization, we focus on crowds as social compositions driven by affect. Our ethnographic work surrounds urban activist collectives that are facing and resisting the gentrification process in São Paulo, Brazil. We find these collectives are occurrences of affective circulation and accumulation. From packs to crowds, they emerge as affective intensities. As they become surges of affect, they direct themselves towards creative potentialities that are not defined by intentions or rational agency. In this alternative conceptualization of collectivity, the primacy of individuality and stability of social bonding is thus challenged.

### **Session 2C (Adventure)**

#### **Special Session: Contextualizing Hope: The Materiality and Practice of Hope**

Session Chair: Janet L. Borgerson, City, University of London

Session Discussant: Maia Beruchashvili, California State University, Northridge

#### **Nesting Hope: Interpretation and Context in Consumer Emotion**

Thomas Derek Robinson, City, University of London

Dr. Jessica Chelekis, City, University of London

Stars of HOPE®, Materialities of Hope

Janet L. Borgerson, City, University of London

#### **Practices of Hope Among Displaced Syrian Women Refugees**

Hounaida A. El Jurdi, American University of Beirut

Zeynep Baktir, Bilkent University

Linda L. Price, University of Oregon

The three papers in this session study hope in situ attending to relational networks, everyday practices, materiality and infrastructural processes. They are responsive to the call for investigations of how hope is intertwined with waiting and desire, and linked to theology and consumerism (Crapanzano 2003). The first paper explores how emotions fall within “the co-constitutive relations between individual and society” (Thompson, Arnould, and Giesler 2013). The authors propose an integrative model that incorporates contextual dimensions with appraisal theory. Next, they take a mixed methods approach to exploring consumer experiences of hope. Their research advances our understanding of salient contextual themes related to hope, and advances theoretical understanding of how cognitive appraisals dynamically interact with personal, social, and cultural contexts to produce emotional responses. The second paper explores a program Stars of HOPE focused on a material acts of hoping. The author illustrates how this program offers a complex case of the materialities of hope drawing on Karl Weick’s (1984) notion of how ‘small wins’ reduce stress in the face of overwhelming scenarios. Current examples abound of how small material acts of hope are used in the face of disappointed expectations of all kinds. The third paper resonates with these themes as well, highlighting the socio-material practice of hope in the face of a deeply desperate situation. The third paper reports ongoing research with Syrian Women refugees displaced in camps and minimal infrastructure environments in Lebanon. In this desperate environment of hardship, hope is practiced first and then reflexively experienced as personal and communal moments. Together the papers expand our understanding of hope and de-couple it from cognitive, goal congruent appraisals.

### **Session 2D (Safari)**

#### **Special Session: Re-conceptualizing ownership in consumer culture and public space**

Session Chair: Melanie Wallendorf, University of Arizona

Session Discussant: John F. Sherry, Jr., University of Notre Dame

#### **Social negotiation and regulation of ownership in retail spaces**

D. Matthew Godfrey, University of Arizona

Melanie Wallendorf, University of Arizona

#### **Interactive Installations in Public Spaces: Little Windows of Negotiated Space and Identity Performance**

Rohit Talwar, University of Birmingham

Finola Kerrigan, University of Birmingham  
Owning the Wave: Use Ownership of Public Spaces and Ephemeral Assets  
Melissa Archpru Akaka, University of Denver  
Hope Jensen Schau, University of Arizona

This special session broadens and extends current conceptualizations of ownership and the consumption of public space in consumer culture theory. Social and cultural processes of ownership differ from conventional definitions based on individual possession, traditionally assumed to require an economic transaction. Across diverse spatial contexts, we illustrate how consumers—on individual and collective levels—exert ownership rights and enact ownership responsibilities through their interaction with public spaces and objects that they do not possess in the legal sense of property.

Sociocultural processes of ownership are particularly salient in publicly accessible spaces such as natural environments, city streets, and even retail stores. Through consumption people are often found “asserting an owner’s right to use” (Rudmin 2016, 203) public spaces and objects in unanticipated and creative ways. Through consumption they make territorial claims, care for public spaces over which they feel responsible, and creatively shape and reshape spaces and objects. Three papers present findings from intensive ethnographic fieldwork exploring ownership in the context of public spaces, while an expert discussant examines the conceptual importance of ownership and public space in consumer culture theory.

The session’s first presentation explores how consumers negotiate ownership over physical spaces and objects in a privately owned retail shopping center. Ambiguous control over the shopping center’s outdoor tables, chairs, and public spaces facilitates socially negotiated ownership claims. The presentation outlines processes by which consumers, retail tenants, temporary vendors, and property management enact ownership rights and responsibilities through interaction with the space and each other. The second presentation illustrates the unexpected uses of space and objects that arise in the context of ambiguously branded interactive art installations. Consumers often make these fleeting urban public spaces their own through their creative engagement with them, subverting the marketing intentions of experiential exhibits. The final presentation examines ownership rights maintained through prolonged particularized use of public space and ephemeral natural assets. The authors show how surfers exercise collective ownership rights to surf breaks by policing and contesting the use of and access to these breaks by outsiders. Surfers also utilize and enforce socially recognized and codified methods for communicating ownership rights over the fleeting, ephemeral waves required in their practice.

Across these presentations and discussion we contribute a broad, culturally constructed concept of ownership. We demonstrate empirically that the ownership “right of use and abuse” over objects and spaces (Veblen 1898, 364) involves social recognition and legitimacy (Rudmin 1991, 2016); our research illustrates the processes by which such legitimation can occur outside of acquisition of property or possessions.

**Session 2E (Mark Twain)**  
**Special Session: Disneyland Heteroglossia and Heterotopia**

**Mauss Goes to Disneyland**  
Eric Arnould, Aalto University

**From the Infraordinary to the Degenerate Utopia : Strolling in Disneyland with Louis Marin and Marc Augé**  
Benoît Heilbrunn, ESCP Europe  
Søren Askegaard, University of southern Denmark

**Disneyization is Not the Problem: A Critical Reflection on the Hyperreal Heteroglossia**  
Craig Thompson, University of Wisconsin-Madison

**CCT: Or Fairy Tale About When Sociology Went to Disneyland**  
James Fitchett, University of Leicester

Bryman (2004: 172) writes: “Disneyization is driven by consumption and by consumerism in particular. It is the *raison d’être* of Disneyization. Citizenship under Disneyization almost comes to be defined in terms of one’s capacity consume.” But is Disneyization a problem? Or, if Foucault was right in asserting that while everything is not bad, everything is dangerous, what problem is it? CCTC aspires to a heteroglossic approach to inquiry into consumption. The community restlessly seeks renewal and avoidance of hegemony through incorporation of neglected theoretical and geographic terrain and critical reflection on well-travelled pathways. In this spirit, this special session proposes a heteroglossic approach to the question posed by the existence of Disneyland

## SESSION 3: 1:30 pm - 3:00 pm

### Session 3A (Monorail)

#### Competitive Track: Digital Consumption

Session Chair: Tracy Harwood, Institute of Creative Technologies, De Montfort University

#### Film: “Hyperreal Living: The Drax™ Files”

Tracy Harwood, Institute of Creative Technologies, De Montfort University

Tony Garry, University of Otago

Russell Belk, York University

Bernhard Drax, Independent Filmmaker

ABSTRACT: This paper supports a videographic presentation of findings of research into hyperreal living, based on one of the co-authors documentary evidence from Second Life® collated over a 15 year period. The videography is available at <https://vimeo.com/198368383> (password CCT2017).

In this document, we consider the notion of hyperreality, examining embodiment in virtual contexts through emerging technologies and how this may challenge our understanding of reality. Drawing on the computer game as an ‘alternative mode of consciousness’, we explore the ways in which corporeal and virtual experiences interact, resulting in personas that demonstrate mixed reality living.

#### Goodbye Facebook? The Socio-Material Moorings of Consumer Entanglement

Maribel Suarez, COPPEAD/UFRJ

ABSTRACT: This study investigates socio-material conditions that engender consumer dependency. I conceptually delineate the phenomenon of consumer entanglement, offering an alternative perspective to Lock-in and Addiction Studies to comprehend why certain consumption is harder to scape. Entanglement occurs when a particular consumption pattern is difficult to suppress when so doing constrains the consumer’s modes of living, including his or her social relations and other types of consumption. The consumer entanglement phenomenon arises when consumption articulates dependence and dependency relationships, creating benefits and value, but also constraining and limiting. I used a multi-method approach incorporating long interviews and Netnography to learn about consumers’ efforts to quit Facebook. The research identifies four socio-cultural entanglement moorings: 1) centrality, 2) pervasiveness, 3) others interdependencies, 4) things interdependencies.

#### Thinking the Physical Body in a Virtual Reality Experience: Application of Baudrillard’s Notion of Operationalization

Leslie Scattolin, ESCP Europe

ABSTRACT: This research aims to contribute to the debate of embodiment in digital virtual contexts. Most research has focused on the symbolic aspects of the body, leaving apart what happens at the level of the physical body in such contexts. However, as human beings, we stay physically embodied and consumer research is full of works showing how much this matters. If, for now, digital virtual experiences little immersed the body, the development of virtual reality (VR) devices seems to put it back at the heart of the digital virtual experience. We consider it as an opportunity to explore the physical dimension of embodiment. We draw on Baudrillard to qualify the physical body as operationalized in VR experience. This enables 1. to set theoretical foundations to grasp the physicality of the body in digital virtual contexts; 2. to point towards the importance of physical agency and its possible impacts on consumer’s lived experience.

### Session 3B (Castle)

#### Competitive Track: Performance of Gender in the Marketplace

Session Chair: Jenny Lin, California State University, Monterey Bay

#### Gender Performance Through Products: Four Discourses Responding to Stereotypically Masculine and Feminine Cues in Product Design

Carly Drake, Haskayne School of Business, University of Calgary

Scott Radford, Haskayne School of Business, University of Calgary

ABSTRACT: Gender scholarship has consistently argued that gender and its associated identities are fluid; while they

may be stable, they are never fixed. Yet, consumer research on product gender has been similarly consistent in arguing that, in keeping with theory on the possession-self link, consumers prefer products that reflect their gender identity, which is assumed to be static. Responding to these differing perspectives, the present study takes a poststructuralist feminist approach in investigating how consumers navigate gender identity when selecting products. Data from semi-structured interviews with 20 consumers show that, contrary to theory on the possession-self link, individuals' consumption does not necessarily align with their gender identity. Rather, in evaluating products' gender cues, participants vacillate between complying with, resisting, or ignoring normative expectations around performing masculinity and femininity. These findings have implications for scholars' consideration of gender as a heuristic in consumption contexts and marketers' use of gender in guiding design.

### **Shadows, Shoulders, Soldiers, and Superheroes: Constructing Masculinity Amidst Fertility Services Marketing**

Francesca Soband, University of Dundee

Laetitia Mimoun, HEC Paris

Lez Trujillo Torres, University of Illinois at Chicago

**ABSTRACT:** Fertility treatments and assisted reproduction technologies (ART) comprise a thriving global market, which involves the promotion of services and experiences facilitating biological reproduction. Through an examination of constructions of masculinity in the service process of sperm donation and sperm-based procedures, this paper explores how marketers may draw upon mythic masculine and feminine archetypes to achieve their procuring and selling objectives. Based on analysis of visual marketing material disseminated by sperm banks, fertility clinics, and associated organizations in the UK, the US, and Australia, this research examines some of the simultaneous and strategic ways that men and women may be commodified in such content, whilst analyzing when, how, and why this may occur. In doing so, this work contributes to literature on the reciprocity of marketing objectives, mythic gender archetypes, and marketplace dynamics related to perceptions of consumer (dis)empowerment.

### **Negotiating Power through Breaking Rituals: Muslim Women in Kuwait**

Doha Al-Mutawa, University of Bath

Peter Nuttall, University of Bath

Elizabeth Mamali, University of Bath

Avi Shankar, University of Bath

**ABSTRACT:** The aim of this paper is to explore the interplay that exists between rituals and power relations. Specifically, it looks at the consequences of breaking a culturally embedded ritual in public and its impact on gendered relations within the family. The importance of ritual participation and conformity has been widely studied, however the notion of breaking a ritual intentionally remains underdeveloped. Power produces discourse which is communicated through rituals, ergo breaking a ritual can be a means of negotiating power. To investigate this phenomenon the experiences of Muslim women in Kuwait who have removed their hijab (also known as an Islamic head cover or veil) are examined using in-depth, semi-structured interviews.

### **Session 3C (Adventure)**

#### **Competitive Track: Transformation of Markets**

Session Chair: Ashleigh Logan-Mcfarlan, Edinburgh Napier University

### **Passionate Labours: Fashion, Celebrity Culture and Blogger-preneurs**

Ashleigh Logan-Mcfarlan, Edinburgh Napier University

Kathy Hamilton, University of Strathclyde

Paul Hewer, University of Strathclyde

**ABSTRACT:** We explore passion and its link to consumption and entrepreneurial practice through the context of celebrity culture and fashion. Our contribution is to consider passionate labours and forms of production as vital substances for the making and reshaping of markets. Our theorization emerged from a three year netnography on the Kate Middleton celebrity princess brand which focused on the entrepreneurial passions, skills and merchandising of Kate bloggers. We reveal the ways in which these bloggers inspire their followers on how celebritization and accessibility can go hand in hand. The Kate bloggers reveal themselves as not simply consumers of unfulfilled desire and celebrity worship but rather, become exemplars of achieved entrepreneurship. We thus conceptualise consumer passion as distinct from the more typical focus on consumer desire. Whereas desire takes us to seduction, transgression and insatiability, passion takes us to creativity, etiquette and labours of production.

