

**DISRUPTION FOR A  
BETTER WORLD**



# **CONSUMER CULTURE THEORY CONFERENCE**



Co-Chairs: Michelle Barnhart &  
Aimee Dinnin Huff  
Corvallis, Oregon, USA



**Oregon State University**  
College of Business

virtual event June 30  
+  
hybrid conference

**JULY 7-9  
2022**

[cctc2022.org](http://cctc2022.org)

## TABLE OF CONTENTS

LAND ACKNOWLEDGEMENT	4
MESSAGE FROM CO-CHAIRS	6
LETTER FROM CCTC PRESIDENT	8
CCTC OMBUDS STATEMENT	10
ORGANIZING TEAM	12
REVIEWERS – THANK YOU!	14
SPONSORS – THANK YOU!	16
SUPPORT STAFF & VOLUNTEERS – THANK YOU!	17
WHOVA: ONLINE PROGRAM & RESOURCES	18
LOGISTICS AND TIPS FOR IN-PERSON ATTENDEES	18
VIRTUAL EVENT: JUNE 30, 2022	20
WORKING PAPERS	21
POETRY & SPOKEN WORD	39
ARTS & PHOTOGRAPHY GALLERY	40
HYBRID EVENT: JULY 7-9 SCHEDULE AT A GLANCE	43
DETAILED PROGRAM: JULY 7	46
DETAILED PROGRAM: JULY 8	53
DETAILED PROGRAM: JULY 9	77
NOTES	103



CCT2022 webpage  
[cctc2022.org](http://cctc2022.org)



Whova (app with online  
program & resources).

# CH2M HILL ALUMNI CENTER

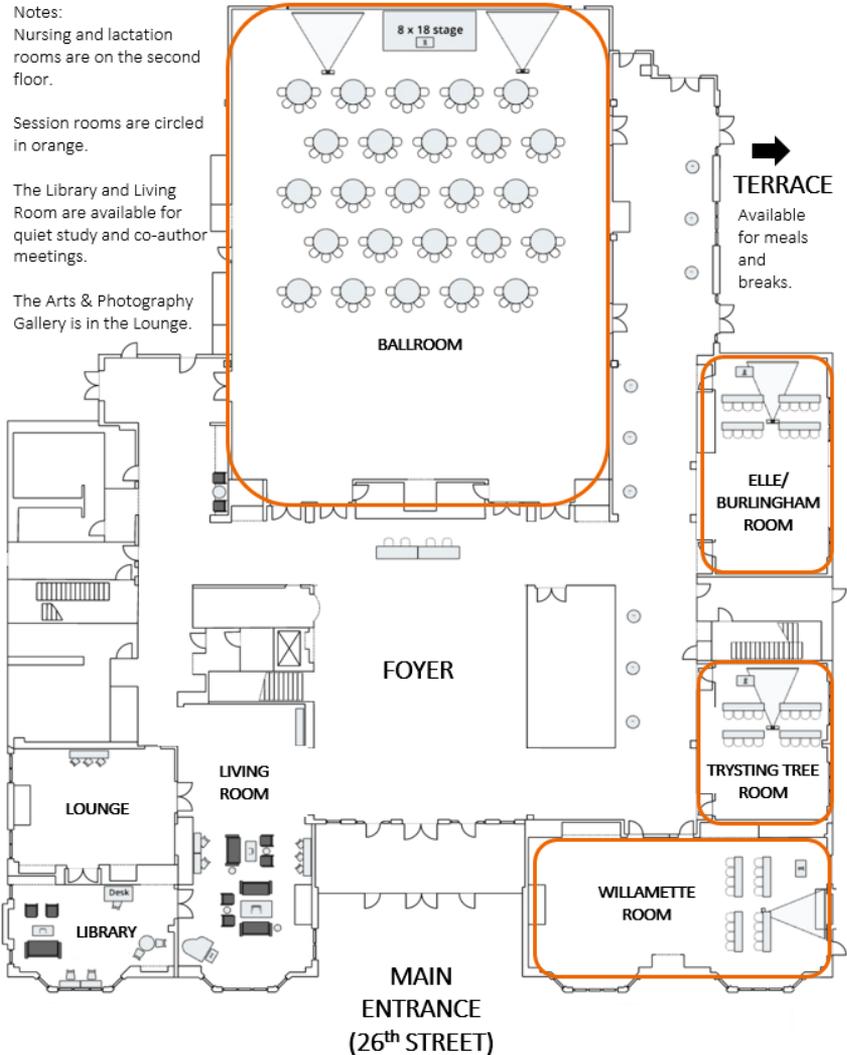
**Notes:**

Nursing and lactation rooms are on the second floor.

Session rooms are circled in orange.

The Library and Living Room are available for quiet study and co-author meetings.

The Arts & Photography Gallery is in the Lounge.



CH2M HILL Alumni Center is the conference venue. It is located at 725 SW 26<sup>th</sup> Street, Corvallis, OR 97331. All events are here unless indicated otherwise in the program. Free wifi is available on the “Visitor” network. See *Logistics & Tips for In-Person Attendees* (pg 18) for more.

# LAND ACKNOWLEDGEMENT

Acknowledgements of the peoples whose land on which we are situated are an important first step in recognizing the past, honoring the present, and shaping the future of partnership with Indigenous members of the Oregon State University community and fellow citizens.

The CCT2022 conference at Oregon State University is held on unceded land. The chairs encourage attendees to read and reflect on OSU's land acknowledgement:

*Oregon State University recognizes the impact that its land grant history had on Indigenous communities in Oregon. Through the Morrill Act of 1862, which established land grant universities in the United States, the federal government seized nearly 11 million acres of land from 250 sovereign tribal nations, with little or no compensation.*

*In 1868, the state legislature designated Corvallis College as Oregon's land grant institution. Soon after, Oregon received 90,000 acres of federal lands — taken from the Klamath, Coos, Lower Umpqua, Siuslaw and Coquille people — to be sold to create an endowment supporting the growth of the new college, which would become Oregon State University.*

*Oregon State University in Corvallis is located within the traditional homelands of the Marys River or Ampinefu Band of Kalapuya. Following the Willamette Valley Treaty of 1855, Kalapuya people were forcibly removed to reservations in Western Oregon. Today, living descendants of these people are part of the Confederated Tribes of Grand Ronde Community of Oregon and the Confederated Tribes of the Siletz Indians. Indigenous people are valued, contributing members of the Oregon State community and represent multiple sovereign tribes among students, faculty, staff and alumni.*

*Oregon State University accepts its responsibility for understanding the continuing impact of that history on these communities. Oregon State is committed — in the spirit of self-reflection, learning, reconciliation and partnership — to ensure that this institution of higher learning will be of enduring benefit, not only to the state of Oregon, but also to the people on whose ancestral lands it is now located.*



Oregon has dense conifer forests. Willamette Valley forests are predominantly Douglas Fir. Southeast Oregon features ancient old-growth groves of cedar, ranging from 600-1000 years old. Photo credit: Ian Vorster.



Learn about Kaku-Ixt Mana Ina Haws, OSU campus cultural center for Indigenous people of the Americas and Pacific Islands. The center is located one block north of the conference venue.



More information about OSU's land acknowledgement.

# MESSAGE FROM CO-CHAIRS

We are overjoyed to welcome you to the 2022 Consumer Culture Theory Conference! You are joining more than 270 CCT scholars from over 30 countries for 3 days of hybrid programming (plus 1 virtual day) that will inspire thinking, research, and connections.

We were chosen to host a CCT conference in another era — early 2020 — when we had not heard of COVID, few of us regularly used Zoom, Brexit had not officially happened, a violent insurrection in the U.S. capital seemed unimaginable... The past two years have been filled with disruptions to our research and teaching, to our families, rituals, health, social and political structures, and so much more. Racial violence, challenges to voting rights and health care access, economic inequity, war, and the consequences of climate change will continue to disrupt life for people around the world in the coming years. Indeed, it is an interesting and important time to study consumer culture.

Of course, as CCT scholars, our opportunities to engage with one another have also been disrupted, with no conference in either 2020 or 2021. As we planned this long-awaited 2022 event, we sought to regard the disruptions as opportunities to design a memorable and equitable conference.

Our conference theme, *Disruption for a Better World*, is oriented to upheavals and radical change — and how these can affect positive change for consumers around the world. In keeping with the theme, this CCT conference is fully hybrid, making it the most accessible, and we hope, most inclusive, conference to date. Improvements in video conferencing technologies spurred by the pandemic, and everyone's increased familiarity with and access to these technologies, have made it possible for us to offer a high-quality, interactive, synchronous conference experience for CCT scholars from around the globe—regardless of ability or desire to travel to a conference venue.

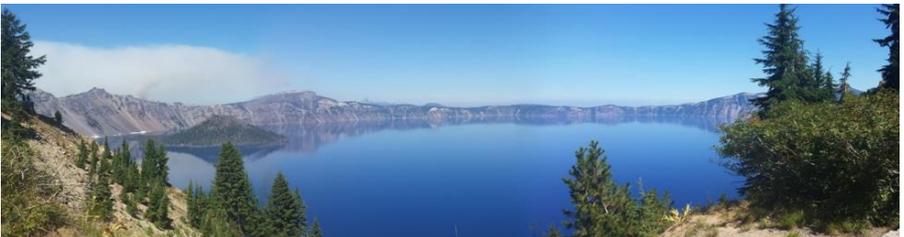
We have listened to your advice, feedback, and social media comments about academic conferences to make this event safe and inclusive. As a safeguard against COVID transmission, we have provided complimentary masks, and outdoor spaces for all meals

and breaks. With the help of the CCTC Board, this conference has implemented an attendee pledge to create a conference environment free from harassment, discrimination and assault, and named an Ombudsteam (see pg. 10). Nursing and lactation rooms are available, all student workers are paid, and the receptions will serve EANABs (equally-attractive non-alcoholic beverages). In addition, the intentionally diverse organizing team has helped us to create an inclusive and incredible program.

Indeed, the quality and scope of the work you submitted has kept us energized over the past six months. To all who submitted, reviewed, and organized submissions for this program — often while under lockdown, navigating additional caregiving responsibilities, facing health or financial challenges, or living in fear of racialized attacks — we offer heartfelt thanks.

To those of you who are able to join us in-person in Corvallis, welcome to our beautiful town! We are so happy to share with you some of the things that we love about our home. We hope that you will find the opportunity to explore our lovely campus, our quaint downtown with its restaurants and cafes (and sample some wonderful local wines and beers), and the natural beauty of the state of Oregon. We are so looking forward to spending three days with you, and hope you will leave Corvallis feeling re-energized and re-connected.

Michelle Barnhart & Aimee Dinnin Huff  
Co-Chairs, 2022 CCT Conference



Crater Lake National Park was established in 1902 and is the only national park in Oregon. The lake was formed by a collapsed volcano, Mount Mazama, and is the deepest lake in the USA (1949' or 594m). It is historically and culturally significant to the Klamath people. Photo credit: Heather Miller.

# LETTER FROM CCTC PRESIDENT

It is with the greatest pleasure that I welcome the CCT community to the first CCT conference after the covid-induced pause – and the fifteenth in total. I would like to open this welcome with a deep and heartfelt “thank you” to the conference chairs, Aimee Huff and Michelle Barnhart, who together with their entire team have made tremendous efforts to make this event come true and become the first major occasion for our community to get together again.

Granted, I realize that the conference format will be mixed and that many delegates, for a variety of reasons, are still prevented from participating physically. But a good number of CCTers will show up in Oregon – something which I consider of pivotal importance for keeping the community alive. The 2022 Oregon conference is a splendid opportunity for – at least for a number of us – to finally satisfy a bit of our longing for real togetherness among CCTers, for confirming the warmth and friendship that characterizes so many of our relationships and to share physical and mental spaces of intellectual and social exchange.