### **Anticipating the Automobile: Transportation Transformations in Southeast Asia**

Ivan Small, Central Connecticut State University

**ABSTRACT:** This paper examines consumption patterns in Vietnam's shifting transportation market and considers them within broader design and marketing infrastructures shaping emerging markets in the region. First I explore the strategies and histories of Vietnamese buyers and sellers participating in the transportation commodity market starting with the growth of motorcycle. I examine how motorcycles were used not only for consumptive purposes but also served as stores of economic and symbolic value. However, shifts in manufacturing and recent regional and international trade agreements mandating tariff reductions are reorienting material and temporal relations to the market. In this transition period in which the meanings and valuations of the motorcycle are shifting, anticipations of automobiles are paramount. In the second part of the paper I move from micro examinations of motorcycle and automobile user experiences to macro perspectives on market design to discuss how a transnational transportation industry is anticipating and engaging new consumer publics in not only Vietnam but the Asian region more broadly through an exploration of affective notions of mobility, and in the process potentially framing an emerging Asian "cultural market" around and with them. I suggest that identifying collaborative opportunities for stakeholders in academia, industry, and policy to explore issues of transportation and mobility preferences and developments in Asia may be a productive arena for further lateral learning and analytic insight.

### **Marketization as Socio-Material Process: How Consumers Lifeworlds Become Marketable Offerings**

Georg von Richthofen, ETH Zürich

**ABSTRACT:** Studying how and why markets emerge, change and evolve has become a priority for a growing community of consumer researchers. A socio-material perspective offers important insights in this regard. It focuses our attention on how markets are configured, on the micro processes of marketization. I use the context of Airbnb to study how market offerings are shaped, which constitutes one of the key marketization processes. Specifically, I show how consumers' highly heterogeneous domestic spaces and lifeworlds become marketable services and experiences through processes of classification and standardization.

### **Are Artists Disentangled from the Market? Early Ethnographic Insights from The Turkish Market**

Eda Genc, Manchester Metropolitan University

Mehmet Okan, İstanbul Technical University

Banu Elmadağ, İstanbul Technical University

**ABSTRACT:** This study examines how artists' production sensibilities are formed in hybrid art economies focusing on the case of İzmir art market. Early findings of multi-sited ethnography demonstrate that, in the artistic production sensibilities in art markets, artists have tendencies to be disentangled from the needs of end-consumers and that artists negotiate with market mentality in the early phase of marketization. In the case of İzmir art market, this separation provides clear role definitions for art production and marketing that helps to overcome tension between market and non-market actors and orientations. Also, "taste" related status distinction between artists, marketers and consumers is another sensibility to limit marketing concept in this market.

### **Session 3D (Safari)**

#### **Special Session: Visual Art and Consumer Culture**

Session Chair: Anastasia Seregina, Aalto University

Session Discussant: John F. Sherry, University of Notre Dame

### **Painting as a Method: A New Tool for Seeing, a Fresh Way of Knowing**

Anissa Pomies

### **Creating Art as Part of Research**

Anastasia Seregina, Aalto University

### **Art, Humor, and Parody in Consumer Culture Research: The Case of Re Made**

Jonathan Schroeder, Rochester Institute of Technology

In studying consumer culture, we often engage with phenomena that are not fully cognitive or rational, but experiential, affective, aesthetic, and bodily. Such aspects cannot always be explained through the written and spoken structures common to academia. Transformation of knowledge to language and text can shift understanding into different forms, which are often more rational and reductive in their structure. In order to tap into lived knowledge and understanding more directly, consumer

researchers have engaged various 'alternative' methods of research, such as video, poetry, and photography.

In this session, we want to specifically address the use of painting as a part of consumer research. Already in 1986, Russell Belk discussed in 'Art Versus Science as Ways of Generating Knowledge About Materialism' the importance of art as a way of knowing alongside scientific research. He stresses the importance of both, but also their interrelated nature. In 2015, the prestigious Harvard University Press published 'Unflattening.' 'Unflattening' is Nick Sousanis' dissertation written and drawn entirely as comics. Building on philosophy, social sciences, psychology, art theory, biology and optics, Sousanis stands against what he calls the flatness of sight: a narrowed vision, a contraction of possibilities ensuing from the idea that words are the only tool for understanding. Through his comics, Sousanis argues that drawings and words can be two standpoints from which to look anew. Sousanis does not claim drawing to be the unique method to engender new ways of seeing and thinking. He rather invites us to explore new possibilities by taking up our own tools of exploration. Our special session is an answer to the call for awakening possibilities through artistic methods.

Painting is a medium that has not been widely used in consumer culture work, although it has been gaining some traction in the past years. We suggest that creating and presenting visual artwork as part of research can be immensely helpful to both researchers and their audiences in terms of engaging with theory and empirical contexts. More importantly, visualisation of research can provide paths to novel perspectives and ways of understanding research phenomena, thus creating opportunities for developing knowledge in new directions and exploring new possibilities for research.

The aims of this session are to present the use of painting as a research method in practice, to justify and legitimize the use of artistic methods, as well as to invite researchers to grasp artistic tools in order to awaken new possibilities to seeing, thinking, and understanding consumption. Papers 1 and 2 provide perspectives to using painting as part of consumer culture research from the perspective of consumer researchers who are also artists. More specifically, Paper 1 presents a theoretical background to how the process of painting can be beneficial to research. Paper 2 focuses more on the practice of painting, showing how research can gain new perspectives in creating paintings as part of its various processes. Lastly, Paper 3 presents an artist's point of view of engaging with topics of consumer culture and marketing, as well as becoming involved in publishing the work in an academic outlet. All presentations will involve the presentation of artistic-research projects. We will address the pros and cons of painting as part of research, tackle issues we have faced, and discuss how others could potentially embrace such methods. The discussant will reflect on the use of painting as part of consumer culture research, tying it to the existing tradition of 'alternative' research methods.

### **Session 3E (Mark Twain)**

#### **Special Session: Reworking Remembrance: The Dynamics of Memories, Markets and Brands**

Session Chair: Pierre-Yann Dolbec, John Molson School of Business

Session Discussant: Craig J. Thompson, Wisconsin School of Business

#### **Market Memory**

Pierre-Yann Dolbec, John Molson School of Business

#### **Mobilizing History: The Case of the Ancestral Health Market**

Burçak Ertimur, Fairleigh Dickinson University

Steven Chen, California State University, Fullerton

#### **(Re)making Tastes: Examining Institutional Work in the Field of High Fashion**

Marie-Agnes Parmentier, HEC Montreal

Eileen Fischer, Schulich School of Business

Researchers have increasingly been interested in studying the intersections between history, memories, brands, and markets (e.g. Hartmann et al. 2016; Parmentier and Fischer 2016). For example, prior research has tied memories and histories with (re)branding and mythmaking (e.g. Brown et al. 2003; Thompson and Tian 2008). And recent market systems studies have begun to connect institutional history to market evolution (e.g. Dolbec and Fischer 2015; Humphreys 2010). However, there remains considerable room for research that explores historical and institutional dynamics among memories, markets, and brands.

The papers in this session address gaps in the prior literature. The first conceptualizes what a 'market memory' is, how a market remembers, and how are market-specific memories used by market actors. The second examines how market actors harness representations of the past to create niche markets. The third investigates the institutional and historical dynamics

that shape the competitive advantage of heritage brands. We thus provide theoretical grounding for the interactions between memories and markets; offer an empirical example that theoretically informs market shaping through history mobilization, and closely tie the notions of institutional work, memory work, and branding.

In detail, our first presentation leverages work in sociology on collective memories and in management and innovation on organizational memory to conceptualize the memory of a market as a collection of memory events, or a shared past, that structures a market by orienting present market initiatives. Based on archival data collected in the field of fashion, this study harnesses the concept of institutional work to identify three types of institutional memory work: memory creating, memory maintenance, and memory shaping.

Our second presentation examines the institutional work market actors engage in as a mechanism for historical market making. More precisely, this study ties the creation of a niche market for the Paleolithic diet with representations of the Paleolithic historical period, and investigates how these representations were leveraged to make this diet desirable to modern consumers. This study identifies three types of actors— academia, professions, market/industry—and two types of institutional work—boundary work and communicative work—at the heart of the niche market creation process.

Finally, our third presentation examines how heritage fashion houses have remained as influential tastemakers in the high fashion market, contrary to what some existing theories (e.g., Bourdieu and Delsaut 1975) would have anticipated. This study identifies four categories of actors—luxury conglomerates—creative directors, curatorial organizations, the fashion press—at the center of processes aimed at rejuvenating heritage brands, curating the past of these brands, and explaining the difference between novelty and heritage to consumers.

This session will contribute to explaining the multifaceted role of memories and histories on market and brand shaping, covering some of the most central concepts in marketing (e.g. niche formation, heritage brands) along the way. It will provide novice researchers with a theoretically grounded understanding of the linkages between markets, brands and memories, and will offer experienced ones with insights and extensions that will add conceptual arrows to their theoretical quivers. Our discussant's pioneering experience in this stream of research will lead to productive debates on the insights generated by the intersection of these three presentations.

## SESSION 4: 3:30 pm - 5:00 pm

### Session 4A (Monorail)

#### Competitive Track: CCT and Consumer Research

Session Chair: Meriam Belkhir, Faculty of Economics and Management of Sfax

#### **Isolation in Emerging Fields: The Case of Entrant Actors in an Emerging Academic Field**

Meriam Belkhir, Faculty of Economics and Management of Sfax

Myriam Brouard, HEC Montréal

Katja H. Brunk, Europa Universität Viadrina, Frankfurt (Oder)

Mario Campana, Goldsmiths, University of London

Marlon Dalmoro, UNIVATES

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 N. Smith, Suffolk University

**ABSTRACT:** This paper investigates isolation in an emerging academic marketing field. Previous research has looked at isolation in various markets and organizational contexts. However, it is not clear what form isolation takes in academic fields and how it can be addressed. We draw on the concepts of polycentric governance and institutional bricolage from institutional theory to frame our findings. Through a case study of the CCT community, we identify several types of isolation that entrant actors experience. Our study also delineates strategies and tactics to combat isolation developed by established and entrant actors respectively. This research contributes to a deepening understanding of isolation in emerging academic fields, as well as the strategies and tactics to mitigate it. Practically, the findings serve as a toolbox which CCT and marketing researchers can draw from when combatting isolation.

## **From Marginalization to Boundary Solidification: CCT and Its Implication for Aspiring Scholars**

Shahzeb Jafri, York University

**ABSTRACT:** Consumer Culture Theory (CCT) as a discipline has faced criticism from its inception to date. While criticism based on methodology and research goals comes mainly from marketing's qualitative realm, the field's inadequacy in conducting a macro-level consumption analysis has been pointed out by various CCT proponents. Using the Kuhn's explication of a normal scientific tradition, the article presents the emergence of the CCT tradition as a new paradigm. Subsequently, criticisms raised against the discipline are kept forth as anomalies being pointed out in a normal scientific procedure. Moreover, the article utilizes an overview and analysis of the immigrant acculturation literature produced by CCT researchers to depict how anomalies have been implicitly treated by the tradition's members. The article contributes by showing a previously marginalized research tradition moving towards strengthening its paradigmatic boundaries and what implications this solidification has for aspiring CCT researchers.

## **Bringing Sensory Anthropology to Consumer Research**

Rebecca Scott, Cardiff University

Mark Uncles, University of New South Wales

**ABSTRACT:** Multisensory stimulation is integral to experiential consumption. However, a gap persists between recognition of the importance of multisensory stimulation and the research techniques used to study the effects of such stimulation on consumption experiences. This article draws on sensory anthropology to narrow the gap. Sensory anthropology can help consumer researchers understand multisensory stimulation and its effects on consumption experiences. To show the merits of this approach, this article reports ethnographic fieldwork in two related experiential settings: yacht racing and adventure racing. Consumer researchers can apply concepts and techniques from sensory anthropology to derive deep insights into consumption experiences. A set of guidelines and examples derive from embodied concepts associated with sensory anthropology: kinesthetic schema, bodily mimesis, the mindful body, and local biology. This article offers distinct and original methodological insights for consumer researchers by providing concepts that can enable the study of experiential consumption from a corporeal perspective.

## **Session 4B (Castle)**

### **Competitive Track: Society, Communities, and the Power of People**

Session Chair: Cinthia Saturnino, University of Connecticut

## **Service Systems and the Institution of Family: How do Institutions Influence Consumers to Co-Create Service Systems that Legitimize Their Social Groups?**

Jennifer Chandler, California State University, Fullerton

Steven Chen, California State University, Fullerton

**ABSTRACT:** This study extends and integrates theory from three areas: institutional theory, family, and service systems. Over time, the nuclear family institution, which has long offered stability and meaning to markets, and, generally, to social life, has given way to a plurality of family models including single-parent, gay, multigenerational, and bi-national families. The findings illustrate how consumers draw on service systems to solidify, or legitimize, their social groups so that sets of actors, or groups, can move with them jointly through time. From an institutional theory perspective, it can be argued that these consumers seek legitimacy, or social approval, for the social relationships with which they desire to become integrated as service systems. They draw on firm-provided services to attain this legitimacy. In this way, the findings suggest that institutions shape and influence how consumers co-create service systems to legitimize their social groups.

## **The Belonging Process: Elements and Enactment within a Consumption Context**

Robert Arias, University of Illinois at Urbana-Champaign

Cele Otnes, University of Illinois at Urbana-Champaign

**ABSTRACT:** Consumer research on belonging primarily focuses on how people fulfill the need to belong in the marketplace after confronting a belonging threat such as social exclusion. Yet we find linkages between consumption and belonging beyond alleviating ostracism. This research investigates how individuals proactively leverage consumption activities to pursue belonging-related outcomes. Theoretical constructs emerge from written narratives and an ethnographic study to unveil a process of belonging. We delineate these novel constructs, detail the structural components of the belonging process, and offer theorization regarding how this process operates and manifests in consumption domains. This emergent theorization of the belonging process 1) explains how individuals deliberately utilize consumption to facilitate belongingness pursuits, 2) illuminates a spectrum of belonging/consumption phenomena beyond threats to the need to belong, and 3)

integrates extant and novel constructs rooted in psychological and sociological belonging research.

### **Consumers' Assemblages of Fear and Safety with Firearms: Obstacles to Addressing Gun Violence in an Armed America**

Aimee Huff, Oregon State University  
Michelle Barnhart, Oregon State University  
Brandon McAlexander, University of Arkansas  
Jim McAlexander, Oregon State University

**ABSTRACT:** In America, firearms are distinct from other consumer products in that the right to bear them is constitutionally protected, but also in the amount of death and injury inflicted, by design, by their use. Guns are involved in approximately 35,000 deaths and 77,000 injuries each year, and these rates are rising. Further, there is a complex, passionate cultural debate over how to balance consumer rights and regulations related to this product. Within this context, which we call Armed America, we present findings from a multi-sited ethnography aimed at understanding why Americans seem unable to find common ground. Using actor-network theory, we examine how consumers position themselves in the Armed America network, including: how they construct assemblages of actors that they fear and other actors that can counterbalance fear; how agency is distributed; and the protective orientation of the assemblages. Our findings provide nuance to “gun rights” versus “gun control” arguments.

### **Social Media, Social Networks and Marketing: A Cultural Approach to Consumer Ties**

Duygu Akdevelioglu, University of California, Irvine  
Alladi Venkatesh, University of California, Irvine

**ABSTRACT:** Social media have emerged as a new paradigm in the cultural landscape with the promise of facilitating platforms for online interactions. Digital technologies of social media networks provide opportunities for individuals who are becoming key players in the socially constituted offline world. This research explores the relationships between consumers defined as consumer ties in social media networks by specifically examining the meanings behind their everyday practices and patterns in their relationships through social media networks. The analysis focuses on identifying the underlying structures of consumer ties. Through an ethnographic examination, three themes have emerged; motivating empowerment, friendly rivalry and train, trust, share. Additionally, an in-depth analysis of social networks revealed a negative gender homophily effect on strength of consumer ties. This paper provides a unique framework to explain the underlying mechanisms of consumer ties.

### **Session 4C (Adventure)**

#### **Competitive Track: Cultural Capital and Taste**

Session Chair: Tony Stovall, Woodbury University

#### **Cultural Capital and Taste Distinctions in Urban India**

Tanuka Ghoshal, Indian School of Business  
Rishtee Batra, Indian School of Business  
Russell Belk, York University

**ABSTRACT:** Researchers have long inquired about the interwoven relationship between cultural capital and consumption patterns (Bourdieu 1984; Holt 1998). We revisit and reinterpret Holt's (1998) dimensions of taste, as we study different consumption contexts among high and low cultural capital women in India, and attempt to reinterpret cultural capital in a hierarchical and culturally diverse society. Dimensions of taste are critically reconsidered by examining and interpreting ethnographic fieldwork that documents the consumption preferences of 28 Indian women belonging to different socioeconomic backgrounds and living in three different Indian cities. We construct a cultural capital scale similar to other researchers (Üstüner and Holt 2010; Holt 1998) with necessary adaptations for the Indian context. We suggest that differences in tastes and consumption can be understood through a modified framework of cultural capital, which takes into account hierarchy, empowerment, and economic capital.

#### **The Cultural Capital of Fat(Phat) in the African American Community**

Tony Stovall, Woodbury University  
Natalie A. Mitchell, Tulane University  
Cassandra Davis, Utah State University

**ABSTRACT:** While American women are challenged to subscribe to traditional slim body standards, a faction of Americans

have differing opinions. African American women celebrate larger body types and defy weight stigma. This practice illuminates cultural capital demonstrating the positive aspects of weight stigma. Conducting a discourse analysis of three studies centering on weight perceptions of African American girls and women, results indicated they tended not to judge themselves by their weight, a practice that is common in mainstream society. Instead, they rejected the weight stigma and engaged in self-protection, a stigma coping mechanism. Self-protection was demonstrated by the African American women embracing their shapely bodies and possessing a positive body image, and what we consider to be cultural capital. Having shapely bodies was deemed more attractive among romantic interests and acceptable overall in the African American community regardless of health risks. Conclusions and marketing implications are provided.

### **New Customers for an Old Service: A Case of Sushi in Japan**

Yutaka Yamauchi, Kyoto University

Satoko Suzuki, Kyoto University

Takeshi Matsui, Hitotsubashi University

**ABSTRACT:** Although traditional services appear to have a stable customer base and operate outside the logic of market, they undergo a significant change. Particularly, there are a new type of expert customers who call themselves sushi otaku, or sushi mania. Like amateurs and aficionados studied before, sushi otaku individuals rely solely on their own embodied competence to prove themselves and consider other social and cultural factors as secondary. Beyond this, the present study shows ambivalent relationships that sushi otaku customers have with the traditional culture. They value and identify with the traditional culture in subtle ways. The pure taste is important only in combination with the traditional attitude of craftsperson and recognition from the authoritative sushi chefs is an important indication of their successful confirmation of their own selves. Traditional culture is a source of authenticity to identify with as well as an obsolete reality to challenge.

### **Taste as Market Device: The Example of 'Natural' Wine**

Jennifer Smith Maguire, University of Leicester

**ABSTRACT:** Adopting a practice-oriented approach to taste, the paper address gaps in existing knowledge with regard to, first, the affective dimensions of market devices and, second, the significance of cultural producers' and intermediaries' practices of taste for the construction and organization of markets. I set out the conceptual relationship between aesthetic regimes and practices of taste, and elaborate on how taste is translated into action. The empirical context for this discussion is the market for 'natural' wine—wine made with minimal chemical and mechanical interventions. I outline how the aesthetic regime of provenance serves as a collective heuristic framework for the cultural field of natural wine (and fine wine more broadly), and discuss findings from interpretive research on natural wine producers' and intermediaries' with regard to their practices of taste. Drawing from 40 interviews with natural wine makers, retailers, sommeliers and writers (based in New York, Western Australia, the Champagne region, and the Cape Winelands), I suggest how taste operates as a dividing device by establishing a fuzzy logic of resemblance; an operating device by providing an intuitive platform for shaping the means of production; and a coordinating device by enabling an embedded experience of trust. My research underlines the habitual and non-instrumental dimensions of taste (i.e. taste as more/other than distinction), and the pre-rational, sensual and aesthetic dimensions to the organization of markets and market action.

### **Session 4D (Safari)**

#### **Special Session: The 'Emancipatory' Role of Social Media and Digital Spaces in Social Movements**

Session Chairs: Zahra Sharifonnasabi, City, University of London and Ana-Isabel Nölke, University of Edinburgh

Session Discussant: Jonathan Schroeder, Rochester Institute of Technology

#### **Social Media as Public Sphere: The Case of Iranian Women's Social Movement**

Zahra Sharifonnasabi, City, University of London

Fleura Bardhi, City, University of London

#### **Online Sexual Performances as Emancipation**

Ekant Veer, University of Canterbury

#### **(Post)feminism Online: Symbolic Violence or Radical Reactionary Consumerism?**

Ana-Isabel Nölke, University of Edinburgh

Aliette Lambert, University of Exeter

James Fitchett, University of Leicester

The rapid expansion of digital technologies has sparked the emergence of social media platforms predicated on self-expression (Iqani & Schroeder 2015; Belk 2014; Schau & Gilly 2003), social interaction (Fischer & Reuber, 2011; Kaplan & Haenlein, 2010), and engagement with the marketplace (e.g., Ardvisson & Caliandro 2016; Rokka & Canniford 2016). Increasingly, social media sites are also rife with political expression and debate as users harness the power of digital spaces to further particular causes in the form of social movements (Fuchs 2014). Historically speaking, social movements have played a decisive role in the emancipation of marginalised groups. The marketplace is a particularly significant sphere of social debate, as consumption offers such groups resources through which to fight for acceptance and legitimacy (Peñaloza, 1996). Consumers' actions may be directed towards liberation from an oppressive ideology through the empowering role of consumption (Ger and Belk 1996; Penaloza and Price 1993) or towards preserving an ideology through boycotting products bearing undesired ideological meanings (Friedman 1991; Varman & Belk 2009; Kozinets & Handelman 2004). Though such questions have often been discussed in consumer research, the emancipatory potential of consumption spaces, such as digital platforms, has received less attention, despite the role of social media in driving revolutions, organising resistance, and giving voice to marginalised groups (Sparks, 2000).

The digital sphere has particularly emerged as space of debate for feminist activism, facilitating a culture in which experiences of sexism, misogyny or unequal practices can be 'called out and challenged' (Munro, 2013: 23), and where identity and sexuality can be expressed (Murray 2015). The implicit progressive assumption to this line of argument, however, is that social movements on social media progress emancipatory aims for marginalised consumers as voices are finally able to be heard (Schuster, 2013) and identity can be expressed in a way that is liberating. However, political views on social media are not necessarily progressive: conservative, traditionalist, and reactionary voices are equally present (Gill & Elias, 2014). Further concerns arise as to not only the efficacy of online activism, often dubbed 'slacktivism' for lacking connection to meaningful political change (Christensen, 2011), but also around acts that are intended to be liberating but have often antithetical consequences, such as sparking misogynistic responses in the case of expressions of female sexuality. This prompts questions as to the role of social media and digital spaces in fostering and further emancipatory social movements that have yet to be addressed in consumer research.

This special session aims to discuss the role of social media and digital spaces in the construction and development of consumer movements. We are not only interested in the emancipatory potential of such spaces, but also in examining the unintended consequences that arise with online activism. As such, our first paper presents the case for the emancipatory potential of social media, examining its role as a platform that helps form public opinion around women's issues in Iran. Analysis demonstrates the power of social media in enhancing the ability of marginalized voices that have either been muted by the dominant fundamentalists or have been denied access to the public means of communication, such as traditional media. Our second paper begins to question the liberating potential of self-expression online by exploring women who seek to express their sexual selves online. On the one hand, social media can be a means of experiencing sexual liberation, but on the other, derogatory attitudes are cultivated, aimed at demeaning these women. The final paper reflects on western feminism's evolution into the digital space through a discursive analysis of the Tumblr sites 'Who needs feminism?' and 'Women against feminism'. This concluding paper acts as a point of debate, noting the rise of populist voices in social movements. It prompts questions as to how consumer research should engage with voices that reject progressive and liberal thought, and what implications this has for online social movements' emancipatory potential.

#### **Session 4E (Mark Twain)**

##### **Special Session: Transmission of Affect**

Session Chairs: Alev Kuruoğlu, SDU Odense and Joonas Rokka, EMLYON Business School

Session Discussant: Robin Canniford, University of Melbourne

##### **Analog Affect and the Renaissance of 'Dead' Media**

Alev Kuruoğlu, SDU Odense

##### **Embodiment of Affect and the 'Skin' of the Video**

Joel Hietanen, Stockholm School of Business

##### **A Burst of Energy – Affect in Online Micro-socialities**

Gry Høngsmark Knudsen, SDU Odense

While a major theoretical interest in the CCT community lies in understanding phenomena surrounding the (new) media and mediated marketplace encounters and representations, existing theories have not paid considerable attention on conceptualizing the media itself or the way in which affect is transmitted, effectuated, embodied, circulated, encountered

and materialized in and through the media. In this special session, we therefore argue that material cultural theories, non-representational, and affect theory offer potential new avenues in addressing media materiality, in order to understand how affective encounters and atmospheres develop in mediated consumer culture.

This special session aims to sensitize CCT scholars to the ongoing 'affective turn(s)' in social theory (Ahmed 2004; Brennan 2004; Clough 2008; Blackman 2012; Andersson 2009; Gregg and Seigworth 2010) in which affect is conceptualized as a pre-bodily intensity arising out of the encounters of bodies (Deleuze, 1989) and which drives bodies to movement. Affect, in this literature, has been recognized for its capacity to extend into human / non-human bodies, collectivities, atmospheres, spaces, events, and feelings. In CCT literature, affect and emotions were often implicit in accounts on consumption experiences (Gopaldas 2014 for a review). An emergent body of literature has been attending to emotions, feelings, and sentiments as co-produced by market actors. This literature particularly draws attention to the learning of emotional patterns and the emergence of emotional structures, which in turn further shape market and community dynamics (Thompson 2005; Gopaldas 2014; Kuruoglu and Ger 2015). In this special session, we extend our theoretical gaze towards further exploring the affective potentialities that emerge from and shape experiences and encounters with material and digital media.

As we will highlight, the affective turn has largely emerged as a response to the limitations of the structuralist, representational, and deconstructionist modes of theorizing that are fairly dominant forms of theorizing in CCT research. We discuss how taking affective theories more seriously would offer insights notably into comprehending affective transmission, which is implicated in the relationality between media, objects and bodies (e.g. Kuruoğlu and Ger 2015; Epp and Price 2010; Rokka and Canniford 2016), media and consumption collectives/assemblages (Canniford and Bajde 2014; Parmentier and Fischer 2015) as well as mediated affective atmospheres (Hill 2016). Addressing the spaces and networks that are generated through affect, we also turn the gaze to the "traffic" between the physiological and the social (Brennan 2004): affect as emergent from but also partaking in the assembling of socialities; traditional communities as well as transient publics.

The session draws upon multiple case studies united in their curiosity for theorizing the affective and material capacities of analog and digital media. The first paper unpacks the affective entanglements generated through analog media in an alternative skateboarding scene. The second paper builds on Deleuze's Theory of the cinema to conceptualize the affectivity of the moving image. It conceptualizes video/film medium as an affective body and outlines a non-representational theoretical view emphasizing the affective power of filmic encounters. Finally, our third paper examines affect in the context of temporary micro-socialities offered by online forum discussions, and argues that digital media contributes to creating certain affective spaces by its algorithmic joining of particular users and texts.