We study consumer culture. One of the obvious consequences of the covid-pandemic has been its profound impact on consumer cultures throughout the world, ranging from hoarding and altered shopping patterns to public impediments imposed on numerous consumer services and events. Consumer culture – all of a sudden – was not what it used to be. Now, we are confronted with the question about to what extent citizens – consumers – will be longing for the good old days or to what extent the post-pandemic era has installed a “new normal” in consumption patterns. And how consumers negotiate the dilemmas and ambivalences that necessarily follow from such transition.

Another consequence of the pandemic is the very manifest reminder, that we are biological bodies. That what we call “self” is actually a conglomerate, a microbial ecosystem of complementary and – occasionally – antagonistic symbiotic existence. The body looms large in consumer culture theory, but quite the bulk of attention has been addressing the cultural body rather than the biological body. However, this distinction between a cultural and a biological body is increasingly showing itself to be untenable. The

classic nature vs. nurture distinction between what is social and what is biological in human beings must in my humble opinion be replaced with an attention to ourselves as biosocial beings.

I hope that the CCT 2022 conference in Oregon will be an occasion to explore these and other central themes for consumer culture researchers. I look forward to seeing as many of you as possible!

Søren Askegaard



Corvallis and the Willamette (Will-AM-et) River, with Marys Peak and the Coastal Mountain range in the distance. The Willamette River flows north, from the mountains south of Eugene, to Portland. It is a major tributary of the Columbia River, and its name may derive from French interpretations of Indigenous Kalapuya dialects.

# CCTC OMBUDS STATEMENT

CCTC reminds our members, participants, and stakeholders that all members of our community are entitled to an environment free from harassment. CCTC is committed to creating a scholarly environment that reflects our foundational values of mutual respect and recognizes the importance of this respect as a necessary condition for knowledge creation in a diverse community.

All members of the CCTC community are expected to abide by the CCT harassment policy (adopted November 16, 2018).



*CCT Statement  
on Harassment*

If a member of the CCTC community experiences harassment or similar forms of mistreatment, please contact the on-site CCTC Ombuds-Team for confidential assistance at: [cctombuds@gmail.com](mailto:cctombuds@gmail.com).

The Ombuds-Team for the 2022 CCT Conference are **Melissa Akaka and Pierre-Yann Dolbec**. The CCT Ombuds-Team is an informal, nonjudgmental, and confidential "friendly ear" that can listen, help people decide what they would like to do, and help them locate resources that enable their healing and restoration. It serves exclusively as an on-site first-stop for attendees at CCT events. Accordingly, the team does not keep records, make reports to the governing body, or make disclosures on behalf of persons who may have experienced harassment or similar forms of mistreatment.

In addition to serving as a resource to assist individuals attending the conference, the ombuds-team—without breaching the confidentiality of any communications by people using the services—will provide CCTC with feedback on the nature of issues raised at the conference and any insights or observations about systemic issues relating to the conference or CCTC.

To ensure a safe space at our conference and other events, CCT does not accept registrations from individuals who have been found guilty of workplace harassment.

CCTC may take any action to address those who violate our principles. Penalties may include verbal warning, ejection from the meeting without refund or other measures CCTC deems appropriate. Retaliation for complaints of inappropriate conduct will not be tolerated. Notifying the CCTC does not constitute or replace a notification to local law enforcement and all violations of the law should be reported to local law enforcement.

If a person would like to file a formal complaint against a member of the CCTC community, please refer to our complaints process for additional information (see [cctweb.org](http://cctweb.org)).



Oregon State University Campus is located in the Willamette Valley. The valley was the final destination of the Oregon Trail, used by non-indigenous people to travel west from central and eastern USA in the mid-1800s, owing to its desirable soil and climate. Photo credit: Karl Maasdam.

# ORGANIZING TEAM

## Competitive Papers Track Chairs

Melissa Akaka, University of Denver, USA

Alev Kuruoglu, University of Southern Denmark, Denmark

Maribel Carvalho Suarez, Federal University of Rio de Janeiro, Brazil

## Special Sessions Track Chairs

Jenna Drenten, Loyola University Chicago, USA

Robert Harrison, Western Michigan University, USA

Laetitia Mimoun, ESCP Business School, France

## Working Papers Track Chairs

Pilar Rojas Gaviria, Birmingham University, UK

Annetta Grant, Bucknell University, USA

Rebecca Scott, Cardiff University, UK



The Willamette Valley's temperate climate is ideal for growing specialty crops such as berries and stone fruit, hazelnuts (filberts), and hops. Most of the thousands of acres of Willamette Valley vineyards grow cool-climate grapes, including Pinot Noir, Pinot Gris, and Chardonnay. Photo credit: Lester.



Oregon State University Campus, with Marys Peak and the Oregon Coast Range in the distance. OSU (then, Corvallis College) became Oregon's official land grant institution in 1868. Marys Peak is the highest (4101' or 1250m) in the Oregon Coast Range. On a clear day, the view from the summit includes the Willamette Valley, the Cascade Range (including Mount Ranier and Mout St Helens in Washington State), and the Pacific Ocean. Photo credit: Darryl Lai.

### **Focused Forums Track Chairs**

Bernardo Figueiredo, RMIT University, Australia

Daiane Scaraboto, University of Melbourne, Australia

Andrew Smith, Suffolk University, USA

### **Arts & Photography Track Chairs**

Shona Bettany, University of Huddersfield, UK

Leighanne Higgins, Lancaster University, UK

Luciana Walther, Universidade Federal de São João del-Rei, Brazil

### **Poetry & Spoken Word Track Chairs**

Hilary Downey, Queen's University Belfast, UK

John Schouten, Memorial University of Newfoundland, Canada

# REVIEWERS – THANK YOU!

Carla Abdalla  
Aya Aboelenien  
Aby Abraham  
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Kelley Anderson  
Samuelson Appau  
Zeynep Arsel  
Soren Askegaard  
Aleksandrina Atanasova  
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Ana Babic Rosario  
Domen Bajde  
Flaura Bardhi  
Russell Belk  
Maia Beruchashvili  
Shona Bettany  
Michael Beverland  
Anoop Bhogal-Nair  
Soniya Billore  
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Diego Rinaldo  
Thomas Robinson  
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Pilar Rojas Gaviria  
Joonas Rokka  
Benjamin Rosenthal  
Carlos Diaz Ruiz  
Cristel Russell  
Janssen Santana

Arindam Das  
Noémie Dehling  
Stephanie Dellande  
Susan Dobscha  
Pierre-Yann Dolbec  
Carly Drake  
Jenna Drenten  
Kate Daunt  
Toni Eagar  
Akon Ekpo  
Khaled El Shamandi Ahmed  
Amber Epp  
Zeynep Ozdamar Ertekin  
Xuxiangru Fan  
Stephanie Feieresisen  
Karen V. Fernandez  
Bernardo Figueiredo  
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Pao Franco  
Gregorio Fuschillo  
Mary Gilly  
Matthew Godfrey  
Johanna Gollnhofer  
Claudia Gonzalez  
Ahir Gopaldas  
Sianne Gordon-Wilson  
Annetta Grant  
Ulrike Gretzel  
Narek Grigorian  
Kivalina Grove  
Tanvi Gupta  
Lauren Gurrieri  
Szilvia Gyimothy  
Robert Harrison  
Matthew Hawkins  
Wendy Hein  
Marcus Hemais  
Paul Henry  
Leighanne Higgins  
Tim Hill  
Rachel Hochstein  
Soonkwan Hong  
Anil Isisag  
Aminath Shaba Ismail  
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Daiane Scaraboto  
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Katherine Sredl  
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Laurel Steinfield  
Maribel Suarez  
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Jonatan Södergren  
Jennifer Takhar  
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Tandy Thomas  
Katie Thompson  
Anastasia Thyroff  
Nitisha Tomar  
Vidushi Trivedi  
Lez Trujillo-Torres  
Shikha Upadhyaya  
Denis Utochkin  
Rohan Venkatraman  
Shriram Venkatraman  
Ela Veresiu  
Marina Viotto  
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Luciana Walther  
Janet Ward  
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Michelle Weinberger  
Sarah Wilner  
Terrence Witkowski  
Shuyu Yang  
Maria Zquette  
Linda Tuncay Zayer

# SPONSORS – THANK YOU!



**Oregon State University**  
**College of Business**

Title Sponsor



UNIVERSITY OF  
ARKANSAS

**Sam M. Walton College of Business**  
*Marketing*

Working Paper Reception & Best Working Paper Award



**UCI Paul Merage**  
**School of Business**

**Leadership for a Digitally Driven World™**

Welcome Reception



**Oregon State University**  
**School of Marketing,**  
**Analytics and Design**

Closing Gala & Jim McAlexander Award



Journal of Consumer Research

Best Consumer-Relevant Paper Award



# SUPPORT STAFF & VOLUNTEERS – THANK YOU!

The conference chairs are grateful for the enthusiastic contributions of the following people and groups:

Nikki Brown, Senior Instructor, OSU College of Business

Doug Weir, Alan Sprague, and the College of Business IT team

OSU Student Workers: Joel Wiest, Macy Bodine, Kira Hedding, Alex Moskowitz, Kai Kelley, Evaewero French

Doctoral student conference check-in staff: Rowan El-Bialy, Heather Patterson, Rachel Hochstein

Cristel Russell, Wellness Coordinator



Oregon State University Campus. The climate in Corvallis and the surrounding Willamette Valley is relatively mild, resembling Mediterranean climates in California. Winters are cool and wet, and summers are dry and warm. Photo credit: Karl Maasdam.

# WHOVA: Online Program & Resources

Whova is an online platform that contains the conference program and more. People attending CCT 2022 remotely will present and view sessions through Whova.

In-person attendees can use the app to plan their personal schedules, access preparation materials for workshops and seminars, interact with other remote and in-person attendees, receive updates from conference chairs and view recorded sessions after the conference.

You can access the conference on Whova by downloading the app (using this QR code), and navigating to the 2022 Consumer Culture Theory Conference page.



## LOGISTICS AND TIPS FOR IN-PERSON ATTENDEES

### Participating in Sessions

All in-person attendees must use a microphone when presenting or participating in a discussion. This will help to create a high-quality experience for remote attendees.

A Zoom Master (conference staffer) will direct each Competitive Paper and Special Session to ensure that both in-person and remote attendees have a high-quality experience. Please follow all instructions from the Zoom master. Presentations will be firmly limited to 14:00 minutes. In-person presenters will go first, followed by remote presenters. All discussion will take place after the last presentation.

Remote attendees will contribute to the discussion either orally over Zoom or via Whova’s Q&A function. In-person attendees may ask questions using the microphone provided or via Whova.

## Conference Venue

Unless otherwise noted, all programming is held in the CH2M HILL Alumni Center (“Alumni Center”), located on Oregon State University campus, at 725 SW 26<sup>th</sup> Street, Corvallis, OR 97331.

- A venue map is provided on pg. 3
- The main entrance is on the west side of the building, facing 26<sup>th</sup> Street.
- The Terrace is located on the south side of the building.
- The Living Room & Library are available for quiet co-author meetings and workspace.
- The CCT Arts & Photography Gallery is in the Lounge.
- Lactation rooms are on the second floor.
- Free wifi is available on the “Visitor” network.

Smoking, vaping, and tobacco use are not allowed on any University-owned or controlled property. Tobacco use is permissible on sidewalks that border OSU’s boundaries.

In the interest of prioritizing the health of all attendees, masks are strongly recommended indoors. Outdoor eating areas are available and readily accessible, weather permitting, during break and meal times.

## Around Town

The following restaurants in downtown Corvallis offer outdoor seating:

- |                                   |                       |
|-----------------------------------|-----------------------|
| Common Fields                     | Block 15 Brewing      |
| Taco Vino                         | Castor                |
| Sky High Brewery & Pub            | Biere Library         |
| Bellhop                           | Brass Monkey          |
| Magenta                           | Murphy’s on the River |
| McMenamins Pub on 3 <sup>rd</sup> | Beerhaus Taphouse     |
| Little Morocco                    |                       |

The following restaurants are a short car-ride from downtown and offer outdoor seating:

4 Spirits Distillery  
(SE Deschutes St)

Block 15 Tap Room  
(SE Deschutes St)

Tacovore  
(NW Kings Blvd)

Cascade BBQ  
(NW Kings Blvd)

Attendees who enjoying running or walking can enjoy OSU campus, or use the Willamette River Path, which runs through downtown along 1<sup>st</sup> street and continues for several miles. More info here:



Austin Hall, College of Business. The OSU College of Business was founded in 1908, and Austin Hall opened in 2014. The College offers business and design degrees and programming at campuses in Corvallis, Bend, Portland, and Ecampus (online).

# VIRTUAL EVENT: JUNE 30, 2022

All times given in Pacific Time (Los Angeles). All conference registrants should plan to attend. The event is hosted on Gathertown. It is synchronous, and there are 3 components:

- Working Paper Presentations: 6-7:00am
- Poetry & Spoken Word Reading: 6:45am
- Social Hours: 5-6:00am and 7-8:00am

## WORKING PAPERS

All Working Papers (posters) will be presented at the virtual event on June 30, from 6-7:00am Pacific Time. Presenters attending in-person will also present at a second, in-person working paper reception on July 8.

### POD A: THE DIGITAL & TECHNOLOGICAL

#### A.01 **Experiential Consumption of Augmented Reality: The Nexus between Fun, Authenticity and Self**

Khaled El Shamandi Ahmed, Goldsmiths University London, UK

*The aim of this research aims to explore experiential consumption aspects of augmented reality. Using the reassembling technique to find the puzzle in the data in consumer culture research (Belk and Sobh, 2019), we will go beyond discussing the experiential consumption of fun to include authenticity and the self.*

#### A.02 **Playing the Game of Fashion in the Digital Era: The Dynamic Relationship Between Consumers and Algorithms**

Henri Weijo, Aalto University, Finland  
Pelin Geyik, Finland, Aalto University  
Kelsie Lichtcsien, Aalto University, Finland

*This study looks at the phenomenon of consumer-algorithm relationships. Drawing on the context of fashion consumers on Instagram, this study asks "how do fashion consumers interact with algorithms?" Bourdieu's theory of capital was used to show how fashion capital and technological capital play a role in fashion field maneuvering.*

### **A.03 Knowledge And Action: Understanding the Dynamics of Online Communities**

Ana Hungara, GOVCOPP, Universidade de Aveiro, Portugal  
Helena Nobre, GOVCOPP, Universidade de Aveiro, Portugal

*This article analyses the concepts of consumption communities and communities of practice. Then, it proposes the development and testing of a conceptual framework based on practices and knowledge forms. This work hopefully contributes to the marketing and consumer culture theory through a broader understanding of the dynamics of online communities.*

### **A.04 Does it work? Do I want it to work? Please let it work: The Fraught Meanings and Altered Material Competences of Digital Practices in Wilderness Settings**

Nathan B. Warren, BI Norwegian Business School, Norway  
Linda L. Price, University of Wyoming, USA  
Jared Offei Lartey, BI Norwegian Business School, Norway

*As compared to everyday life, in the wilderness, digital technologies have dramatically altered meanings and material competences as elements of configured practices. We attend to whether and how digital elements in concert with other non-digital actors are reintegrated into wilderness practices around fraught meanings and altered material competences.*

### **A.05 “In the Zone:” (Re)productions of space through digital self-representation**

Alexandra Rome, ICN Business School, France  
Jack Tillotson, University of Vaasa, Finland  
Vito Tassiello, Liverpool John Moores University, UK

*How does the digital performance of self play into the (re)production of space? Drawing on data collected via Instagram using different geotags related to the Chernobyl Exclusion Zone and the ghost town of Pripyat, we identify three intertwined, spatio-temporal performances of digital selves that (re)produce the appropriated space.*

### **A.06 Analyzing marketplace sentiment with linguistic tools: Calling out Karen on Twitter**

Michael Mulvey, Telfer School of Management, University of Ottawa, Canada  
Bart Wernaart, Fontys University of Applied Sciences, Netherlands

Brishna Nader, Fontys University of Applied Sciences, Netherlands

*Marketplace sentiment research has blossomed with the rise of social media, yet current approaches often struggle with the measurement and calibration of textual data at scale. This study tests three new theory-based text analytic tools that purportedly deliver more precise measures of consumer interest, emotion vocabularies, and moral foundations.*

#### **A.07 Fitter Happier: Self-tracking apps and the optimization of daily living**

Marina Viotto, FGV EAESP, Brazil

Maria Carolina Zanette, NEOMA Business School, France

Eliane Brito, FGV EAESP, Brazil

*The self-tracking phenomenon is rapidly spreading due to the popularization of apps that serve this purpose in different life areas. In this study, we investigated 10 self-tracking apps to show how they articulate self-optimization in daily living, turning it into something to be constantly monitored, managed, and controlled.*

#### **A.08 The Transformative Impact of Online Communities on the Wellbeing of Women in a Developing Country**

Mariam Abouseif, Lancaster University, UK

Sheila Malone, National University of Ireland, Galway, Ireland

Hayley Cocker, Lancaster University, UK

*This study explores how online consumption communities impact women's wellbeing in a developing and conservative country like Egypt. It draws on the literature on consumption communities, gender within consumer research and wellbeing; under the umbrella of transformative consumer research. The research employs a netnographic approach as well as in-depth interviews.*

#### **A.09 Meanings and Materials in The Sociotechnical Imaginaries of Privacy**

Johanna Horppu, Tampere University, Finland

*The purpose of this study is to explore the cultural meanings attached to data privacy through analysing the sociotechnical imaginaries unravelling in mainstream media content. Privacy is thus approached from a socio-cultural perspective focusing on the visions of its future that are intertwined with and enabled through advances in technology.*

**A.10 Micro-targeting phenomenon – deficiencies of constructing an advertising message with the five-factor model of personality**

Tomasz Serwanski, Warsaw School of Economics, Poland

*The paper raises doubts about accuracy of predicting behavior in psychological micro-targeting. It compares the data obtained in Matz et al. 2017 with that used by most market participants (Adstage, Socialinsider) and shows that this technique cannot be considered a "secret key" to the minds of consumers.*

**A.11 To Have Your Cake and Eat It Too: Retro Gaming, Piracy and Anti-consumption While Still Consuming**

Lucas Xavier, FGV EAESP, Brazil

*As digital, and unstable objects, old video games can be emulated through piracy in such a way that the very act of playing them becomes an act of anti-consumption. As such, the retro gaming subculture poses an opportunity for putting one defining characteristic of anti-consumption in check: abandonment.*

**A.12 Taste Regimes and Technology– An Archival study of Sustainable Fashion Consumption**

Chrysa Gkotsi, Bayes Business School, City, University of London, UK  
Thomas Robinson, Bayes Business School, City, University of London, UK  
Fleura Bardhi, Bayes Business School, City, University of London, UK

*We address the unexplored relationship between technology and consumer taste formation and practice in sustainable fashion. In an archival study of various news media from all over the world, insights reveal how consumer taste formation and performance are contextualized by the constitutive role of technology in the social field.*

**A.13 Church Without Walls? Social Media as Ritual Carrier for Megachurch Congregants in the Renegotiation of Ritual Space**

Mai Khanh Tran, London South Bank University, UK  
Andrew Davies, University of Birmingham, UK

*The desire for spiritual experiences, particularly religious rituals, further increased during the pandemic. Through a netnographic examination, this study explains how consumer-congregants of a*

*London-based megachurch renegotiated their spiritual experience and ritual space to create new 'living-room' and 'cyber' rituals, using the social media platforms as ritual carriers.*

**A.14 What Drives Harmful Tweets to Go Viral? Exploring the Influences of Sinophobic Message Characteristics on Twitter Engagement**

Hyejin Kim, DePaul University, USA

Thyago Mota, Metropolitan State University of Denver, USA

Sanga Song, Indiana University East, USA

*Guided by Intergroup Threat Theory, we explored the influences of Sinophobic tweets' characteristics on Twitter engagement. The findings revealed that the engagement level was not increased by the presence of threat perception keywords per se, but by how the keywords were expressed—in longer sentences or in a negative tone.*

**A.15 Breaking Branding Boundaries: The Materialization of Brands Between Liquidity and Solidity**

Christiane Aufschnaiter, MCI The Entrepreneurial School, Austria

Sarah Schwarz, University of Innsbruck, Austria

*This study advances a novel understanding of how liquid consumers relate to solid brands in times of precarity and paradox. Embedded in recent theories on materiality and grounded in Twitter content analysis, we foreground the various functions a brand fulfills to nourish navigations between liquid and solid environments.*

**A.16 The Dual Role of Authenticity in Pride Branding**

Raian Razal, Aarhus University, Denmark

Polymeros Chrysochou, Aarhus University, Denmark

*This research studies how consumers perceive Pride branding, a phenomenon where brands take stances that symbolize the values of the Pride social movement. Using semi-structured interviews of LGBTQ+ people, accompanied with a netnography of consumer responses to Pride branding, we unpack the dual role of authenticity across individual life narratives.*

## POD B: THE (EXTRA)ORDINARY

### B.01 Negotiating Beliefs: The Commodification of Expertise During the Pandemic

Ateeq Rauf, Information Technology University, Pakistan

*In this paper, I explicate how collective behavior is disoriented by the pandemic creating new modes of relating and producing novel discourses. I unravel how religious belief and sensemaking in the digital space occurs and creates anxieties because of cacophony of verified and unverified information sources.*

### B.02 Understanding VanLife: A Social Practices Perspective

Philipp K. Wegerer, MCI Management Center Innsbruck, Austria

*This study explores how consumers experience Van Life. Drawing on practice theory and findings and qualitative interviews with camper van owners, the study finds that Van Life is characterized by three interrelated bundles of practices, that resemble a recurring, authentic, and singularizing consumption experience.*

### B.03 With the soil and into the soil: the diversification of materiality

Xuxiangru Fan, University of Birmingham, UK

*Adapting an object-oriented perspective, this research focuses on soil, one of the most ubiquitous objects in the world. In the context of cultural consumption, this research aims to unearth the attractiveness of soil through a qualitative investigation and further reflect on how commodification and consumption diversify materiality.*

### B.04 Is self-love a vanity or a coping strategy? An auto-ethnographic reflection on self-care during the Covid-19 pandemic

Edita Petrylaite, Northumbria University, UK

*A global pandemic caused by the SARS-CoV-2 virus created changes in how we socialise, work and consume. This auto-ethnographic research explores self-care practices and identifies self-love as a coping strategy to survive the pandemic. Prioritising one's personal needs through hedonic and compensatory consumption counteracts the adversities of social lockdowns.*

## **B.05 First and Last Smiles: Fun and the Adoption of Micromobility**

Karly Nygaard-Petersen, Royal Roads University, Canada

*This ethnographic investigation considers experiences of fun and the adoption of micromobility as novel, shared transportation. Particularly as fear related to COVID-19 is increasingly prevalent, this paper aims to provide a nuanced understanding of consumer behavior in the context of climate and other urban-based challenges faced by cities globally.*

## **B.06 Leaving Earth, Living on Mars: Discourses About Space Tourism**

Vitor Lima, Audencia Business School, France  
Russ Belk, York University, SSB, Canada

*This working paper investigates the associated discourses of space tourism, which is now being marketed as an exclusive luxurious experience. Our preliminary analysis shows that luxury may not be solely about conspicuous consumption but “to be the right kind, the right body,” to thereby have a seat on a spaceship.*