We argue that these three contributions open up novel ways to addressing affect and media materiality in CCT. The session is well-suited for eliciting and answering questions about how CCT research can incorporate affect-theoretical perspectives as part of its conceptual and methodological repertoire and how it relates to other related fields, such as assemblage theorising, non-representational theory, or ANT. We highlight connections to relevant consumer research topics including but not limited to tactility, atmosphere, material mediation, design, transmission, and consumption experiences more broadly.

## Program for Tuesday, July 11, 2017

### SESSION 5: 8:30-10:00

#### Session 5A (Monorail)

#### Competitive Track: Construction and Consumption of the Self

Session Chair: Katerina Karanika, University of Exeter

#### **Self-Object Relationships in Consumers' Spontaneously Generated Metaphors of Anthropomorphism, Zoomorphism and Dehumanization**

Katerina Karanika, University of Exeter  
Margaret Hogg, Lancaster University

**ABSTRACT:** In this phenomenological study we explore the variety of relationships consumers have with consumption goods in relation to their desired and undesired selves via participants' spontaneous metaphors of anthropomorphism, zoomorphism and dehumanization (AZD). Earlier consumer research both on self-object relationships and on AZD metaphors tends to suggest that either desired or undesired selves dominate in consumption experiences; and usually classifies self-object relationships as positive or negative. However these self-object relationships can be more complex and ambivalent. Consumers' self-generated AZD metaphors can express consumers' relationships with material goods. Whereas previous studies primed and prompted AZD metaphors, we examined AZD metaphors which emerged spontaneously from

our conversations with Greek consumers. We identify four patterns in the inter-relationships between desired and undesired selves that reflect different attachment styles with consumer goods. The paper also contributes to understanding how consumers employ AZD as self-therapeutic metaphors to cope with unwanted feelings such as guilt, and ambivalence within identity conflicts, to approach and to feel closer to desired selves, and to cope with undesired selves.

### **Prosumption Career: Value Creation and Identity Work in the Blogosphere**

Gabrielle Patry-Beaudoin, Queen's University  
Yannik St.James, HEC Montreal

**ABSTRACT:** This study extends prior research on the connection between productive consumption (prosumption) and consumer identity work by developing a theoretical account of how this connection evolves over time. We introduce the concept of prosumption career and we investigate the stages in food bloggers' prosumption career, as well as tensions and catalysts for change in their career trajectory. Findings reveal that food bloggers' prosumption career unfolds in three stages: playful creative self-expression, immersion in the social world of blogging, and professional blogging as occupational devotion. Each stage is marked by a shift in the type of value created and the audience for which it is created; this shift is enacted through changes in prosumption practices and is associated with evolving identity themes.

### **The Meaning of Beauty: A Cultural Discourse of Women's Magazines**

Juliana French, Monash University Malaysia  
Christina Lee, Monash University Malaysia  
Jan Brace-Govan, Monash University Malaysia

**ABSTRACT:** This study explores wider cultural discourses surrounding beauty using women's magazines as a vehicle. Meaning is explored within the social structure and cultural context using textual and visual analysis. This provides a background to the symbolic and ideological appeals that influence consumers in the localized construction of beauty. Findings reveal an exclusivity of being Malay Muslim allowing for identity spaces to be created. Yet within this exclusivity there exists dialectical tensions in the construction of beauty. Six tropes are discussed, namely the ascension of the powerful Malay Muslim woman, the promotion of the deferring Malay Muslim woman, homogeneity as a form of social capital, heterogeneity representing a sense of autonomy, spirituality in exhortation of beauty and finally spirituality in denunciation of beauty. These tropes portray the paradoxical discourses of womanhood, beauty and religious ideology highlighting the role of the media as a powerful yet subtle influence over women's lives.

### **Performing Identity, Morality, and Materiality Scripts in Creating Memorable Experiences: Wine in South Africa and India**

Annamma Joy, UBC  
Russ Belk, York university  
John Sherry, University of Notre Dame  
Steve Charters, Groupe ESC Dijon/Burgundy School of Business  
Jeff Wang, City University of Hong Kong  
Camilo Pena, UBC

**ABSTRACT:** In wine tourism, as in any service business, focusing on precisely detailed experience management is a core factor for success. We extend Goffman's (1959) concept of performance to the choreography orchestrated between tour guides and participants, and the roles of tactics such as pitching and techniques of relations and technologies used by guides in the creation of memorable experiences. By focusing on identity, morality, and materiality scripts, we explore how social obligation to purchase is gradually built through collaborative construction. While tours follow a predictable script, reaching the end goals of both participants and wineries requires creative variations fine-tuned for each participant, yet capable of uniting participants and guides in communal enjoyment through consumption and purchase.

### **Session 5B (Castle)**

#### **Competitive Track: Cultural Branding and Communications**

Session Chair: Chris Hackley, Royal Holloway University of London

### **The Hybridisation of Advertising Under Convergence - From Text to Paratext**

Chris Hackley, Royal Holloway University of London  
Rungpaka Amy Hackley, Queen Mary University of London

**ABSTRACT:** The strategic attention of global brands is shifting from traditional mass media advertising to hybrid genres such

as branded content, product placement, brand blogs, Facebook advertising, sponsored TV 'pods', and 'native' advertising. In this conceptual paper we attempt to open up a cultural level of conceptualisation of this phenomenon by drawing on literary critic Gérard Genette's (2010) work on paratexts. We suggest that paper-based paratexts, both peritextual and epitextual, such as titles, prefaces, footnotes, authors' correspondence, serialisations, parodies and reviews can be seen as analogous in some respects to the hybrid advertising forms noted above, since they are dependent for their existence on, but are ostensibly secondary to, the primary texts of mass media advertising. We suggest that the analogy of the paratext articulates the iterative, provisional, participative, polysemous, liminal and intertextual character of much contemporary brand communication under media convergence.

### **A Growing Yet Overlooked Segment: Non-Monosexual Consumers Respond to LGBTQ-Themed Advertisements**

Abigail Nappier Cherup, University of Nebraska-Lincoln

Jim Gentry, University of Nebraska-Lincoln

**ABSTRACT:** This exploratory study analyzes non-monosexual consumer responses to portrayals of LGBTQ identities in advertising. Though the LGBTQ community has been depicted in a number of ways prior to, and following the Supreme Court's decision to uphold same-sex marriage, bisexual, pansexual, and queer identities are often left out or obscured in these images. Previous work has largely ignored how the changing visibility of the LGBTQ community is perceived by individuals further marginalized within this community. Given that bisexuals make up the largest portion of the LGBTQ community, this study provides a better understanding of the complex, and often changing nature of some sexual minorities and their interpretations of current LGBTQ advertising imagery.

### **Product Placement in Music Videos: An Exploration of Modality and Prominence**

Amanda Pillay, University of Auckland Business School

Sandra Smith, University of Auckland Business School

**ABSTRACT:** While several studies have focused on consumers' attitudes towards product placement in movies and television shows, few have gone so far as to encompass music videos. This paper seeks to understand how product placement in music videos are decoded by consumers. A comparative analysis of music videos, television shows, and movies is undertaken to establish why music videos are different and therefore, why there may be differences in consumers' attitudes. To illustrate which variables may influence, and result in different consumer attitudes, previous literature on modality and prominence was reviewed. A thematic analysis of selected user generated data was then undertaken to investigate consumers' attitudes to placements as they are expressed in social media. Six key propositions are established to aid future research.

### **The Local-Global Interplay in a Mediterranean Context: The Case of Soda Brand Hamoud Boualem**

Amina Djedidi, Université Paris Est Créteil

Nacima Ourahmoune, KEDGE Business School

Daniele Dalli, Università di Pisa

**ABSTRACT:** This paper is about South Mediterranean iconicity case in a product category that typically reflects Western life, i.e., soda. By investigating local brand icon, Hamoud Boualem, we discover a tale that is integrated in the history, the culture and the identity of Algerians and more interestingly coastal ones. Hamoud Boualem executives, stakeholders and consumers discourse reveal mythical and mysterious aura to explain Hamoud Boualem success that is tightly woven into cultural and spiritual frame. The picture of a socio-historical and spatial-temporal embeddedness of Hamoud Boualem in the Algerian context offers a reversal of meaning of soda global leader Coca-Cola; it is no more an international leading brand bringing a western way of life, it is rather a global brand (re)appropriating what happens to be a local and cultural cornerstone.

### **Session 5C (Adventure)**

#### **Special Session: Networked Object Agency in the Socio-Material Ordering of Consumers' Lives**

Session Chair: Hope Jensen Schau, University of Arizona

Session Discussant: Linda L. Price, University of Oregon

#### **Enhancing Wellness: Melding Humans and Objects with Common Purpose**

Hope Jensen Schau, University of Arizona

Ignacio Luri, University of Arizona

#### **A Family Affair: Home Technologies as Emergent Agency**

Pao Franco, University of Melbourne  
Robin Canniford, University of Melbourne

### **Consumer-Object Relationship Styles in the Internet of Things**

Donna L. Hoffman, George Washington University  
Thomas P. Novakm George, Washington University

This special session examines object and actor interactions in order to enhance understanding of the complex relational patterns that unfold as networked objects interact with human and non-human actors. We use the far-ranging, diverse apparatus of assemblage theory as the enabling lens in order to stress the co-functioning of the multiplicity of heterogeneous actors, their liaisons, relations, and different natures (Canniford 2015; Delanda 2016; Price and Epp 2015). Specifically, we highlight how networked object and human interactions evolve new complex relational patterns and capabilities. Each of the papers uncovers the changing dynamics of object-human interactions foregrounding new technologies that organize, shape and change consumers' personal and family lives. We explore whether and how an assemblage of objects and humans interacts to homogenize the assemblage's own components, negotiating norms and rules, and mobilizing emergent capabilities, resources and efficiencies (Deleuze and Guattari 1987). The three papers in this session focus on the assemblage relationships and norms that unfold as networked objects interact with humans. Each of the papers is broadly consistent with the conference themes underscoring how technology is materially transforming the character of self and home. We anticipate this session will be of interest to a wide audience of CCT scholars, including those: theoretically interested in materiality, innovation integration, object ontology, assemblage theory; substantively interested in technology, wellness, family and home; and those personally interested in how technologies such as Apple Watch and Alexa have ordered, normed and altered their daily lives.

### **Session 5D (Safari)**

#### **Round Table: CCT Perspectives on Macromarketing: Intersections and Interrogations**

Session Chairs: Chairs: Ozlem Sandikci and Olga Kravets

Session Participants: Soren Askegaard, Bernardo Figueiredo, James Fitchett, Ashlee Humphreys, Lisa Penaloza, Chloe Preece, Craig Thompson, Terrence Witkowski, Rohit Varman and Mark Patterson.

We propose this roundtable with the goal to lay the foundations for the special issue of Journal of Macromarketing titled "CCT Perspectives on Macromarketing" that seeks to further the dialogue between CCT and Macromarketing approaches and contribute to the critically-oriented analyses of the interactions of markets, marketing, and society.

The field of Macromarketing has developed as an inquiry into the market-society interaction. From its inception, Macromarketing described its focus as "the study of (1) marketing systems, (2) the impact and consequences of marketing systems on society, and (3) the impact and consequences of society on marketing systems" (Hunt 1981). Since then, Macromarketing scholars have been studying issues such as marketing systems, socioeconomic development, ethics and distributive justice, globalization, sustainability, well-being and quality of life in the context of market-society interaction. More recently, there has been a growing interest in cultural aspects of markets and market systems (see e.g., Askegaard and Kjeldgaard 2007; Brown and Campelo 2014; Eckhardt and Mahi 2012; Kadirov and Varey 2011; Kravets 2012; Visconti, Minowa and MacLaran 2014; Yngfalk and Yngfalk 2015). While this stream of research illustrates the productive value of cultural perspectives on markets, it also reveals that many cultural aspects remain understudied.

Similarly, since the first CCT conference in 2006, the CCT community has developed into its own research field (Askegaard et al 2013). The CCT scholars made huge strides in advancing the cultural approaches within consumer research and marketing (Thompson et al 2013). And, with the growth of the CCT field came the questions about the domain, boundaries, and focus of CCT research (e.g., Fitchett et al 2014). In particular, Askegaard and Linnet (2011, 386) questioned "one-sided attention to the self-realizing individual" and called for a greater attention to the "context of context" (389). In recent years, there has been a notable shift in CCT research toward considering the broader political and social contexts of consumption (Dolbec and Fischer 2015; Giesler and Veresiu 2014; Humphreys and Thompson 2014; Scaraboto and Fischer 2013). Still, much more research is needed to understand how consumption "participates in the constitution of society" (Askegaard and Linnet 2011, 396), and importance of markets formation and change therein to such constitution of society.

We see the CCT and Macromarketing research fields to be aligned and intersecting in certain aspects of their inquiry, yet lacking in a substantive scholarly dialogue around those common areas of research. For this roundtable, we invite scholars (a) to reflect on the aspects of convergence/divergence between CCT and Macromarketing research projects; and (b) to identify and discuss the areas of potentially productive cross-pollination between these two research streams. Ultimately, our

goal is to stimulate debates on how to reinvigorate the 'macro' in both Macromarketing and the CCT. Specifically, we invite participants to draw on the CCT perspectives to devise old/new languages to think, imagine, and explore the dynamics of market, marketing, and society interactions in the contemporary world.