## **B.07 Distributed agency of humans and non-humans in housing practices**

Sara-Ellen Laitinen, University of Helsinki, Finland  
Henna Syrjälä, University of Vaasa, Finland  
Charlotta Harju, University of Vaasa, Finland  
Eliisa Kylkilähti, University of Helsinki, Finland

*Our study asks what kind of entities carry housing practices and what kind of interaction there is between them. We examine this using narrative diaries of consumers’ daily practices. According to our findings, agencies appear distributed between humans and heterogeneous non-humans. Practices take place in interaction between these distributed agencies.*

## **B.08 'Football Without Fans is Nothing': How Consumer Movements Gain Concessions from Organizations through Disruptive Protest**

Tim Hill, University of Bath, UK  
Robin Canniford, The University of Melbourne, Australia  
Tina Dacin, Queen's University, Canada

*Consumer activists target specific organizations and the principles and practices upon which they operate. Based on a longitudinal*

*study of activism in the English Premier League, this research develops a theoretical understanding that explains why consumer movements' targets respond the way they do to protest and the demands they make.*

**B.09 Extending the Understanding of 'Food-Enjoyment': Exploring Meanings and Practices amongst Lower-Income-Group Consumers**

Sukriti Sekhri, Indian Institute of Management, Ahmedabad, India  
Ankur Kapoor, Indian Institute of Management, Udaipur, India

*The joy of food, typically construed as sinful or epicurean, is understood from the perspective of privileged-affluent consumers. We extend this understanding by exploring the meanings/practices of food-enjoyment among the lower-income-group consumers. Variations in embodiment, capital, fluidity, and evaluation between the HIG-LIG consumers suggest a revised conceptualization of food-enjoyment.*

**B.10 Consumer vulnerability: How can second-hand consumption as a coping strategy enable the resilience of refugees?**

Tugba Ozbek, Yildiz Technical University, Turkey  
Ebru Enginkaya Erkent, Yildiz Technical University, Turkey

*The main motivation for this research is that, as a result of the pandemic, inequalities in access to and control of resources in the marketplace have become more apparent, and this process has a significant negative impact on people's quality of life, welfare, and well-being, particularly for vulnerable consumers. Thus, this study will explore second-hand consumption motivations and how second-hand consumption as a coping strategy can enable the resilience of refugees as vulnerable consumers.*

**B.11 "Made to Escape": The effects of the neoliberal rationality on the formation of the market around extraordinary experiences**

Fernanda Scussel, Federal University of Santa Catarina, Brazil

*We explore the formation of the market system around extraordinary experiences with a threeyear ethnography in a subculture of marathoners. Results show this marketplace is result of recursive interactions between consumers, market resources,*

*performance ideology and productivity logic, connecting extraordinary experiences to a neoliberal rationality.*

## **B.12 Consumer Resilience in the Spiritual Marketplace**

Jannsen Santana, EMLYON Business School, France  
Katharina Husemann, Kings' College London, UK

*Consumers increasingly access the spiritual marketplace to deal with their life struggles. Via an ethnography of a pilgrimage, we unpack the process of how consumers build up resilience via spiritual consumption: (i) acknowledging the struggling self; (ii) activating spiritual capital; (iii) experiencing meaningful connections; and (iv) acknowledging the resilient self.*

## **B.13 From Sensationalists to Critical Minds: Exploring Consumers' Fascination with True Crime**

Ramona Riehle, University of Innsbruck, Austria  
Stephanie Kogler, University of Innsbruck, Austria

*This study explores the recent hype around true crime podcasts and unravels its relevance in contemporary society. Empirically, the authors draw upon in-depth interviews with German speaking true crime consumers to shed light on their fascination with non-fictional stories about horrific crimes.*

## **B.14 Can't Touch That: Grieving Touch in Consumer Shopping**

Joy Shields, Pepperdine University, USA  
Cristel Russell, Pepperdine University, USA  
Clark Johnson, Pepperdine University, USA  
Joann Peck, University of Wisconsin-Madison, USA

*Touch is a vital component of consumers' in-store shopping experience. This paper examines how the COVID-19 pandemic affected consumers' shopping experience and how they coped with the limits the pandemic placed on their ability to engage with products haptically.*

## **B.15 Therapeutic Entrepreneurship: When Work Becomes Pleasure**

Sila Ayöz, UW-Madison, USA

*By conceptualizing entrepreneurship as a socio-moral phenomenon, I examine consumer-led market formation process of specialty coffee where former white collar professionals suffering from*

*neoliberal alienation and the disciplinary power of the workplace become coffee entrepreneurs to derive moral and social pleasures from their work, which is termed as therapeutic entrepreneurship.*

## **B.16 How Consumers Interact with Robots that Carry Contradictory Logic?**

Yumiko Oda, Nagoya University of Commerce and Business, Japan

*This study elucidates the process by which consumers interact with and then accommodate robots that carry contradictory logics. Based on the in-depth interviews for households supplemented by media articles, we will identify the conflict consumers feel and the process they accommodate the robot to their family.*

## **POD C: PLACE & TIME**

### **C.01 Rotating Songs and Sneakers: How Consumers Manage the Challenges of Using Collected Objects**

Paolo Franco, Radboud University, Netherlands

Ai Ming Chow, The University of Melbourne, Australia

Rohan Venkatraman, University of Birmingham, UK

*Collected objects are conceptualized as removed from functional use and enshrined together on display by consumers. However, collections featuring objects that are used have been understudied in prior research. In this working paper, we explore the theoretical implications of collected object use in two consumption contexts: digital music and sneakers.*

### **C.02 How Families Critique and Justify Diverging Intergenerational Tastes but Maintain Cohesion**

Ankita Kumar, Bucknell University, USA

Annetta Grant, Bucknell University, USA

*The authors examine taste practices intergenerationally in families to understand how divergences and convergences in socialized tastes arise, what discursive and practical strategies family members employ to criticize others' tastes and justify their own, and ultimately how they resolve ensuing tensions to stabilize and maintain cohesiveness in the extended family.*

### **C.03 Modernity, shortages and fashion: Adoption of new technologies in the socialist and early capitalist Poland**

Filip Schmidt, Adam Mickiewicz University Poznań, Poland  
Marta Skowrońska, Adam Mickiewicz University Poznań, Poland  
Joanna Zalewska, Maria Grzegorzewska University, Poland

*Between 1955 and 1990, Polish households became entwined with a net of water, electric and gas installations, gained new appliances: washing machines, refrigerators and TV sets. How the adoption of new home technologies proceeded in socialist societies? The paper demonstrates strategies for adoption of novelties and the relationship between types of resources and paths of innovations.*

### **C.04 Where Did They Go? A study on the symbolic marketplace absence of elderly consumers.**

Oscar Ahlberg, Aalto University, Finland  
Mattias Hjelm, Stockholm School of Economics, Sweden

*Drawing from Baudrillard's conceptualisations of symbolic exchange and death, this article explores the symbolic marketplace exclusion of elderly consumers. The article posits that the marketplace exclusion of elderly consumers serves a crucial function within a system that promulgates representations of life and abject signifiers of death, and thus old age.*

### **C.05 Bounded Liquidity: Gendered Metaphors of Mundane Liminality**

Tanvi Gupta, Indian Institute of Management, Udaipur, India  
Vidushi Trivedi, Indian Institute of Management, Udaipur, India

*While liminality is associated with extraordinary experiences, we conceptualise the embodied pausing of time and space during a lockdown as mundane liminality. We show that the spatiotemporal experience of domestic, mundane liminality is non-masculine and explore how men's domestic consumption practices help them to realign with embodied metaphors of masculinity.*

### **C.06 It's the Little Things: How Service and Spatial Design Fuel Perceptions of Stigma**

Anna Buchholz, Technische Universität Berlin, Germany  
Nancy Wunderlich, Technische Universität Berlin, Germany

*Perceived stigma endangers the well-being of consumers as it leads to low self-esteem and hinders consumers from participating in the marketplace. Following research that has shown that service design*

*impacts vulnerability perceptions, we use qualitative interviews to study how the spatial design of servicescapes fuels perceptions of stigma.*

**C.07 Kunming (China) Middle-Class' Food Consumption Practices during the Pandemic: An Intersectional Approach**

Yu Han, University of Surrey, UK

*This project investigates Kunming (China) middle-class residents' food consumption practices during the pandemic. It explores how the pandemic affected people's food consumption. It discusses how does the intersectionality of multiple social identities shape people's reactions to the pandemic impacts and facilitate sustainable food consumption practices.*

**C.08 Traversing Shrines: Making Sacred Places from Nowhere Spaces**

Toni Eagar, Australian National University, Australia  
Shona Bettany, University of Huddersfield, UK

*To address how space becomes locatable and mythical we conducted an ethnographic study of Pooh Bear's Corner, Australia. Conceptualised as a traversing shrine, a pause along a journey, we identify the emplacement mechanisms of: (1) mobility, (2) pausing, and (3) orientation. This contributes to our understanding of space and travel.*

**C.09 Concentrated Difference in Place: Structure and Agency in a Thrift Store Environment**

Mariella Zavala, Gonzaga University, USA

*This paper explores how consumers shape and are shaped by the material world of marketplaces and the structures that shape social norms. Findings reveal that high concentrated difference within a site encourages the transposition of schemas. This research contributes to our understanding of the effects of place and consumer creativity.*

### **C.10 From criticism to political activism: craft beer and bread consumption in Bulgaria**

Nina Denisova, Sofia University St. Kliment Ohridski, Bulgaria  
Petya Slavova, Sofia University St. Kliment Ohridski, Bulgaria

*To understand political activism practices in craft consumption in Bulgaria, a qualitative study based on Boltanski and Thévenot conventional theory is proposed. Specific research focus is put on how consumer criticism expressed through craft consumption is transformed into various forms of political activism (e.g. cultural, environmental and social ones).*

### **C.11 Exploring the spatial perspective of myths in the marketplace: the place-dependent stories of a Wigan b(r)and**

Rui Wang, University of Birmingham, UK  
Christina Goulding, University of Birmingham, UK

*Myths have come of age in consumer studies. Instead of using a conventional author-centric approach, this study aims to analyse myths in the marketplace through a spatial lens. By drawing on a Wigan b(r)and as an empirical exemplar, it unpacks the place-dependent myths witnessed, imagined and lived by their consumers.*

### **C.12 Traditional but not necessarily local: An analysis of Tripadvisor reviews to understand the role of Territorial Brand in consumers' choices**

Paola Gioia, Kedge Business School, France  
Diego Rinaldo, EMLYON Business School, France

*Territorial Brand is a tool that policymakers, particularly in rural and mountain areas, are increasingly adopting to promote local products. This study aims to understand, through a Tripadvisor reviews analysis, its role for consumers who, visiting a specific place, choose to eat traditional dishes, often believing that they are also made with local ingredients.*

### **C.13 Recouping Ownership of Cultural Products: Understanding the role of Local Brands in Purist Marketplace**

Jayeti Anand, Indian Institute of Management Udaipur, India

The multidirectional flow due to globalization has given rise to ownership tensions of cultural products and services. This study shows that local brands contribute to recouping ownership of cultural products in purist marketplaces by representing the national ideology and solving for consumer well-being and morality in the purist marketplace.

## **POD D: DISRUPTION & CRITIQUE**

### **D.01 Diminish the inequality for the LGBT+ community? The exploration of culture and social value from co-creation between consumers and LGBT+ influencers.**

Shuyu Yang, University of Manchester, UK

Jack Coffin, The University of Manchester, UK

*The exploration of culture and social value from co-creation between consumers and LGBT+ influencers., This research utilises co-creation to explore the consumer community culture of Chinese male beauty influencers and social values regarding gender fluidity and LGBT+ equality in China.*

### **D.02 The Making of Healthy, Wealthy, and Happy Consumers: Practices and Politics of Nudging in For-Profit Firms**

Leonardo Conte, Università della Svizzera italiana, Switzerland

Léna Pellandini-Simányi, Università della Svizzera italiana,  
Switzerland

*This paper extends previous research in Consumer Culture Theory on the making consumer subjects by examining (1) the performative role of nudging practices in for-profit firms, (2) their underlying normative visions, and (3) the concrete processes through which they shape consumers within the Foucauldian framework of (post-)neoliberal governmentality.*

### **D.03 Feminist collaborative autoethnography for consumer research**

Carly Drake, North Central College, USA

Anuja Pradhan, University of Southern Denmark, Denmark

*Consumer researchers have adopted collaborative autoethnography, but our discipline thus far lacks guidance for using this method to study consumption-related phenomena. In response, we leverage non-Western feminist theory to provide the theoretical grounding and methodological principles for this method. We also offer a sample data interpretation to illustrate its utility.*

### **D.04 Toxicity as an expression of neoliberalism within competitive gaming**

Clarice Huston, Monash University, Australia

Angela Gracia B Cruz, Monash University, Australia

Eloise Zoppos, Monash University, Australia

*Toxicity is a common anti-social practice in online consumption communities, with extant literature providing insight into individual motivations and consequences of toxicity. Through a neoliberal analytical lens, we posit that macro-level influences such as competitive hegemony and individual responsabilisation transform serious leisure into work, helping institutionalise toxicity within competitive gaming.*

### **D.05 Market formation in a Racist Society: Initial Findings**

Jade Fuchs Scisinio Ferreira, UFF - Federal Fluminense University, Brazil

Ana Raquel Coelho Rocha, UFF - Federal Fluminense University, Brazil

Débora Tayt-Son, UFF - Federal Fluminense University, Brazil

*This study seeks to understand how consumers historically underserved have been served by markets in formation. We analyzed cultural discourses. Our findings indicate that structural racism has been challenged by attempts of reframing the makeup market institutional logic. But this ideology still imposes limitations to consumer identity construction.*

## **D.06 Going 'off-grid' as a way of disruption**

Senija Causevic, SOAS University of London, UK

*The 2007-2008 economic crisis, followed by austerity, unprecedented covid-19 circumstances, challenging environmental context, and social exclusion, brought various discourses of off-grid living as an alternative to the dependency on current ideologies and economic systems. More citizens try to detach themselves from the current system by creating off-grid projects to achieve micro-sustainability and decrease consumerism.*

## **D.07 Preaching to the choir but getting burned at the stakes.**

Gry Høngsmark Knudsen, UCL Business Academy and University College, Denmark

Lars Pynt Andersen, Aalborg University, Denmark

*In this paper we analyze brand activism through SAS' campaign What is truly Scandinavian? We argue that the benefits of activism to brands and society is wholly dependent on the strategy chosen when communicating brand activism. The aim is to understand both stakeholder interest and ethical implications of brand activism.*

## **D.08 Breaking the PACT: Disrupting Consumer Responsibilization Through Political Comedy**

Hunter Jones, Aalto University, Finland

*Synthesising affective and governmental theories of responsibilization, this ethno(netno)graphy of a political comedy podcast community explicates how a grotesquely realist 'structure of feeling' fosters resistance to consumer financial responsibilization. In doing so, it makes original contributions to literature concerned with the affective dynamics of consumer responsibilization and financialization.*

## **D.09 Ambivalence in Identity Politics: Interpreting the Fat Body**

Vidushi Trivedi, Indian Institute of Management, Udaipur, India

*Through a qualitative study, this research explores the identity politics experienced by fat-activists in 'coming-out' as fat and proud. By applying concepts of mind-body dualism and embodiment, it finds that fat-activists adhere to different ideologies and re-interpret the 'body-subject' to experience their newfound fat-identity*

## **D.10 How the Market Perpetuates and Challenges Historical Socio-Cultural Marginalization: The Case of Middle Class Dalits in India**

Andrew Lindridge, Newcastle University Business School, UK  
Anoop Bhogal-Nair, DeMontort University, UK  
Swati Kamble, Newcastle University Business School, Belgium

*The Hindu caste system historically prescribes a group's societal position, regulating occupations, resource access, and marital rights. Within this system, people identified as Dalits are intentionally excluded, often experiencing discrimination and marginalization. We explore how India's constitution and neo-liberal market reforms perpetuate and challenge Dalit experiences of discrimination.*

## **D.11 Disinformation Markets and Culture**

Carlos Diaz Ruiz, Hanken School of Economics, Finland

*This project conceptualizes the rapid spread of disinformation in social media as a phenomenon anchored in cultural consumption. As a market-mediated phenomenon that intertwines social media's business models with consumer-driven identity projects, disinformation shapes social media into an environment in which outlandish claims are a feature, not a bug.*

## **D.12 Understanding Roles for Financial Risk Perception and its Impacts on African American Wealth Accumulation**

Jacob Williams, UC Irvine, USA  
Tonya Bradford, UC Irvine, USA

*Wealth generation may entail risk. Racial identity is found to influence risk perceptions. We explore African American investor behavior to explain the influence of perceived risk on wealth generation and accumulation. We develop a framework to articulate the relationship between risk perception and wealth generation strategies among African Americans.*

## **D.13 The Art of Dissimulation: Category Boundary Work and Legitimation**

Roma Cusumano, Bayes Business School (Formerly Cass), UK

*Boundary work is an important activity for nascent market legitimation. Current research lacks consideration for how producers use category boundary work to legitimize product attributes. This study proposes a historical discourse analysis of*

*marketing materials around biosynthetic meat, a category challenger, to better understand the strategic shaping of market categories.*

**D.14 Covid-19 Pandemic: for a Refugee mother, a year like no other**

Roua Al Hanouti, University of Lille, France

*Through studying consumption practices of refugees' families in France who have been facing complicated transition associated to forced migration. We attempt to understand how consumption may help families to survive during COVID 19 pandemic. Research was conducted based on ethnographic approach. Focusing on the strategies developed by mothers to maintain and enhance their identity.*

**D.15 Brand Legitimacy under the Matrix of Domination: Developing an understanding of Brand-Baiting**

Jayeti Anand, Indian Institute of Management Udaipur, India  
Ankur Kapoor, Indian Institute of Management Udaipur, India

*Drawing on the premise of marketplace legitimacy and matrix of domination, this study conceptualizes brand-baiting as a process of brand legitimacy functional due to the wide gap on the matrix of domination between the truly oppressed consumers and the actors delegitimizing the foundational ideology of the brand.*

**D.16 Brands as Essentially Contested Concepts**

Daniel Dietrich, University of St. Gallen, Switzerland  
Cristel Russell, Pepperdine University, USA  
Sophie Boyle, Constellium, Switzerland

*The consumer literature on branding coalesces around the notion of brands as essentially contested concepts. Using Gallie's (1956) seminal theory of contestation as a guide, we develop a novel framework to explain why and how brand contestation surfaces and evolves through mutual disruption practices of both consumers and brands' legal owners.*

# POETRY & SPOKEN WORD

All Poetry and Spoken Word will be read in the Gathertown Poetry Garden at 6:45am on June 30. Poets attending in-person will also read at 2:45pm on July 7.

## CCT Poets and Their Works:

### Hilary Downey

Caregiver  
Institutional Abuse  
Edgeworker  
Melancholia

### Laurel Steinfield

(a)batted breaths

### Terry Gabel

Old and Worthless

### Joe Musicco

Ode to Sid  
what remains

### Pilar Rojas Gaviria

An Accident of Birth  
The Affective Tones of Academic  
Life  
Trionfante  
Eroico  
Andante

### Jens Martin Svendsen

Consummation triptych  
Heron the consumer  
Human the purchaser  
Halcyon the pacifier

### Jennifer Takhar

The Ward  
Strip mall courtship

### Steve Lemay

Unprotected Witness  
Oh, Donny Boy (To the Tune of  
Danny Boy)

### Victoria Rodner

URUBU  
Preto Velho  
Salsa triptych (excerpts from a  
dance enactive ethnography)  
embodying movement,  
embodying musicality  
embodying togetherness

### John F. Sherry

lagniappe  
aspiration on a semiotic square  
sirsee

### John W. Schouten

Cranberry picking at Motion Bay  
Erratics

# ARTS & PHOTOGRAPHY GALLERY

All Arts & Photography works will be presented at the virtual event on June 30. Artists attending the July 7-9 conference in-person will also present their works in a gallery, open to in-person attendees during the conference.

## AP.1 Academic Research and Pottery Making

Leonardo Conte, Università della Svizzera italiana, Switzerland

*Any doctoral journey, and arguably academic research in general, seems like the art of pottery making: it requires to get dirty with delicate, malleable, and tricky-to-handle matter whose molding (as subtle as it may be) is formally irreversible, usually different than expected, and eventually hollow. Would you agree?*

## AP.2 Self-Portraits in August: Re-Crafting Identity through Intimate Production in a Social Enterprise

Luciana Walther, Federal University of Sao Joao Del Rei, Brazil

Carlos Eduardo Felix da Costa, Pontificia Universidade Catolica do Rio de Janeiro, Brazil

John Schouten, Memorial University of Newfoundland, Canada

Francisco Alessandri, Universidade do Estado do Rio de Janeiro, Brazil

*Conducted in semi-rural Brazil, this ethnographic art-based research resulted in artwork that conveys findings about social enterprise and community transformation, while helping deepen data collection and interpretation. Three-dimensional self-portraits were sculpted by employees of a folk-art studio and shop and were used during interviews as projective cues for identity discussion.*

## AP.3 Self-Portraits in August: Identities in Clay

Luciana Walther, Federal University of Sao Joao Del Rei, Brazil

Carlos Eduardo Felix da Costa, Pontificia Universidade Catolica do Rio de Janeiro, Brazil

John Schouten, Memorial University of Newfoundland, Canada

Francisco Alessandri, Universidade do Estado do Rio de Janeiro, Brazil

*This is a photo assemblage about community transformation triggered by a social enterprise that creates, teaches and sells folk-art in semi-rural Brazil. The juxtaposition of photographs that do not complete each other literally welcomes viewers' co-creation of*

*meaning. This collage follows the materiality of red clay, abundant in the field.*

#### **AP.4 Self-Portraits in August: Identities in Wood,**

Luciana Walther, Federal University of Sao Joao Del Rei, Brazil  
Carlos Eduardo Felix da Costa, Pontificia Universidade Catolica do Rio de Janeiro, Brazil

John Schouten, Memorial University of Newfoundland, Canada  
Francisco Alessandri, Universidade do Estado do Rio de Janeiro, Brazil

*This is a photo assemblage about community transformation triggered by a social enterprise that creates, teaches and sells folk-art in semi-rural Brazil. The juxtaposition of photographs that do not complete each other literally welcomes viewers' co-creation of meaning. This collage follows the materiality of reclaimed wood, abundant in the field.*

#### **AP.5 Cultural Relevance Rational\_ Pandemic exception to local Fishing communities**

Ana Oliveira Madsen, Católica Porto Business School, Portugal

*In the middle of the disruption originated by the pandemic, Portuguese local authorities have decided – unofficially of course – to permit that some ancient local fishing coastal communities to keep working normally during the pandemic. this exception was (perhaps) based on some local authorities' knowledge of cultural relevance rational and on social, cultural, epistemological, and symbolic relationships.*

#### **AP.6 Plating Experience: Covid-19 Pandemic and Disruptions of Food Consumption**

Duygu Akdevelioglu, Rochester Institute of Technology, USA  
Gulay Taltekin Guzel, Bucknell University, USA