### **Session 5E (Mark Twain)**

#### **Special Session: Drugs, Babies, and Energy: When Technologies Shape Markets and Consumption**

Session Chairs: Laetitia Mimoun, HEC Paris and Lez Trujillo Torres, University of Illinois at Chicago

Session Discussant: Eileen Fischer

#### **Consumer Futurescapes: Cultural Imagination and Sustainable Energy Technology**

Thomas Robinson, University of London

#### **When Technologies Drive Market Legitimization and Expansion: The Case of Assisted Reproductive Technologies**

Laetitia Mimoun, HEC Paris

Lez Trujillo Torres, University of Illinois at Chicago

Francesca Sobande, University of Dundee

#### **As Technology Surpasses Regulation: The Emergence of a 'Legal' Recreational Drug Market**

Alison Joubert, University of Queensland Business School

The modern world has undergone extreme social and material change over the last decades with substantial implications for accelerated consumer experiences (Rosa 2012). Technologies play an essential role in this process. Firstly, as affordances that 'enable' ever-more communication and interaction. Secondly, as 'constraints' that force a perception of time scarcity on to consumers, leaving them exhausted and overspent (Rosenberger and Verbeek 2015, 133). This special session considers the agentic and structuring role of technology in this regard, which dynamically and reciprocally influences consumer behaviour and market change through the experience of time (Giddens 1979, 74-75).

The three papers each take a different perspective. They combine micro-, meso-, and macro-level approaches in order to revisit consumer technology and its innovation. Methodologically addressing the intersection and interaction of analytical levels reveals how technology shapes, changes, and assists the function of human imagination and the hyperreal (Baudrillard 1994) in consumption and markets. However, and as a major point of innovation, it can do so while adopting non-agentic views of consumer behaviour and temporal imagination.

More specifically, the session addresses multiple temporalities by showing how material technology is dependent on imagined futures, how technology is reinvented over time with consequences for market development, and how technology creates the future by enabling new human life. In unison the case is thus made for non-linear market dynamics in multi-centred and decentralized contexts (Askegaard and Linet 2011).

The first paper pushes the boundaries of consumer research definitions of technology by including its temporal dimension. This study of hyper-real consumer imaginaries in Denmark and the United Kingdom explicates how sustainable energy technology interacts with consumer imagination of the future. More specifically, this comparative study shows how consumer time is culturally heterogeneous. The second paper takes a meso-level approach to market expansion driven by a highly-risky technological innovation. It does this through a study of the assisted reproductive technology market in the United Kingdom and the United States. This paper illustrates how innovation-driven market expansion clears the path for the legitimization of new consumer segments such as LGBTQ and geriatric parents. Finally, the third paper adopts a historical view to market change exploring how shifting legal boundaries to the drug markets are a source of technological innovation. Constant legal mutations trigger repetitive cycles of market shrinkage and expansion according to evolving technological affordances.

This session aims to foster provocative debate by exploring novel epistemological, ethical, and institutional dimensions of consumer technology that together substantiate a more inclusive, active, and holistic approach in CCT. This would be an approach to consumer technologies that not only includes, but aligns and incorporates temporality, materiality, embodiment, and ideology. In addition, it participates in the broader consideration of the hyper-real and cultural hybridization, showing how the acceleration of incremental changes must bring fluidity (Bauman 2005) to our understanding of markets' and consumers' boundaries evolution. At the heart of the session is an attempt to diagnose the effects of extreme social and material change through technology by gauging how it shapes markets and consumption.

## SESSION 6: 10:30 am - 12:00 pm

### Session 6A (Monorail)

#### Competitive Track: Materiality, Consumption and Maintenance

Session Chair: Henri Weijo, Bentley University

#### Experiencing Resonance in Liquid Consumption via Deceleration on the Camino de Santiago

Katharina C. Husemann, Royal Holloway, University of London

Giana M. Eckhardt, Royal Holloway, University of London

ABSTRACT: Recent consumer research has suggested that in liquid consumption, marked by flexibility, movement, lightness, speed and access, consumers find it increasingly difficult to build meaningful, safe, durable, and trustworthy connections to the social, cultural and material world that usually prevails in more solid consumer lifestyles (Bardhi and Eckhardt 2016). In this study, we investigate the role of speed in this. We find, based on ethnographic data from the Camino de Santiago pilgrimage in Spain, that (1) consumption is liquid on the pilgrimage. (2) The pilgrimage is an oasis of deceleration (Rosa 2013), with deceleration happening in three ways: embodied, technological and episodic. This decelerated liquidity allows consumers to (3) experience meaningful and resonating relationships (Rosa 2016) to themselves, to others, to materiality, to the environment, and to the sacred. This study contributes to consumer research by highlighting the role of pace and speed in managing the challenges of liquid consumption.

#### Vinyl Lives: Materializing Music

Karen Fernandez, University of Auckland

Michael B. Beverland, Royal Melbourne Institute of Technology

ABSTRACT: This paper unpacks the relationships between tangibility and materiality using the context of vinyl records. We interpret data from 26 in-depth interviews augmented with longitudinal participant-observation of vinyl collecting and observations of multiple music store events. Our findings reveal that even digitally literate vinyl collectors value vinyl for the layers of tangibility that makes each singularized item a nexus between collectors and the music, musicians, their own history, and other people. The physicality of vinyl facilitates the performativity of music and musical tastes. Physicality also permits an interactive experiential personal history with an anthropomorphized manifestation of music that makes vinyl material. This research highlights the importance of tangibility in imbuing objects with significance. We move the field forward by reconciling different perspectives of materiality (physicality, performativity and interactivity) to demonstrate how consuming music in material form results in its materiality.

#### Humility of Things: Analyzing Material Culture's Salience in the Erotic Industry

Luciana Walther, Federal University of Sao Joao Del Rei

ABSTRACT: This paper discusses how erotic products' and sex shops' materiality may impact women's behavior by being humble or salient. Thirty-five in-depth interviews were conducted with female erotic products consumers and sex shop saleswomen in Brazil. Participant observation took place in sex shops and trade events. This paper focuses primarily on results from observation. Data were articulated with Miller's Dialectical Theory of Material Culture (2010), specially with the concept of humility of things. Following Peñaloza and Cayla's suggestion (2006), photographs and fieldnotes were used as material do be interpreted, and not merely as illustrations of what was seen in the field. Consumption artifacts in the erotic industry were analyzed as humble or salient (Miller, 2010). When humble, they worked as effective normative frames, guiding consumer behavior in sex shops towards triviality, relaxation and purchase. When salient, they made consumers insecure and embarrassed.

#### Maintenance Practices: An Ethnography of Baltic Sea Sailors

Emma Salminen, Aalto University School of Business

Henri Weijo, Bentley University

Diane Martin, Aalto University School of Business

ABSTRACT: Ownership is a fundamental part of consumption and thus of great interest to consumer research. Previous studies have uncovered different ownership meanings and investigated differences between exchange modes, such as sharing versus proprietary ownership. Yet these studies have overlooked significant practices of ownership, in particular maintenance, grooming, divestment, and other ritualistic forms of provisioning. This paper explores the performance of ownership through a practice-theoretical lens using ethnographic methods, in the context of sailing in Finland. We introduce

a hierarchical set of overlapping ownership practices that work at the individual, communal and performancescape levels. We also discuss how meanings of ownership evolve as competence grows along all the three levels.

### **Session 6B (Castle)**

#### **Competitive Track: Navigating identity**

Session Chair: Pilar Rojas Gaviria, Pontifica Universidad Catolica de Chile

#### **Black Diasporic Identity (Re)Mediation**

Francesca Sobande, University of Dundee

**ABSTRACT:** This paper examines how engagement with depictions of Blackness in media and music, may be incorporated into the ongoing development of Black identities, including in strategic and self-reflective ways. Prior research on the commodification of Blackness, and ethnic consumer behavior, fortified foundations for work that elucidates such matters in relation to the experiences and representations of Black people beyond the United States (US). Through analysis of in-depth interviews with Black women in Britain, this paper contributes to understanding of how processes of cultural hybridization and diasporic identity (re)affirmation, may manifest amidst consumer culture. It includes observation of the nuanced way that online content-sharing experiences may be implicated in such activity. In exploring these issues, there is analysis of interracial, intraracial and intergenerational dynamics, which can underpin market activity related to how people make sense of their diasporic identities, as well as how others attempt to do so on their behalf.

#### **Poetry Beyond Poetry: Consumers' Poetic Projection During Heart Breaking Times**

Pilar Rojas Gaviria, Pontifica Universidad Catolica de Chile

**ABSTRACT:** Drawing on the intimate and moving memoir written by Smith and Gasby (2016) on how one of them became an early Alzheimer's patient and the other a devoted caregiver, this think-piece illustrates how consumption discoveries, trials and engagements during heart-breaking times can be read through the metaphor of poetic projection. The manuscript elaborates on how poetic projection captures a part of life that may not be covered when studying consumers' lived experiences through the metaphor of the narrative. The proposed poetic projection metaphor deals with the poetic side of existence, rather than the poetic form that is specific of and ruled by literary expression.

#### **Egalitarian Enclave? How Meal Consumption in a Religious Movement Temporally Collapses Socio-Economic Disparity**

Ateeq Rauf, Information Technology University

Ajnesh Prasad, Tecnologico de Monterrey

**ABSTRACT:** Economic inequality has been highlighted as a pervasive problem in more advanced societies. The authors of the present study, however, note that the issue is apparently more detrimental in less advanced countries. The current investigation discusses the phenomenon of meal consumption in a religious setting that offers the possibility of socially imbued systems of inequality being subverted temporarily. Drawing on a long multi-sited ethnography and in-depth interviews, this study shows how meal consumption in the orthodox Islamic group Tablighi Jamat serves to bridge social divides, particularly economic ones. The discussion helps broach the conversation that culture and consumption may be considered as critical and legitimate agents of analysis when tackling social inequality.

### **Session 6C (Adventure)**

#### **Competitive Track: Consuming the Myth, Magic and the Sacred**

Session Chair: Toni Eagar, Australian National University

#### **David Bowie is Different and I Can Be Different Too: Enacting Difference Across Identities**

Toni Eagar, Australian National University

Andrew Lindridge, The Open University

**ABSTRACT:** We explore how David Bowie as a transitioning resource provided a catalyst for others to discover their own difference. Using the psychodynamic concept of Thirdness, we undertake a two-part data analysis. First reviewing over 600 Bowie articles to create a historical overview of Bowie's career and difference. Second, we analyse 24 interviews with Bowie fans and their relationship to difference. We found a process of feeling, discovering, articulating and translating difference. Thirdness was required by individuals to enter the transitional space where new ways of being are manifested. This runs counter to current conceptions of celebrity influence that assumes a bare repetition through using celebrity materials to copy

the celebrity others' image, lifestyle and meanings. Intersubjective difference from a Thirdness perspective requires new conceptions of celebrity influence to account for the process of transitioning the self found in this study.

### **“Satoshi is Dead. Long Live Satoshi”: The Curious Case of Bitcoin’s Creator**

Mariam Humayun, York University

Russell Belk, York University

**ABSTRACT:** In this paper, we focus on the mythic nature of the anonymous Bitcoin creator, Satoshi Nakamoto. Drawing on ideas from Foucault and Barthes on authorship, we analyze the notion of the absence of the author. Based on interview data, participant observation, archival data and a netnography, we examine the discourses that emerge in the wake of multiple Satoshi Nakamoto exposés that serve as both stabilizing and destabilizing forces in the Bitcoin ecosystem. We analyze the different interpretations of Satoshi Nakamoto through his own text and how his readers interpret him. We identify how consumers employ motifs of myth and religiosity in trying to find meaning in Satoshi’s disappearance. Our findings provide a richer understanding of the nature of anonymity in our hyper-celebrity culture and the mystique of the anonymous creator.

### **Celebrities in the Co-optation of Veganism**

Outi Lundahl, Maastricht University

Alexander Henkel, Open University

**ABSTRACT:** In this paper, we uncover the two-fold role celebrities have played in the co-optation of veganism in the UK. Through longitudinal media analysis, we show that the co-optation of veganism has taken place via the celebritisation of a parallel movement – environmentalism. Whilst the scientific and political discourse of the environmental movement then legitimized veganism in the media to an extent, it was the celebrity involvement which diluted the message. Later, the persistent celebrity involvement associated veganism with health and weight-loss and, thus, obligation to oneself instead of good of the commons. Through this new framing and new vocabulary veganism severed its ties with both the animal rights and environmental movement thus finally co-opting veganism. We illustrate this through a novel stage model of co-optation which highlights the consecutive processes of celebritisation and co-optation in the vegan movement.

### **Session 6D (Safari)**

#### **Special Session: Firearms in America: Meaning Creation and Transference**

Session Chair: Kevin D. Bradford, University of California, Irvine

Session Discussant: Marcus Geisler, York University

#### **Building Frames that Resonate: The Movement to Prevent Gun Violence**

David K. Crockett, University of South Carolina

#### **Consumption and Brand Communities in American Gun Culture**

Terrence H. Witkowski, California State University, Long Beach

#### **A Historical Perspective on Fear as a Powerful Motivator for the Consumption of Firearms**

Kevin D. Bradford, University of California, Irvine

This session provides insight into the importance of firearms to the culture and American society. Americans consumers are in private possession of over 300 million firearms (that are non-military and non-civic service private ownership) (US Department of Justice, 2011). Additionally, over the course of history of the United States firearms and their proliferation have been profoundly instrumental to consumers and important to our society. In spite of this, firearms carry the amazing burden of multiplicative and incendiary connotations to consumers in our society. Firearms are associated with a remarkable scope of harm and costs to society. There are over 475,000 violent crime incidents where a gun was visibly used per year in the United States. Each day in the United States 309 people are shot and 96 of them die (48 of the people shot are children and teens of which 7 die) (Office of Justice Programs 2011; Brady Center 2017). For children and teens, firearms death is the second leading cause of death in the United States (Children’s Defense Fund 2014). Costs to society are estimated to be about \$100 billion per year and that does not incorporate the psychological costs to victims, their families and friends, witnesses, or persons in close proximity to where a shooting may have occurred (Cook and Ludwig 2000). On face value the control of firearms appears to be a national emergency especially when compared to other industrialized countries. Nevertheless, firearms remain a legal and federal policy anomaly and a source of fierce and ubiquitous debate as it pertains to the extent to which the marketing of firearms should be controlled in today’s society. This special session provides a foundation of understanding firearms in America.