*As a response to the disruptions that COVID-19 has caused, restaurants found the solution to focus on their food delivery services. This study explores food aesthetics in dine-in versus delivery settings. Our photo collage provides insights on aesthetic experiences of food consumption including its plating, and presentation styles.*

#### **AP.7 Colorism**

Ana Raquel Coelho Rocha, UFF - Universidade Federal Fluminense, Brazil

Leticia Moreira Casotti, UFRJ - Federal University of Rio de Janeiro,  
Brazil

Jade Fuchs Scisínio Ferreira, UFF - Federal Fluminense University,  
Brazil

*Colorism is a term that designates social distinctions experienced by black people as a result of their skin tone. This in-progress research seeks to understand how consumers make use of representations of colorism. Departing from 103 posts of a Brazilian Instagram account (#colorism), we present four initial categories.*

#### **AP.8 A church without walls? How Megachurch Consumers-Congregants renegotiate the ritual space during COVID-19**

Mai Khanh Tran, London South Bank University, UK

Andrew Davies, University of Birmingham, UK

*The increasing spiritual desire of consumers turned national lockdown into a period of transition, which promoted the renegotiation of ritual practices and religious space. This research explains how consumer-congregants of one London megachurch developed new 'living room' and 'cyber' ritual experiences to rebuild and relocate their sacred spaces.*

#### **AP.9 The Role of a CCT Researcher**

Roma Cusumano, Bayes Business School (Formerly Cass), UK

*This is an abstract work capturing the start of my journey untangling what it means to conduct CCT research. Representing context, the perceptible and imperceptible experience of the participant, and the researcher's lens, this work explores the investigative role of a CCT researcher in finding and explaining inconspicuous phenomenological puzzles.*

#### **AP.10 Turning a Blind (Queer) Eye: How Queerness is Negotiated in Mainstream Cultural Products**

Orcun Turan, Schulich School of Business - York University, Canada

*This research examines how queerness is negotiated in mainstream cultural products, particularly Queer Eye, a makeover show which functions as a tutorial for the idealized neoliberal lifestyle and consumership. Drawing on critical governmentality studies and queer theories, it unpacks the ways queerness and inherently heteronormative neoliberal capitalism are at odds.*

# HYBRID EVENT: JULY 7-9 SCHEDULE AT A GLANCE

All times given in Pacific Time (Los Angeles). The CH2M HILL Alumni Center (“Alumni Center”) is located at 725 SW 26<sup>th</sup> Street, Corvallis.

## WEDNESDAY, JULY 6

5:30pm-8:00pm	Optional, informal gathering at <b>Common Fields</b> , open-air food trucks and taphouse. Food and beverage available for purchase. 545 SW 3rd St, Corvallis.
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## THURSDAY, JULY 7 AT ALUMNI CENTER

7:00am-8:00am	Fitness Mix: a cocktail of outdoor cardio, core, yoga, and stretch, with Cristel Russell. CH2M HILL Alumni Center lawn.
7:45am	Check-in opens for the day
7:45am- 8:30am	Breakfast
8:30am-10:00am	Focused Forums, Block A
10:00am-10:30am	Break
10:30am-12:00pm	Focused Forums, Block B
12:00pm-1:00pm	Lunch
12:30pm- 3:30pm	CCTC Board Meeting Dean’s Boardroom, Austin Hall 2751 SW Jefferson Way (700m/0.4mile walk from Alumni Center. North on 26 <sup>th</sup> , West on Jefferson Way.)
1:00pm-2:30pm	Focused Forums, Block C
2:30pm-4:00pm	Break & Activities: 2:45pm Poetry & Spoken Word Reading Terrace, Alumni Center 3:00pm Campus Tour Meets in front of Alumni Center

4:00pm- 5:15pm	Plenary Forum: Editors' Panel
5:15pm- 7:00pm	Welcome Reception <i>Sponsored by Paul Merage School of Business, University of California Irvine</i> Alumni Center Terrace

## FRIDAY, JULY 8 AT ALUMNI CENTER

7:00am-8:00am	Fitness Mix: a cocktail of outdoor cardio, core, yoga, and stretch, with Cristel Russell. CH2M HILL Alumni Center lawn.
7:45am	Check-in opens for the day
7:45am- 8:30am	Breakfast
8:30am-9:45am	Competitive Paper & Special Session Presentations, Block E
9:45am-10:15am	Break
10:15am-11:30am	Competitive Paper & Special Session Presentations, Block F
11:30am-12:30pm	Lunch
12:30pm-1:30pm	Plenary Session: Keynote by June Francis
1:30pm-1:45pm	Break
1:45pm-3:00pm	Competitive Paper & Special Session Presentations, Block G
3:00pm-3:15pm	Break
3:15pm-4:30pm	Competitive Paper & Special Session Presentations, Block H
5:00pm-7:00pm	Working Paper Reception, <i>Sponsored by Sam Walton College of Business, University of Arkansas</i> Alumni Center Terrace

## SATURDAY, JULY 9 AT ALUMNI CENTER

7:00am-8:00am	Fitness Mix: a cocktail of outdoor cardio, core, yoga, and stretch, with Cristel Russell. CH2M HILL Alumni Center lawn.
7:45am	Check-in opens for the day
7:45am- 8:30am	Breakfast
8:30am-9:45am	Competitive Paper & Special Session Presentations, Block J
9:45am-10:15am	Break
10:15am-11:30am	Competitive Paper & Special Session Presentations, Block K
11:30am-12:30pm	Lunch
12:30pm-1:30pm	Plenary: CCTC Meeting & Awards Presentations
1:30pm-1:45pm	Break
1:45pm-3:00pm	Competitive Paper & Special Session Presentations, Block L
3:00pm-3:15pm	Break
3:15pm-4:30pm	Competitive Paper & Special Session Presentations, Block M
6:00pm-10:00pm	Closing Reception, ticketed required. <i>Sponsored by OSU School of Marketing, Analytics &amp; Design</i> The Vue, 517 SW 2 <sup>nd</sup> Street, Corvallis

## DETAILED PROGRAM: JULY 7

All times given in Pacific Time (Los Angeles), and the location is CH2M HILL Alumni Center unless otherwise noted.

Programming includes Focused Forums (roundtables, workshops, and seminars), and the Editors' Panel plenary forum. The CCTC Board Meeting is scheduled during Block C. All forums are hybrid: presenters and audience members may participate in-person or remotely.

All in-person speakers must use microphones provided.

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### **FITNESS MIX**

**07:00am to 8:00am**

Alumni Center, outdoors

A cocktail of cardio, core, yoga, and stretch, with CCT Wellness Coordinator Cristel Russell. Meet in front of the main (west) door to Alumni Center. Fitness activities will take place outdoors. The Alumni Center building will not open until 7:45am.

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### **ARTS & PHOTOGRAPHY GALLERY**

**Opens at 7:45am**

Lounge, Alumni Center

Artistic works by artists attending in-person are available for viewing in the Lounge.

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### **CONFERENCE CHECK-IN**

**Opens at 7:45am**

Foyer, Alumni Center

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### **BREAKFAST**

**07:45am to 8:30am**

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### **BLOCK A**

**08:30am to 10:00am**

Alumni Center + virtual

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## A.1 Navigating the Consumer Responsibilization/ Abdication Dichotomy

### Ballroom

Deirdre Shaw, University of Glasgow, UK

Andreas Chatzidakis, Royal Holloway, University of London, UK

Michal Carrington, University of Melbourne, Australia

**Roundtable** — A debate has emerged in consumer and marketing literatures seeking solutions to marketplace problems—such as climate change and modern slavery—between over-responsibilising and absolving consumers of responsibility. This panel asks: what forms of responsibility should be attributed to consumers, where lies the pivot between too much and not enough? Panelists:

*Ela Veresiu, York University, Canada*

*Daiane Scaraboto, University of Melbourne, Australia*

*Nil Özçağlar-Toulouse, University of Lille, France*

*Alev Kuruoglu, University of Southern Denmark, Denmark*

*Markus Giesler, York University, Canada*

*Giana Eckhardt, Kings College London, UK*

*Susan Dobscha, Bentley University, USA*

*Gokcen Coskuner-Balli, Chapman University, USA*

*Andreas Chatzidakis, Royal Holloway, University of London, UK*

*Domen Bajde, University of Southern Denmark, Denmark*

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## A.2 Qualitative Approaches to Social Media Research: Methodological Techniques and Ethical Best Practices

### Willamette Room

Jenna Drenten, Loyola University Chicago, USA

Lauren Gurrieri, RMIT University, Australia

**Seminar** — Qualitative social media research methods enable scholars to interrogate how consumer life is mediated, platformed and monetized. This interactive seminar will enable scholars to navigate the ethical and practical complexities of qualitative social media research across the lifecycle of the research process using both mainstream and non-traditional social media platforms.

**\*\*Advance preparation may be required for participants. Please check Whova for specific instructions and materials *before* joining this session in-person.**

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## A.3 Radicalizing Gender Studies: Expanding our Theoretical Toolbox

Elle/Burlingham Room

Laurel Steinfield, Bentley University, USA

**Seminar** — In this seminar we explore how CCT scholarship may be extended through different theoretical foundations that offer a more radical re-theorizing of genders. This session will provide participants with an opportunity to learn with scholars well-versed in lesser known, referenced or employed theorists that could advance our understanding of genders. *\*\*Advance preparation may be required for participants. Please check Whoava for specific instructions and materials **before** joining this session in-person.*

*Rohan Venkatraman, University of Birmingham*

*Teresa Davis, University of Sydney, Australia*

*Nacima Ourhamoune, Kedge Business School, France*

*Hounaida El Jurdi, American University of Beirut, Lebanon*

*Laura McVey, RMIT University, Australia*

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## BREAK

10:00am to 10:30am

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## BLOCK B

10:30am to 12:00pm

Alumni Center + virtual

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## B.1 Ethnographic Futures – Discovering Challenges and Opportunities in the Pandemic World Ballroom

Nitisha Tomar, University of Wisconsin-Madison, USA

Amber Epp, University of Wisconsin-Madison, USA

**Roundtable** — This roundtable provides a platform to review the disruption to ethnography in the pandemic world. We aim to revisit the challenges to prepare our community of ethnographers for similar ones in the future and unravel the dormant potentials to facilitate our research in the ethnographic futures to come.

Panelists:

*Søren Askegaard, University of Southern Denmark, Denmark*

*Robin Canniford, University of Melbourne, Australia*

*David Crockett, University of Illinois Chicago, USA*

*Matthew Godfrey, University of Massachusetts Amherst, USA*

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Rachel Hochstein, Florida State University, USA  
Ashok Kaliyamurthy, University of Arizona, USA  
Julie Ozanne, University of Melbourne, Australia  
Lisa Penaloza, KEDGE Business School, France  
Laurel Steinfeld, Bentley University, USA  
Rohan Venkatraman, University of Birmingham, UK  
Niklas Woermann, University of Southern Denmark, Denmark  
Rita Denny, EPIC, USA

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## B.2 Academic Isolation vs. Integration – How to Become an Active Member of your Research Field

### Willamette Room

Daiane Scaraboto, University of Melbourne, Australia  
Bernardo Figueiredo, RMIT University, Australia  
Andrew Smith, Suffolk University, USA  
Myriam Brouard, University of Ottawa, Canada  
Marcia Christina Ferreira, Brunel University of London, UK

**Workshop** — Academic isolation reduces the ability of Early Career Researchers (i.e., PhD students, post-docs, junior faculty) to successfully integrate in academic fields. This workshop is intended to support scholars in overcoming isolation-related obstacles to their integration in the CCT field by developing an action plan including individual and collective integration strategies. **\*\*Advance preparation may be required for participants. Please check Whova for specific instructions and materials before joining this session in-person.**

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## B.3 Capturing Disruption: The Power of Visual Methods in Understanding the ‘New Normal’

### Elle/Burlingham Room

Fatema Kawaf, University of Greenwich, UK  
Ashleigh Logan-McFarlane, Edinburgh Napier University, UK  
Ofel Dekel-Dachs, Loughborough University, UK  
Natalia Yannopoulou, Newcastle University, UK

**Workshop** — This workshop brings together researchers working with visual methods to discuss best practices and challenges of foregrounding the visual in consumer culture research. We specifically aim to look at the power of the visual in capturing consumer experiences of disruptions be it by adapting to them, adopting or resenting them. **\*\*Advance preparation may be required for participants. Please check Whova for specific instructions and materials before joining this session in-person.**

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## LUNCH

12:00pm to 1:00pm

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## CCTC BOARD MEETING

12:30pm to 3:30pm

Dean's Boardroom, Austin Hall, 2751 SW Jefferson Way

Please note that Austin Hall is a 700m/ 0.4mile walk from Alumni Center. Turn right out of Alumni Center front door and then left on Jefferson Way. Lunch for conference attendees is only available at the Alumni Center.