Consumption in the firearms space is unique. Consumers are willing to fight on numerous fronts and in many different ways simply for the right to purchase and possess firearms with limited impediment or rules that may prevent them from purchasing or dissuade others from purchasing firearms. Also, there is a part of the American public that is fiercely dedicated to fighting regulation on access to firearms (CNN, ORC International Poll 2015). Thus the access to firearms debate is extreme and is played out in American culture on a daily basis. Even as the debate rages, citizens are becoming more concerned and attentive to firearms policy as more is understood about this intricate tripartite relationship between consumers, firearms, and the firearms industry. Currently, there are few directly related contributions from marketing academe to the debate or understanding of the relationship between consumers, their firearms, and the firearms industry. This session will contribute to vital understanding of this tripartite relationship and will be accompanied by a synthesized analysis of an expert discussant.

The presentations in this session will triangulate to present viewpoints that endeavor to provide background and understanding beyond the commonly and almost universally understood statistics that have been pillars in the firearms debate for years. The first paper approaches firearms from the perspective of how the gun violence prevention movement can be positively affected by using a resonant collective action frame. This author investigates efforts of an organization to create a collective frame using a definitive ideological discourse. The second author investigates the history of the meaning of firearms and approaches this research from two perspectives, the development of brand/consumption communities and the movement of meaning of firearms for consumers in the United States (McCracken 1986). The third author takes a historical perspective to derive how the concept of fear has been elaborately related to the consumption and possession of firearms in the United States. Each author contributes unique knowledge of the American Gun Culture.

### **Session 6E (Mark Twain)**

#### **Interactive Workshop: How to Write Your First JCR Paper: An Interactive Workshop for PhD Students**

Ahir Gopaldas, Fordham University  
Ashlee Humphreys, Northwestern University  
Bernardo Figueiredo, RMIT University  
Eileen Fischer York University  
Marie-Agnes Parmentier

Most qualitative research articles can be divided into four major parts: the frontend, the methods, the findings, and the discussion. This workshop will offer step-by-step advice for writing each of these four parts. PhD students frequently devote months, if not years, to writing a new paper. Despite their best efforts, the vast majority of these papers are rejected by top academic journals. Accordingly, this workshop also aims to explain some of the key reasons that scholarly articles are rejected and illuminate how to reduce the likelihood of rejection.

## **GENERAL SESSION: 1:30 pm - 3:30 pm**

**Location: Magic Kingdom Ballroom**

### **General Session: The Role and Impact of CCT**

Session Moderator: David Crockett, University of South Carolina

This session evolved from feedback and concerns within the CCT community, given the current cultural and global issues facing academics and our wider communities. This session will allow CCT attendees to collectively discuss important current and future issues and air their concerns and opinions. A mix of senior and junior CCT scholars, current and prior editors of journals publishing CCT related research, and members of the CCT Board (past and current) will participate on the panel. Each panel member will introduce themselves and give a quick synopsis of their view of the current and future role of CCT, after which we will invite questions and comments from the audience.

## **Program for Wednesday, July 12, 2017**

### **SESSION 7: 8:30 am - 10:00 am**

#### **Session 7A (Monorail-A)**

##### **Competitive Track: Market Tourism**

Session Chair: Athinodoros Chronis, California State University, Stanislaus

### **Strategic Staging: The Making of an Imperial City in the 21st Century**

Athinodoros Chronis, California State University, Stanislaus

**ABSTRACT:** In this study, I use the theoretical framework of staging in order to unpack the ways in which service providers orchestrate the strategic construction of place as a particular tourism imaginary. Ethnographic work at St. Petersburg, Russia, reveals four groups of staging strategies employed by tour guides in order to construct St. Petersburg as an Imperial City: Stage-Setting, Emplacing, Regulating, and Amplifying. I extend existing scholarship on the production of servicescapes through communicative and material staging by arguing that places of/for consumption are produced bodily too. Consumer's body is not a mere external onlooker but is part of the surrounding space, in constant interaction with it, and as such, it participates in the construction of meaningful place through body-space staging. I also contribute to the role of guides in their intricate effort to interweave storytelling, materiality, and body-space as an exemplary political act of selectivity and exclusion.

### **Impact of WWOOFing as an Alternative Tourism on Sustainability: Implications for Sustainability Education**

Handan Vicdan, Emlyon Business school

Soonkwan Hong, Michigan Technological University

**ABSTRACT:** We study WWOOFing as an alternative tourism practice and its implications for sustainability education. Through analyses of netnographic data from WWOOF web-platforms, and interviews from field studies in three WWOOF farms, we develop a taxonomy of WWOOFer motivational profiles, and explore how it influences WWOOFer attitudes and practices towards sustainability.

### **Affect, Fantasy and 'Social' Services: Towards a Critical Theory of the Service Encounter**

Aron Darmody, Suffolk University

Detlev Zwick, York University

**ABSTRACT:** In this paper we draw on a detailed exegesis of the pub, a social space that must also perform as an economic space, to develop the concept of 'pure service', which describes the fantasy of service as a social and altruistic act outside the reality of the cash nexus. In so doing we investigate what is an interesting contradiction of marketing – where selling a service seems to depend on the provider's ability to act as if the service was in fact not sold. In other words, we suggest that service marketing is successful precisely when it can conceal its very own nature. Therefore, and against the recent wave of post-ideological (pragmatist) approaches to studying how marketing functions in shaping market exchanges, we insist that marketing and consumption in general, and service marketing and service consumption in particular, are best understood ideologically.

### **Amazing Information: Hyperreality and "The World of Wicked"**

Kent Drummond, University of Wyoming

Susan Aronstein, University of Wyoming

Terri Rittenburg, University of Wyoming

**ABSTRACT:** Using participant observation, the authors examine a promotional exhibit for the Broadway musical Wicked, entitled "The World of Wicked," at an upscale shopping mall in Denver, Colorado. Hyperreality, as defined by Eco and Baudrillard, is brought to bear on this exhibit. Impressionistic findings reveal that by facilitating embodiment, encouraging intense emotional arousal, and providing a sense of community, the exhibit is a metonym for the show itself.

### **Session 7B (Monorail-BC)**

#### **Competitive Track: Transgression, Acculturation and Marginalization of Consumers**

Session Chair: Amy Yau, Cardiff University

#### **The Role of Transgression and Capital for Globally Mobile Consumers and Their Return Home**

Amy Yau, Cardiff University

**ABSTRACT:** This paper introduces and uses transgression theory to consumer acculturation research to contribute to the understanding the process of negotiating the consumption practices and meanings when migrants return home. Through 27 in-depth interpretive narrative interviews and transgression as an enabling theory, this paper contributes to the understanding of what happens when migrants go through the consumer acculturation phase in the culture of host (CoH) and subsequently returns home to their culture of origin (CoO), a notion we call 'consumer re-enculturation'. It outlines the boundaries and the enacted transgressions to negotiate the tensions. The research contributes theoretical insights that help us better understand acculturation practices of migrants when in the host and back in the home culture. The paper provides a typology

of transgression, its influences and with its characteristics, to enable an understanding of how transgression is enacted in strategies of negotiating contestations in various consumption contexts.

### **The Thrift Store as Market Heterotopia, Agency, and the Low-Income Consumer**

Mariella C. Zavala, University of California, Irvine

**ABSTRACT:** Using Michel Foucault's concept of heterotopia, this paper explores the implications of destabilizing material dimensions in the thrift store market context. A heterotopic space is a "space of difference" that can juxtapose in a single real place several incompatible sites (Foucault and Miskowiec 1986). The thrift store is presented as a heterotopic market space that involves destabilizing moments in the concentration of competing discourses, making social order more apparent. Seeing this disruptive aspect as an opportunity, this paper proposes that heterotopic market spaces can be leveraged to affect positive social change. In particular, this paper focuses on the thrift store heterotopic market space and low-income consumers as the notion of agency present in different discourses is materialized in this site.

### **A Foucauldian Approach to Iranian Immigrant Consumer Acculturation in the Context of Australia**

Sorush Sepehr, University of Newcastle

**ABSTRACT:** This article aims to address the gap in consumer acculturation research on how immigrant consumers' subjectivity and the so-called acculturative forces are related and integrated in the formation of immigrant consumers' identity projects. For this purpose, a Foucauldian approach to the formation of the human subject is adopted as the theoretical lenses to study Iranian immigrants' consumer acculturation in the context of Australia. It is found that the formation of two identity projects amongst participants is largely patterned through their involvement in power relations with regard to three identified discourses of Iranian discourse of nationalism, the discourse of anti-immigration and Islamophobia and Australian (Western) consumer culture.

### **Session 7C (Castle)**

#### **Competitive Track: The Role of Gifts**

Session Chair: Chihling Liu, Lancaster University Management School

### **The Lover and the Savior: Gift Giving within Mother-Daughter Dyads**

Chihling Liu, Lancaster University Management School

Xin Zhao, Lancaster University Management School

Margaret Hogg, Lancaster University Management School

**ABSTRACT:** Previous theories have conceptualized gift giving as a form of desirable transaction that helps to sustain and reinforce social ties. Gifts are usually intended to be desirable and appreciated. In this explorative study, we examine cases in the mother-daughter dyads in which gift giving may evoke conflicts and ambivalence rather than appreciation. We seek to understand: 1) what are the different types of gift givers within the mother-daughter dyad? and 2) how might different types of gift givers influence the dynamics of mother-daughter relationships through gift giving?

### **Crunch My Heart! It Falls for You: Re-theorizing Chocolate Gift-Giving as Carnal-Singularity in Consumer Culture Theory**

Marjaana Makela, University of Westminster

Shona Bettany, Liverpool John Moores University

Lorna Stevens, University of Westminster

**ABSTRACT:** This paper augments consumer culture theorizing around subject-object relations with a feminist intervention into how materiality is conceptualized. It introduces the concept of carnal-singularity, drawing on the work around singularity (Epp and Price, 2010; Belk and Coon, 1993; Kopytoff, 1986) to recover the body as a significant materiality in analyses of object agency within the context of the gift giving of chocolate across Finland, France and the UK. We conclude that understanding how the carnal-singularity of the chocolate, that is the processes and degrees by which the body of the woman (gifter or recipient) imbues the chocolate, is important for not only our understanding of the giving and consumption of chocolate but also how this produces and reproduces gendered and sexualized cultural and societal structures.

### **Exploring the Practice of Lending Special Possessions**

Jamal Abarashi, Otago University

Shelagh Ferguson, Otago University

**ABSTRACT:** Despite being a ubiquitous form of resource circulation, consumer research neglected informal lending practices. Existing gift exchange theories conceptualise purchase and shopping for gifts, transfer of gifts between gift partners, and post gift exchange behaviour; however they fall short in explaining the mechanism underlying lending practices. Drawing on lending practices of special possessions in the context of designer items such as women's handbags and dresses, this article reveals the mechanism underlying such practices. This article indicates that unpacking the process of lending helps better understand how consumption resources are circulated and how reciprocity norms and obligations are regulated in gift exchange relations.

## **Session 7D (Adventure)**

### **Special Session: Technological Systems in the Making: Techno Social Imaginaries**

Session Chair and Discussant: Hope J. Schau, The University of Arizona

#### **Marketplace Protocols in the Making: The Case of Blockchain Technology**

Burcak Ertimur, Fairleigh Dickinson University

Markus Giesler, York University

Ela Veresiu, York University

#### **Political Economy of Techno-material Assemblage: A Governmentality of Technology**

Ahmet Suerdem, Bilgi University

Serhat Akkilic, Bilgi University

#### **Agency Clashes: How Consumers Negotiate Their Agency with Intelligent and Autonomous Technological Systems**

Behice Ece Ilhan, DePaul University

Gokcen Coskuner-Balli, Chapman University

This session centers on contemporary technology consumption and examines how technological systems organize human-technology relations. It underlines Actor Network Theory (ANT) as an important conceptual and methodological tool for revealing complexities surrounding the organization of products as socio-technical systems. Specifically, the session aims to shift the attention away from the technical aspects of emerging knowledge technologies to the organization of everyday relations between the actors (i.e., humans, machines, ideas, and symbols) in the making of complex technological systems. The traditional approaches to consumer-technology relations are challenged, as the use of knowledge increasingly becomes an essential element in generating tangible and intangible value. The knowledge-intensive technologies are no longer conceived as ready-made objects to be consumed by human subjects, but as a system in the making, constituted by a constellation of social, material, and semiotic elements. This system integrates production, marketing, and consumption processes within a web of economic, social, political, organizational, and cultural processes (Edquist 1997). It also holds a variety of governance issues appropriate to the context, material, and semiotics that can only be understood in the context of everyday interactions weaving them. Techno social imageries in the title encompass both the present images and the future visions including fantasies of technological systems. Overall, the goal is to bring consumer scholars together to foreground "science and technology in the making" in contrast to "ready made science and technology" (Latour 1987).