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## BLOCK C

1:00pm to 2:30pm

Alumni Center + virtual

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### C.1 Morality and Consumer Culture Theory

Ballroom

Aya Aboelenien, HEC Montréal, Canada

Zeynep Arsel, Concordia University, Canada

**Roundtable** — The role of morality in shaping consumption is noteworthy. However, there is a need to expand the boundaries of the study of morality. This roundtable aims to advance our understanding of the evolving role of morality in the marketplace as well as the role of morality in the research process. Panelists:

*David Crockett, University of South Carolina, USA*

*Eileen Fisher, York University, Canada*

*Ela Veresiu, York University, Canada*

*Marcus Phipps, University of Melbourne, Australia*

*Markus Giesler, York University, Canada*

*Maud Herbert, Université de Lille, France*

*Michelle Weinberger, Northwestern University, USA*

*Olga Kravets, Royal Holloway, University of London, UK*

*Tonya Bradford, University of California Irvine, USA*

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### C.2 Reconsidering Social Class in Consumer Research

Willamette Room

Aleksandrina Atanasova, University of Birmingham, UK

Fleura Bardhi, Bayes Business School, UK

Giana M. Eckhardt, King's College London, UK

**Roundtable** — In consumer research, social class has been conventionally denoted by static categories. In this forum, we invite

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scholars working in contexts that challenge notions of class, such as mobilities, technology/social media, the sharing/platform economy, and work, to consider new avenues for understanding social class and generate a future research agenda. Panelists:

*Russ Belk, York University, Canada*

*Gillian Brooks, King's College London, UK*

*Julien Cayla, Nanyang Business School, Singapore*

*Markus Giesler, York University, Canada*

*Adèle Gruen, Goldsmiths, University of London, UK*

*Douglas Holt, Cultural Strategy Group, UK*

*Marina Leban, Copenhagen Business School, Denmark*

*Andre Maciel, University of Nebraska-Lincoln, USA*

*Laetitia Mimoun, ESCP Business School, France*

*Thomas O'Guinn, University of Wisconsin-Madison, USA*

*Ozlem Sandikci, University of Glasgow, UK*

*Bernd Schmitt, Columbia Business School, USA*

*Rohit Varman, University of Birmingham, UK*

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## **BREAK**

**2:30pm to 4:00pm**

### **POETRY & SPOKEN WORD READING**

**2:45pm to 3:00pm**

Terrace (in-person only). Poetic works are listed in the Poetry & Spoken Word section of this program and Whova. Poets attending in-person will read their work.

### **OSU CAMPUS TOUR**

**3:00pm to 3:45pm**

Meet outside main entrance to Alumni Center. This is a walking tour hosted by OSU staff. Please advise conference chairs if you need or have questions about accommodations.

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## **PLENARY: EDITORS' PANEL**

**4:00pm to 5:15pm**

Ballroom, Alumni Center + virtual

A panel of editors and associate editors will discuss publishing and promoting CCT scholarship aimed at creating a better world in panelists' respective journals. Discussion prompts will focus on topic selection, manuscript preparation and revision, reviewing, and having impact beyond the journal.

Immediately following the panel, a virtual Q & A will continue on Zoom for editors and attendees participating remotely.

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**Panelists:**

Tonya Bradford, *Journal of Public Policy & Marketing*

Alan Bradshaw, *Consumption Markets & Culture*

Colin Campbell, *Journal of Advertising Research*

Andreas Chatzidakis, *Marketing Theory*

Markus Giesler, *Journal of Consumer Research*

Cait Lamberton, *Journal of Marketing*

Maureen Morrin, *Journal of Marketing Research*

Vicki Morwitz, *Journal of the Association for Consumer Research*

Cristel Russel, *Journal of Advertising*

Hope Schau, *Journal of the Academy of Marketing Science, Journal of Business Research*

Mark Tadajewski, *Journal of Marketing Management*

Craig Thompson, *Journal of Consumer Psychology, Journal of Consumer Culture*

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**WELCOME RECEPTION**

**5:15pm to 7:00pm**

Terrace (in-person only)

The Welcome Reception is sponsored by **Paul Merage School of Business, University of California Irvine**

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**UCI** Paul Merage  
School of Business

Leadership for a Digitally Driven World™

## DETAILED PROGRAM: JULY 8

All times given in Pacific Time (Los Angeles). The location is CH2M HILL Alumni Center unless otherwise noted. Programming is hybrid (available to in-person and remote attendees) unless otherwise indicated. The program and more are available on Whova.

Remote attendees will access and participate in programming via Whova (integrated with Zoom). Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

All in-person speakers must use microphones provided.

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### **FITNESS MIX**

**07:00am to 8:00am**

Alumni Center, outdoors

A cocktail of cardio, core, yoga, and stretch, with CCT Wellness Coordinator Cristel Russell. Meet in front of the main (west) door to Alumni Center. Fitness activities will take place outdoors. Please note that the Alumni Center will not open until 7:45am.

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### **CONFERENCE CHECK-IN**

**Opens at 7:45am**

Foyer, Alumni Center

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### **BREAKFAST**

**07:45am to 8:30am**

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### **BLOCK E**

**July 8, 8:30am to 9:45am**

Alumni Center + virtual

Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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## E.1 CARING CONSUMERS

Competitive Paper Session

Willamette Room

### Self-Centered Care Consumption: How Consumers Prioritize Themselves

Rachel Hochstein, Florida State University, USA

Ela Veresiu, York University, Canada

Colleen Harmeling, Florida State University, USA

*What does it mean to care for yourself? Our findings show that caring for yourself has shifted from being a medical prescription to an avenue for emotional healing pursued by consumers in North America. In order to care for themselves consumers normalize self-care, develop agency, set boundaries, and indulge mindfully.*

### Animal Consumption: A Better World for Whom?

Jack Coffin, University of Manchester, UK

*Consumption choices play a central role in improving or degrading the lives of animals. This paper introduces a tripartite framework that distinguishes between the consumption of animals, consumption with animals, and consumption for animals. Theorizing animal consumption disrupts anthropocentric assumptions, creating a better world for all consuming animals, including humans.*

### Creating Responsible Consumer Subjects: Ethical Consumption as Subjectivation

Cristiano Smaniotta, Aarhus University, Denmark

Søren Askegaard, University of Southern Denmark, Denmark

*Drawing on Foucauldian ethics, this article extends existing research on consumer responsabilization by theorizing the process of subjectivation through which consumers develop responsibility for their consumption and constitute themselves as ethical subjects. The findings contribute to extant theorizations of subjectivity, consumer autonomy, and consumption moralization.*

## Care Consumers in Pursuit Of Meaning: Consumption Practices and Tensions in Institutional Care

Julia Rötzmeier-Keuper, Technische Universität Berlin,  
Germany

Nancy V. Wunderlich, Technische Universität Berlin, Germany

*Existing consumer research portrayed aging as a life transition in which consumers engage in voluntarily crafting new identities and experience pleasurable identity renaissances. In contrast, we explore how elderly care consumers pursue existential meaning through mundane everyday consumption practices and fail due to tensions emerging in restricted institutional care.*

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## E.2 HABITATIONS OF MARKETIZATION: PERSPECTIVES FROM THE GLOBAL SOUTH

Special Session

Trysting Tree Room

Chair: Rodrigo Castilhos, SKEMA Business School, France

Chair: Arindam Das, Alliance University, India

This special session looks at the unfolding of marketization in diverse market spaces of the Global South. Through an analysis of South American, Asian, and African market contexts, it examines how postcolonial market actors acquiesce, leverage, and resist marketization and its (neo)colonialist/capitalist agendas.

### Public Policy, Marketization, and Consumer Subjectivity in Brazil

Lucivânia Ponte, IFERJ, Brazil, Brazil

Roberta Campos, COPPEAD-UFRJ, Brazil, Brazil

Rodrigo Castilhos, Skema Business School, France

*This study examines how public policies contribute to the formation of a new local market system. Through an ethnography of a small rural village in Brazil, we find that local elites, capitalizing on the increased availability of resources, concur to the formation of a new consumer subjectivity among younger generations.*

## **Mobility and Market Development: The Case of Mobile Street Vendors in Ghana**

Benét DeBerry-Spence, University of Illinois Chicago, USA

Lez Trujillo-Torres, University of Illinois Chicago, USA

*This research investigates mobility-based vending practices in the informal economy and market changes in a major market in Accra, Ghana. Using a mobile phone visual ethnography method, we find that mobile street vending creates three types of market developments: makeshift marketplaces, fluid formal marketplaces, and exclusive marketplaces for street vendors.*

## **Demarketization and Subaltern Politics: Views from India**

Arindam Das, Alliance University, India

*This paper examines two Indian Dalit and Adivasi businesses to develop the notion of demarketization. Less of confrontational maneuvering, demarketizing Global South market actors reclaim agency and relevance through the appropriation and performance of neo(colonial)/western market elements toward greater subjective well-being (micro-level) and community quality of life (meso-level).*

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### **E.3 MATTERS OF MORALITY**

**Competitive Paper Session**

**Elle/Burlingham Room**

## **Diego, Devil, D10S: The Moral Dynamics of Marketplace Heroism**

Gregorio Fuschillo, Kedge Business School, France

Samuelson Appau, Melbourne Business School, Australia

*How do heroes rise, fall and (sometimes) rise again in the marketplace? Based on an analysis of the football legend Diego Maradona's evolution as hero-villain-god in Italy, this study implicates the role of socio-historical moral tensions in the heroization, vilification, and divinization of marketplace actors.*

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## **For Better or Worse? Infidelity as a Therapeutic Solution to Social and Moral Expectations of Marriage**

Alexandra Rome, ICN Business School, France

Jack Tillotson, University of Vaasa, Finland

*Why and how do digital platforms that facilitate infidelity become so popular among married adults? Examining an online dating service marketed to those seeking extramarital affairs, we find that participants' affairs functioned as therapeutic indulgences which were fantastical, pleasurable, and freeing but also discomfoting, destructive, and in some cases, compulsive.*

## **Social Status and Distinction in Hong Kong: Morals, Cosmopolitanism, and Inconspicuous Consumption**

Weiwei Zhang, Hartwick College, USA

*This article attempts to contribute to the refinement and understanding of social status and distinction by doing an empirical study in an Asian society- Hong Kong. More specifically, this article examines what status signals that Hong Kong people seek to secure when Mainland luxury consumers challenge their position.*

## **The Moral Institutional Logics of an “Alternative Market”: The Case of CSA Members in France**

Ahmed Benmecheddal, Univ. Lille, France

Nguyen Arthur, University of Lyon, France

Nil Ozcaglar-Toulouse, Univ. Lille, France

*Drawing on the institutional theory and the economies of worth framework, this research aims to underline the moral institutional logics that shape consumer participation in an alternative market. By analyzing ethnographic and in-depth interview data, our findings further our understanding of alternative markets as a hybrid market framed by non-market moral logics alongside a market moral logic.*

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## E.4 TOGETHER BUT APART: INDIVIDUAL AND COLLECTIVE PRACTICE DISRUPTION AND RECOVERY DURING THE COVID-19 PANDEMIC

**Special Session**  
**Ballroom**

Chair: Tandy Thomas, Queen's University, Canada  
Discussant: Hope Schau, University of Arizona, USA

This session explores practice disruptions during the COVID-19 pandemic. Each paper in the session explores a different level of practices: small collective practices; a larger consumption community; and individual practices. The session offers a nuanced perspective on consumer practices that speaks to their fragility, resilience, and social embeddedness.