The papers in this session adopt various approaches to understand contemporary technology consumption but focus on two common themes: (1) the making of technologies, and (2) technology systems (in comparison to dyadic consumer-technology relationships). The first paper focuses on how technological systems emerge, become institutionally acceptable, and ultimately shape consumption practices. The authors examine how technology modulates market systems by conceptualizing the construct of marketplace protocols as encoded rules and processes through which technology consumption gets structured. Focusing on the digital currency of bitcoin and its underlying blockchain technology as a marketplace protocol in the making, they illustrate how larger technological systems influence institutional frameworks and practices. The second paper focuses on how different actors negotiate individual benefits of technology versus social and ecological externalities related to these systems. The authors adopt a social-semiotic approach, which not only integrates the cultural with the socio-material, but also introduces political economy to semiotics. The thematic analysis shows how participants existentially problematize and assemble different subjectivities, objects, and ideas together to manage their relationships with the technology. The third paper examines how consumers negotiate their agency in these systems as they are entangled by the increasing agency of these intelligent and independent networks. The paper highlights the increasing product agency of autonomous and smart products that radically impacts consumers' relations with technology networks and illustrates the dynamics of "dance of agency" (Pickering 1995) in these systems.

The interplay between consumers and technological systems is at the cutting edge of consumer culture research. Taken together, these papers shed new light on market system dynamics and technology consumption literatures. Our discussant,

an expert on technology consumption and innovation, will summarize the three papers and lead the discussion on future research directions. We expect the session to generate interest among researchers who are interested in consumer culture theory, actor-network theory, and socio-technical systems.

### **Session 7E (Safari)**

#### **Special Session: Producing the Tasteful Consumer: The Construction, Transformation, and Contestation of Taste Regimes**

Session Chairs: Ankita Kumar, University of Wisconsin, Madison and Jonathan Bean, University of Arizona

Session Discussant: Jonathan Bean, University of Arizona

#### **What You Like: House Beautiful 's "River of Taste" and Domestic Consumer Culture**

Monica Pennick, University of Wisconsin, Madison

#### **"Home Starts Here": HGTV's Lifestyle Branding and Contemporary Design**

Samuel Dodd, Ohio University

#### **Is there a Home in this Neighborhood? Exploring the Competing Understandings of Taste Regimes in a Postwar Neighborhood**

Ankita Kumar, University of Wisconsin, Madison

Taste has recently become a focal point for research in consumer culture theory. Adding to the established perspective that examines how consumers employ taste in the performance of identity and social distinction (Arsel and Thompson 2011; Bourdieu 1984; Holt 1998; McQuarrie et al. 2013; Üstüner and Holt 2010), researchers have primarily examined how consumers use taste in aesthetic pursuits (Maciel and Wallendorf 2017). Conversely, Arsel and Bean (2013), drawing from practice theory (Hennion 2007; Warde 2014), direct attention to the market orchestration of taste as a practice. Despite this body of research, taste could be better understood through three related approaches: 1) grounded, empirical sociohistorical research on how tastemakers drive the construction and subsequent transformation of particular taste regimes and the associated marketplace (Harvey et al 2011); 2) study of how today's increasingly cocreative and transmediated environment continues to transform the practice of taste; and 3) more focus on contestations between — and overlaps of — sociohistorically constructed and transmediated taste regimes . These approaches can shed light on how contemporary consumers follow, interpret, influence, deflect, and challenge the normative aesthetic ideals of taste regimes.

We bring these approaches together to examine how consumers have been produced as agents of taste by tracing a history of dominant middle class tastes in the US from the 1940s to the present. First, we examine how the American consumer's preference for modernism was shaped by an influential tastemaker's folk theory of taste. Pushing aside tradition and the fear of risk, consumers were encouraged to experiment with innovative aesthetic arrangements and navigate the role of politics, economics, and design in taste. Second, we move to the present to consider the role of a media platform in constructing a tasteful consumer as one with the wherewithal to make their own decisions, in the process constituting the consumer as a creative agent who integrates advice, rather than one who simply follows an expert. The third and final paper examines how consumers with differing levels of cultural capital understand, interpret and practice tastes from their particular subject positions. When conflicts arise over taste regimes, a hierarchy becomes evident. Expertise in different taste regimes, such as midcentury modern decor (MCM) and DIY culture, does not contribute equally to social status. This paper is a direct response to Arsel and Bean's (2013) call that "future research inquire further about consumer resistance strategies to the hegemonic taste regimes mediated by the market, and to the social distinctions perpetuated by these hegemonies" (p. 914). The latter two studies explicate how consumers occupy multiple subject positions while highlighting the micropolitics of taste.

This panel makes three broader contributions. Arsel and Bean (2013) observed that the mediated nature of taste in contemporary consumer culture enrolls consumers in a "discussion" about what constitutes good taste. By exploring the market's role in constructing tasteful consumers we urge that this "discussion" is better understood as a struggle between cultural producers and consumers. Second, and in response to Arsel and Bean's call for work on the possible democratizing effects of mass-mediated tastemaking, we find that distinction continues to play a pivotal role in the formation, transformation and continued separation between taste regimes. Third, the proposed session seeks to increase the interdisciplinary reach of CCT by creating a conversation with design historians, finding new points of connection for social theory, and illuminating the value of the sociohistorical approach to understanding contemporary consumption phenomena (Bean 2016).

## SESSION 8: 10:30 am - 12:00 pm

### Session 8A (Monorail-A)

#### Competitive Track: The Role of Food

Session Chair: Andre Carvalho, FGV

#### **Food Culture Hybridization in Emerging Markets: The Role of Women in Cultural Encounters**

Andre Carvalho, FGV  
Felipe Gerhard, UECE

**ABSTRACT:** This study was conducted over three years, using quantitative and qualitative research techniques, and explored how and in what ways consumers' everyday experiences are impacted by ethnic food; particularly, the impact as a "self" and identity creator, in the Brazilian context, of women's role as the ones responsible for nourishing the family. This research's findings may reach beyond the food choice or ethnic discussions to shed a light on women's role in cultural encounters. Moreover, it reinforces the idea that eating transcends the act of food consumption, and that it is a strong symbolism for engaging in social interaction. It has been shown that consumers appropriate foreign cultural elements in order to reorganize the intrinsic meanings of their own cultural context. In this case, research findings show that the cultural values related to ethnic cuisine are not entirely transferred to Brazilian homes, and as a consequence the concept of "fusion food" arises.

#### **Medicalization in Finnish Functional Foods: The Normalization of Medical Disorders**

Jack Tillotson, Aalto University

**ABSTRACT:** Medicalization - a process by which social and cultural practices become defined and treated as medical issues (Conrad 2007) - is a widespread phenomenon in social life but remains understudied in consumer research. This paper examines functional food consumption as a form of medicalization. The health benefits of functional foods come from medical claims associated with food-related diseases. Thus, consumers define and treat cultural practices like eating in medical terms (Conrad 2007). Like Peñaloza and Barnhart's (2011) 'normalization of credit/debt,' I build upon Foucault (1984, 2006) to develop a new framework for the 'normalization of medical disorders'. I examine the normalization of medical disorders as consumers negotiate and organize around discourses surrounding the functional food market. My framework for normalization focuses on institutionalization, subjectification, and socialization. Medical disorders become institutionalized and socialized into talk about functional foods. As such, disease makes up the consumer subject position. Medicalization is a productive form of power that reinforces the social construction of disease in the marketplace. My model of normalization integrates organizational studies with consumer research by examining the way micro-level activity creates social order. The medicalization of eating normalizes food-related disease. In turn, it explains increasing consumer demand for functional foods.

#### **Catching the Health Wagon: Consumers' Strategies of Control in Healthy Food Consumption**

Meltem Türe, Skema Business School - Université Lille  
Sinem Atakan, Ozyegin University

**ABSTRACT:** Debates about healthy food have once again come to the fore as obesity rates increase in most parts of the world and more people suffer from diet-related illnesses (e.g., diabetes, cancer). This study focuses on consumers' (mundane and special) practices of cooking and eating to understand how they – with the help of or despite other actors – adopt what they perceive as healthy eating behaviors. A two-step methodology consisting of a netnography on blogs and websites on food and cooking, and in-depth interviews with consumers and dieticians provides the data set. We find that while some aspects of healthy food consumption are clearly defined, consumers still feel overwhelmed by the amount and variety of information. We discuss four strategies through which consumers try to establish control over their food consumption as well as their general well-being and life in the long-term. Our findings have various implications for policy-makers and consumer researchers.

### Session 8B (Monorail-BC)

#### Competitive Track: Cultural Conceptions and Stigma: Fighting against the Norms

Session Chair: Shona Bettany, University of Westminster

#### **The Viscosity of Stigma**

Ana-Isabel Nölke, The University of Edinburgh  
Stephanie O'Donohoe, The University of Edinburgh

**ABSTRACT:** Since Goffman's (1963) seminal work, many studies of stigma have suffered from one-dimensional theorising and limited engagement with context. Most importantly, little consideration of broad societal changes and (post-)postmodern discourses in this domain has resulted in a dearth of research into structural macro dynamics and their interplay with individual micro-level factors. Building on Bauman's (2000) concept of 'liquid modernity,' and Bourdieu's (1984) theory of practice, this paper develops a theory of stigma as viscous rather than static and fixed, illustrated with data from the life stories of 20 sexuality and gender non-conforming individuals. Stigma is conceptualised as inherently ambivalent, constantly flowing within and across both individuals and contexts. This provides a richer understanding of stigma and how it is enacted in consumer culture, enabling a critical analysis of the dialectic relationship between individuals and their environment.

### **Who Are You Calling Gay? Theorizing Disidentification within Cultural Conceptualizations of Sexual Health Risk in Men Who Have Covert Sex with Men (MCSM)**

Shona Bettany, University of Westminster

David Rowe, Open University

**ABSTRACT:** In this paper we explore the HIV risk-related practices of men who have covert sex with men (MCSM), as a sub group of consumers engaging in covert or secretive, stigmatised practices. We develop a novel combination of the concepts of disidentification and competing, socially constructed risk contexts to thematise our data, demonstrating the heterogeneity of this sub-cultural group and their risk amelioration practices. We conclude by extending the thematic analysis to propose a radical constructivist reworking of the disidentification process, as an effect of heterogeneous networks rather than as an outcome of consumer choice that might be applied beyond the humanist consumer subject.

### **Rationalizing Physical Exercise Avoidance: A Social Norm Perspective**

Ilona Mikkonen, Aalto University School of Business

Handan Vicdan, Emlyon Business School

Jaakko Aspara, Hanken School of Economics

**ABSTRACT:** Drawing on 17 life-story interviews, with self-identified physical exercise avoiders, this research elucidates a taxonomy of exercise avoiders based on the relationship with physical exercise and the normative exercise discourse: (1) the adherent, (2) the indifferent, and (3) the transgressive exercise avoiders. These groups differ from each other in three dimensions: 1) internalization of the normative exercise discourse, 2) attempts to comply with the norm, and 3) sense of guilt and obligation vs. neutral and positive emotions as a result of physical inactivity. Findings yield important implications for social marketing and public policy concerning how to frame messages that change negative perceptions of exercise avoiders concerning physical exercise.

### **Session 8C (Castle)**

#### **Special Session: Managing Liminality and Self-Transformation in Liquid Modernity**

Session Chairs: Laetitia Mimoun, HEC Paris and Fleura Bardhi, University of London

Session Discussant: Eileen Fischer, York University

### **Betwixt and Between Consumption: A Critical Review of Liminality in Consumer Research**

Laetitia Mimoun, HEC Paris

Fleura Bardhi, City, University of London

### **The Fresh Start Mindset and the Reflexive Project of the Self**

Linda L. Price, University of Oregon

Robin A. Coulter, University of Connecticut

### **Consumers' Quests for Tranquility: A Marketplace Culture Interpretation**

Cele C. Otnes, University of Illinois at Urbana-Champaign

Ravi Mehta, University of Illinois at Urbana-Champaign

Hyewon Oh, University of Illinois at Urbana-Champaign

The goal of this special session is to contribute to the understanding of liminality and self-transformation, and discussions around how consumers manage them via consumption and the marketplace. Over the last three decades, liminality, a transitory state of between and betwixt (Turner 1969), and self-transformation have been a major stream of consumer research. The first aim of the session is to synthesize the existing literature and provide a framework for re-conceptualizing liminality and liminal consumption. Second, we deem timely a re-examination of liminality in the context of the challenges of liquid mo-

dernity (Bauman 2000, 2007), where individuals are engaged in ongoing life transitions and identity transformations without stable social structures and social scripts and rituals to manage them (Bardhi and Eckhardt 2016). Liminal experiences are not only more frequent but liminality has stopped being liminal. Thus, the session argues and demonstrates that consumption and the marketplace have become essential in managing liminality and facilitating reflexive self-transformations.

This session combines a conceptual paper, which offers a theoretical framing, and two empirical papers, which look at mindsets and marketplace spaces that facilitate and guide consumers involved with liminality. Based on a review of consumer research, the first paper delineates a framework of liminality, defines the notion of liminal consumption as a marketplace performance, and develops a future research agenda. Using collages and in-depth interviews, the second paper links the fresh start mindset, an implicit belief that people can make a new start, to the constant pressure for reflexive self-transformation in liquid modernity. This paper evidences the positive role of fresh starts in everyday life as well as constraints and ambivalence experienced as consumers willfully try to reinvent themselves in a reflexive project of the self. The third paper introduces the notion of marketplace tranquility, a mindset which helps consumers achieve a liminal parenthesis of positive, low arousal emotions within the marketplace as a way to manage the everyday. Based on in-depth interviews and focus groups, this paper explores the contradictions within marketplace culture between consumers' desire for tranquility and providers' norms and values.

Overall, the papers contribute through conceptual development by introducing three new concepts: liminal consumption, fresh-start mindset, and tranquil marketplace cultures; as well as advance current understandings of reflexive self-transformation and identity marketplaces. The session explores the role of the marketplace in providing consumers with the tools, competences, and spaces necessary to transcend and transform the self as part of their reflexive identity projects in liquid modernity. The topic of this session is expected to be of interest to a wide audience of CCT scholars, including those interested in liminality, life transitions, consumer identity, reflexivity, consumer ambivalence, consumer education, retail and marketplace cultures, marketplace performances and experiences, consumption ritual, and late modernity.

#### **Session 8D (Adventure)**

#### **Special Session: Death Consumption, Materiality and Hyperreality: Pushing Boundaries in a Violent World**

Session Chair: Jeffrey S. Podoshen, Franklin & Marshall College

Session Discussant: Stephanie Anderson, University of Glasgow

#### **Aesthetic Icons of Death: Consuming Obsolescence**

Stephanie Anderson, University of Glasgow

Kathy Hamilton, University of Strathclyde

Andrea Tonner, University of Strathclyde

#### **“This Idea of Beauty”: BodyWorlds, Violence, and the Hyperrealization of the Self**

Kent Drummond, University of Wyoming

Eric Krszjanek, University of Wyoming

#### **Hyper-violence in Hyperreality: ISIS's Weaponizing Fantasy into Materiality**

Jeffrey S. Podoshen, Franklin & Marshall College

Jason Wallin, University of Alberta

Jihan Rabah, Concordia University

Daniel Glass, Franklin & Marshall College

Vivek Venkatesh, Concordia University

It has now been five years since Dobscha et al. (2012) called for greater introspection and novel insights related to death and consumption given the crises of climate change and the growing concern surrounding sustainability. This call led to additional work and focus on the aspects of death that largely transcended the extant research. In the past number of years death and consumption scholars have examined ritual and death (Hackley and Hackley, 2016; Radford and Bloch, 2016), new methods for studying death (Levy, 2015), death in transformation (Drummond and Krszjanek, 2016) and death “beyond the body” (Anderson et al., 2017). This work allows a basis for CCT researchers to examine issues germane to death and violence in a world that has seen a sharp uptick in global strife, decay and uncertainty. Abject death is a daily occurrence for those living in Syria and affected by the horrors of ISIS. “Death” of buildings and social spaces are found throughout post-industrial Western cities. And violence continues to fascinate and drive media consumption. This special session closely examines the role of abjection, hyperreality and material death with the goal of moving the death related consumption literature to the next sphere.

In keeping with the conference theme of hyperreality, we explore the hyperreal spectacle of terror, bodies on display and exploitation used by ISIS in the Middle East. ISIS uses the elements of hyperreality found in western leisure and media and twists related techniques to create propaganda films meant to attract young men for a life in a romanticized world of a caliphate. This examination contrasts with another type of “bodies on display,” but these involve willing participants who undergo the process of plastination and the willing consumers who pay to see the process and the cadavers themselves, often posed in idealized activities and prowess. In this respect this session posits that abject death can be featured in both the horrific and the idealized.

In another turn, our session explores the materiality of death and the role of aesthetics in death and ruin. Through an examination of decay and physical demise, the role of buildings and landscapes is explored as to how consumers deal with images and memories of what once existed. These thoughts may be similar to those in Aleppo facing an ISIS onslaught or those viewing plastinated corpses posed in activities once enjoyed.

These three papers together build and bridge theory from many disciplines to examine death consumption in new ways that will build novel theoretical insights and help shed light on how we consume in a more violent, death-imblicated world.

### **Session 8E (Safari)**

#### **Special Session: Coloring inside the Lines: Creating, Disseminating and Deploying Market-Mediated Taste Regimes**

Session Chair: Rodrigo Costa Segabinazzi, Facos- Faculdade Cenecista Osorio RS

Session Discussant: Jonathan Bean, University of Arizona

#### **Edible Magazine: A Primer on Local Food Systems and Regional Cuisine**

Matthew Mars, University of Arizona

Patricia Sias, University of Arizona

#### **Shaping the Body and the Market: Taste Regimes in Tattooing**

Alexander Schau, University of Arizona

Rodrigo Costa Segabinazzi, Facos- Faculdade Cenecista Osorio RS

Hope Jensen Schau, University of Arizona

#### **Co-Creation Alliances and the Construction and Amplification of Genres and Taste Regimes**

Albert Muniz, DePaul University

Marie Taillard, ESCP Europe Business School

This special session examines market-mediated taste regimes (Arsel and Bean 2013) and the manner in which they are created, disseminated and deployed. Extending existing theories of taste (Arsel and Bean 2013; Bourdieu 1984; Warde 2014), presenters in this session offer insights into the origins and dissemination of market-mediated taste regimes, and the manner in which regimes govern market practices and their outputs. Drawing on data across three different consumption contexts (local food, tattooing and LEGO), the presenters demonstrate that rules of distinction are created (they have origins), disseminated (supported and amplified), and deployed (strategically implemented). Taste regimes are used by members of a given collective to vet cultural practices and products to determine what is and what is not appropriate given the prevailing conventions (Shove and Pantzar 2012).

Our session proposes a set of research papers addressing taste regimes within very different contexts, promoting confidence in the triangulation of findings. The contexts differ in three important ways: 1) market scope (regional food-oriented practices, a specific body modification practice, and a branded market offering), 2) market configuration (highly localized sets of practices and outputs actively opposing global corporate food systems, highly localized practices with globally recognized outputs, and collaboratively derived global practices and outputs), and 3) methods of taste regime dissemination (a franchised magazine, reality television series, and an online collaboration platform). Yet, all contexts reveal operating taste regimes that guide participants to act and produce according to specific logics.

The first paper illustrates how a franchised magazine can be used to educate disparate market actors on their respective local food system's taste regimes. Local food systems include local agriculture, cuisine, restaurants, and even craft artisans, and are shaped and sustained by amalgamations of community, financial, political, socio-cultural, and spiritual agendas (Hassanein 2003; Hinrichs 2003; Johnston 2008; Lyson 2014; Weber 2007). edible [intentionally lowercase to connote their folk focus] magazines offer local food systems a media outlet that structures their market discourse and behavior thus amplifying local taste regimes. The authors suggest that edible acts a primer for participants and aspiring participants in a

given local food system, explicitly defining what is and what is not part of the local food system and provides templates for action within the local food market.

Next, the second paper tackles a specific practice (tattooing) and the rise of a cohesive set of genres and taste regimes scaffolded by mainstream mass media (television). Although tattoos have a long history as a cultural practice, embedded in social systems for various purposes, including religion, cohort membership and event memorials (Gilbert, Gilbert and Gilbert 2000), tattooing is a highly localized phenomenon. Tattoo artists learn their craft through formal and informal apprenticeships. Tattoo studios are entrepreneurial, independent and artist-centric, with idiosyncratic servicescapes (Wicks and Grandy 2007). While tattooing was, in American culture, for generations primarily an outsider subcultural practice, the new millennium ushered in unprecedented growth in the tattoo market. It is now estimated 45 million people in the US have a tattoo (Ibis World 2015). Still the taste regimes within tattooing were not clearly codified. The authors suggest that genres and taste regimes in this context coalesced when tattooing emerged as the subject of relatively mainstream reality television. Programs like Ink Master instruct market actors on how to vet tattoos generally (line work, shading and color saturation) and across genres (e.g., American Traditional, Japanese Traditional and Photo Realism). These codified sets of regime help structure market discourse and standardize practice outputs.

The third paper focuses on one branded market offering (LEGO) and two gaps in the extant literature related to co-creation: 1) the paucity of research focusing on co-creation alliances and the manner in which the fruits of co-creation are realized and legitimized, and 2) the co-creation of market-mediated aesthetic taste regimes (Arsel and Bean 2013; Bourdieu 1984) that regulate notions of good and bad co-creation efforts. The authors show that co-creation alliances collectively organize existing products and collaboratively innovate. Using Becker's (1982) art world framework to foreground co-creation, they examine how genres are collaboratively derived and instantiated, as well as how taste regimes structure and vet co-creation practices and outputs. Thus, the authors reveal how LEGO manifests as a multi-vocal brand. They show how taste regimes influence the legitimization of both the practices of co-creation and the evaluation of co-creation output.

Last, the session will conclude with an expert led discussion on market-mediated taste regimes and how the three presentations contribute to a better understanding of the power of taste regimes to shape marketplace discourse and behaviors. We hope there will be lively debate on the how taste regimes intersect with industry norms, corporate strategy, and the lived practices of market actors. Further, we welcome conversation on the research intersection of taste regimes and co-creation.

We anticipate this session will be of interest to a wide audience of CCT scholars, including those interested broadly in market-oriented aesthetics, working to illuminate marketplace practices, researching the formation and implementation of market-oriented taste regimes, as well as those concerned with co-creation and collaborative markets.

## ACCEPTED POSTERS:

**Lost in Fantasy, or Alive in Reality: The Elution Hypothesis – Balancing Immersion and Emersion in Virtual Realities**  
Daniel Boller, University of St. Gallen

**Moving Out as Moving Up--The Dual Mobility Experience and Convenient Political Consumption of Globally-Mobile Millennials from China**

Wei-Fen Chen, Hong Kong University of Science and Technology

**A Disruption of Market Exchange: Unpacking Cultural Meanings Behind Collaborative Consumption Marketplaces**

Marian Makkar, AUT University

Sheau Fen Yap, AUT University

Russell Belk, York University

Mark Glynn, AUT University

**A Critical Investigation into the Impact of Neoliberalism on the Production and Consumption of Art: The Case of the Istanbul & Liverpool Biennials**

Eda Genc, Manchester Metropolitan University

**Enter Semi-Consumers. CURTAIN.**

Ayse Bengi Ozcelik, Istanbul Bilgi University

Yonca Aslanbay, Istanbul Bilgi University

**Multiple Masculinities in Liminal Experiences: an Exploration of Road Cycling**

Ronan Quintão, IFSP

André Maciel, University of Nebraska–Lincoln

**Subcultural evolutions: a discursive understanding of online trolling**

Vladimir Demsar, Monash University

Jan Brace-Govan, Monash University

Sean Sands, Monash University

**Importance of Cultural Viewpoints in Brand Community: Considerations from The Urban Renewal of KOBE**

Tetsuma Emmaru, Reitaku University

**Extending Social Exchange Theories to Explain Intangibles Consumer Markets**

Valeria Noguti, UTS

Lynne Freeman, UTS

**A Platform for Cultural Hybridisation or Neo-colonialism? A 3-step Visual Analysis of Volunteer Tourism**

Veronika Kadomskaia, Monash University

Jan Brace-Govan, Monash University

Angela Cruz, Monash University

**Stories of Acculturation: Conceptualising the Interplay between Consumption, Myth & Identity-Work among Second Generation Migrants**

Anuja Pradhan, Lancaster University

Margaret Hogg, Lancaster University

Hayley Cocker, Lancaster University

**Seven Reasons x One passion. The Delegitimation Process of Brazilian Soccer Teams.**

Jose S. Arakelian, FGV/EAESP

Eliane P. Z. Brito, FGV/EAESP

Benjamin Rosenthal, FGV/EAESP

**Maintenance Practices: Perspectives for Product Life-Cycle Sustainability**

Emma Mäenpää, Aalto University School of Business

Bianca Koroschetz, University of Gothenburg

Diane Martin, Aalto University School of Business

**“The Billion Dollar Pig - A Subjective Extrospective Exploration of the Cross-Cultural Meanings of The Peppa Pig Cartoon Character Franchise”**

Amy Rungpaka Hackley, Queen Mary University of London

**Scandal, What Scandal? Consumer Contribution to Brand Reputation Recovery**

Luciana Velloso, York University

Eileen Fischer, York University

**Discourses of Technology: Consumer Imagination and the Rejection of Google Glass**

Jannek K. Sommer, University of Southern Denmark

Gry Høngsmark Knudsen, University of Southern Denmark

**Brand Disruption: Decoding the Contingency of Clashing Stakeholders**

Daniel Dietrich, University of St. Gallen

**Influencer Marketing: An Analysis of Fashion Bloggers Impacting Brands' Marketplaces**

Emmanuelle Schaller, University of St. Gallen

Daniel Dietrich, University of St. Gallen

**Going Mobile: The Social Enactment of the Volkswagen Bus Brand**

Philipp K. Wegerer, University of Innsbruck

**The Visual Representation of Gender in Advertising**

Philipp K. Wegerer, University of Innsbruck

**Communicating Less/no Meat Consumption: Dialogue and Message Framing between Meat Lovers and Avoiders**

Handan Vicdan, Emlyon Business School

**The Rise and the Decline of Consumer Movements: An Analysis through the Conventions Underlying Activism**

Ahmed Benmecheddal, Univ Lille Nord de France

Nil Ozcaglar-Toulouse, Univ Lille Nord de France

**Exploring Vulnerability in the Marketplace: A Case Study of Lesvos, Greece and the Syrian Refugee Crisis**

Linda Tuncay Zayer, Loyola University Chicago

Catherine Coleman, Texas Christian University

**Queen of No Marriage: The Legitimization of Social Identity in China**

Chihling Liu, Lancaster University Management School

Xin Zhao, Lancaster University Management School

**”I Take What I Want... in the Bedroom”- Exploring Female Sexual Agency in Advertising**

Irina Balog, University of Gothenburg

**Performing Childbirth: Change the Actors, Change the Tools, Remains the Social Concept.**

Carla Caires Abdalla, FGV-EAESP

Eliane Pereira Zamith Brito, FGV-EAESP

**Productive Consumption and Marketplace Dynamics: A Study in the Homemade Natural Beauty Products Context**

Isabela C. Moraes, Fundação Getulio Vargas

Eliane P. Z. Brito, Fundação Getulio Vargas

Ronan T. Quintão, Instituto Federal de São Paulo

**Where (and Who) is the Queer Subject in Consumer Culture Theory?**

Olimpia Burchiellaro, University of Westminster

Shona Bettany, Liverpool John Moores University

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