### **Missed Milestones: How Consumers Respond to Collective Milestone Disruptions**

Adam Slobodzian, Queen's University, Canada  
Tandy Thomas, Queen's University, Canada

*Adopting a practice theory perspective, this research seeks to understand how consumers responded when their collective milestones practices were disrupted by the COVID-19 pandemic. In doing so, we uncover a range of responses that advance our theorizing on the nature of collective practices and their disruptions.*

### **Community through Competition – Exploring the trajectories of deep play and communal experiences post disruption**

Nitisha Tomar, University of Wisconsin, USA  
Amber Epp, University of Wisconsin, USA

*Our paper analyses the effect of disruption on a collectively performed practice. We take a practice theory approach to discover the configurations of practice components that constitute the architecture of story slam communities and how they were readjusted post the COVID-19 disruption, reshaping communalities characteristic of deep play.*

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## COVID Disrupted and Embedded Consumer Mobilities: A Practice Perspective

Kivalina Grove, University of Oregon, USA

Linda Price, University of Wyoming, USA

Sara D. Hodges, University of Oregon, USA

*This paper qualitatively examines individual consumer practice disruption due to COVID. We emphasize that what appear to be individual practices are complexly embedded within familial, social, and institutional systems. Thus, practice emergence or recovery at an individual level requires consideration of the relational structures in which the practice is embedded.*

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### BREAK 9:45am to 10:15am

#### BLOCK F

#### July 8, 10:15am to 11:30am

Alumni Center + virtual

Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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### F.1 THE REPRODUCTION AND NAVIGATION OF GENDERED-INTERSECTIONAL INEQUITIES

Special Session

Willamette Room

Chair: Laurel Steinfield, Bentley University, USA

In this session we draw attention to ways gender injustice structure markets and assess how consumers respond to (intersectional) gender injustices. We invite attendees to consider with us how marketplace dynamics may be challenged and end with a consideration as to how we, as academics, can affect change.

#### **The gender bias in symbolic representations of professions driven by search algorithms: An analysis through the lens of performativity**

Carla Abdalla, Centro Universitário Armando Alvares Penteado  
- FAAP, Brazil

Marina Viotto, FGV EAESP, Brazil

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How does the construction of understanding and expectations about gender unfold through representations of professions driven by search algorithms? We analyzed 230 images and found that understandings around gender in professions are built through binarities present in the representation of human and non-human agents and in the meanings of images.

## **The Gendered Experience of Personal Grooming in Romantic Relationships**

Chihling Liu, Lancaster University Management School, UK  
Katerina Karanika, University of Exeter, UK  
Mohammed Cheded, Lancaster University Management School, UK

*Comparing how the groomed body is lived by men and women in their dating relationships and in romantic comedies, we offer a nuanced understanding of the intersection of gender, media and consumption and its implications for gender identity formation, relationship and equity.*

## **The Places Where We Exist: The Power of Recognition in Servicescapes**

Abigail Nappier Cherup, California State University San Marcos, USA  
Andre Maciel, University of Nebraska-Lincoln, USA

*In this paper, we explore how one group of consumers with a concealable stigmatized identity act upon the visibility of their identity to navigate a variety of servicescapes. We find that consumers invoke collective practices of revealing their identity in specific servicescapes to seek recognition and minimize potential discrimination.*

## **Coping with Intersectional Oppressions: Consumers' Experience of the Neoliberal-Imperialist White-Supremacist Capitalist Patriarchy of Business Schools**

Laurel Steinfield, Bentley University, USA  
Traci Abbott, Bentley University, USA  
Mateo Cruz, mcruz@bentley.edu, USA  
Kiana Pierre-Louis, Bentley University

*Examining the marketplace of business schools where neoliberal-imperialist white-supremist capitalist patriarchy*

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*presides, we detail the existence of systemic intersectional oppressions and provide a more nuanced understanding of how consumers' coping responses align with their intersecting (dis)advantageous social locations and the apparentness and grotesqueness of oppressions.*

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## **F.2 EVOLUTION IN BRANDING & CONSUMPTION**

**Competitive Paper Session**  
**Trusting Tree Room**

### **Consuming the Confederacy: History, Heritage, and Racial Politics**

Terrence Witkowski, California State Long Beach, USA

*A Lost Cause discourse rehabilitated the image of the American South via the consumption of entertainment, trade characters, and political symbols. This paper gives an historical overview including twenty-first century reassessment. Key interpretive perspectives of history, heritage, and racial politics are introduced, and consumer culture theory implications are considered.*

### **Reclaiming the Witch: Processes and Heroic Outcomes of Consumer Mythopoesis**

Maria Carolina Zanette, Neoma-BS, France  
Diego Rinallo, EmLyon, France  
Laetitia Mimoun, ESCP, France

*We investigate the ambiguous myth of the witch and how it is reclaimed by consumers. Through a qualitative study based on archival data and in-depth interviews with self-proclaimed witches, we first identify different mythopoetic cycles which form the witch's ambiguity. Then, we shed light on the processes of reclaiming.*

### **Rebellion, Advocacy and Activism: Luhmannian historical semantics of politicized branding**

Kristijan Petkoski, Lund University, Sweden  
Niklas Woermann, University of Southern Denmark, Denmark

*The paper critically investigates the historical development of politicized branding in light of its recent renewed popularity. Applying Luhmann's historical semantic analysis, we discuss three distinct semantics (brand rebellion, brand advocacy and*

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*brand activism), the structural couplings that enable their emergence, as well as the paradoxes that occur.*

## **Artist Brand Transformations: A Geological Perspective**

Toni Eagar, Australian National University, Australia

Andrew Lindridge, Newcastle University, UK

Diane Martin, RMIT University, Australia

*Using a Deleuzian assemblage theory lens and informed by a qualitative methodology exploration of David Bowie's (1947-2016) 50-year career, this paper develops a geology of brand transformation. We find that brand stratification, consumer heterogeneity and noise and silence are important processes in an artist brand's ability to evolve over time.*

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### **F.3 EXPERIENCING EMERGING TECHNOLOGY**

**Competitive Paper Session**

**Elle/Burlingham Room**

#### **Listening to Colors, Feeling Earthquakes, Sensing the North, and Having Cyborgasms: On Cyborg Senses**

Vitor Lima, Audencia Business School, France

*Drawing on Transhumanism and sociosemiotics ideas, I present four depictions of being-in-the-world from the perspective of real-life cyborgs. In considering the sensorial experience of cyborgs, this study enriches the current phenomenological perspective on the body by taking it as a locus for cutting, bleeding, hacking, sensing, and living.*

#### **'Moments are Your Moments': Ontological Work at the NFT Frontier of Digital Ownership**

Domen Bajde, University of Southern Denmark, Denmark

Konstantinos Lianidis, University of Southern Denmark,  
Denmark

Mads Skovgaard, University of Southern Denmark, Denmark

*This paper seeks to contribute to the CCT literature on digital ownership by investigating how ownability (i.e., the conditions for meaningful ownership) is constructed in the context of an emergent NFT market. Our preliminary findings point to*

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*previously untheorized ontological work through which ownability is fostered and highlight the important role of ownership technologies like NFTs.*

## **Spatial AR Experiences in Augmented Environments**

Andrew Smith, Suffolk University, USA

Joachim Scholz, Brock University, Canada

*Innovations in augmented reality (AR) facilitate the geo-coded embedding and enmeshing of AR content across vast areas, thus ushering in new experiences that span across consumers' lifeworlds. We introduce and conceptualize a distinctive type of 'spatial AR experience' associated with these developments and distinguish it from more general AR experiences.*

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### **F.4 CONSUMPTION IN COVID AND CRISIS**

**Competitive Paper Session**

**Ballroom**

#### **A Framework of Grooming Practices and Interrupted Routines: Beauty Consumption in the Pandemic**

Thaysa Costa Do Nascimento, Instituto COPPEAD de Administração, COPPEAD, Universidade Federal do Rio de Janeiro, UFRJ, Brazil

Isabela Carvalho de Moraes, Federal University of Ouro Preto, Brazil

Débora Boguea da Costa Tayt-Son, Universidade Federal Fluminense, Centro de Estudos Sociais Aplicados, Faculdade de Administração e Ciências Contábeis, Brazil

*This study seeks to understand how consumers deal with daily grooming practices in moments of routine disruption. This qualitative and multi-method research shows that overlapping of individuals' internal (domestic) and external (social) environments leads to a process of reframing practices based on temporal, spatial, and symbolic changes.*

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## **Consumption Communities Rocked by the Crisis: Towards Solidarity Consumption Networks**

Gregorio Fuschillo, Kedge Business School, France  
Simona D'Antone, Kedge Business School, France

*This study examines how solidarity catalyzes dispersed entities (individuals, resources, institutions, etc.) in broader consumption networks. Through the analysis of Spesasospesa.org, a consumption network emerged in Italy during the Covid-19 social distancing, we identify a third type of hybrid solidarity, entrained solidarity, in contrast with traditional thick and thin solidarities.*

## **Transforming Rituals and Rites of Passage During the COVID-19 Pandemic**

Kristine De Valck, HEC Paris, France  
Ana Babic Rosario, University of Denver, USA  
Isabella Ciampa, HEC Paris, France

*How do consumers experience rites of passage when they cannot physically gather during a public health crisis? Using interviews on childbirth, entering adulthood, weddings, and funerals from four countries, we conceptualize transformed rituals that are technology-mediated and that can be reduced or extended with ritual scripts, artifacts, performers, and audiences.*

## **The new you is older than you: the self-identity liminality of older consumers during the Covid-19 pandemic**

Fernanda Scussel, Federal University of Santa Catarina, Brazil  
Elisa Priori, Federal University of Rio de Janeiro, Brazil  
Letícia Casotti, Federal University of Rio de Janeiro, Brazil

*We investigate the effects of the COVID-19 pandemic in the self-identity liminality of elderly consumers. In a study with elderly women, we identified a process of renegotiation of their self-identities, depicting how the pandemic changed the cultural category age and what it means to be elderly in the pandemic society.*

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**LUNCH 11:30am to 12:30pm**

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**PLENARY: 12:30pm to 1:30pm**

**KEYNOTE ADDRESS**

**Dr. June Francis**

Ballroom, Alumni Center + virtual

“An Urgent Call to Action for Marketing Researchers to Address Structural and Systemic Anti-Black Racism.”

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**BLOCK G**

**July 8, 1:45pm to 3:00pm**

Alumni Center + virtual

Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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**G.1 DISRUPTION AND TRANSFORMATION: THE ROLE OF INSTITUTIONS IN CHANGING THE STATUS QUO**

**Special Session**

**Willamette Room**

Chair: Linda Tuncay Zayer, Loyola University Chicago, USA

Discussant: Daiane Scaraboto, University of Melbourne, Australia

As articulated in the theme of the conference—Disruption for a Better World— “Some disruptions can be successful – they effectively interrupt, impede, or reorient the status quo in cultural and market systems.” This session brings together research which examines disruptive institutions and forces in the advertising, fashion and NGO sectors which attempt to bring about social change.

**Disrupting the Institution of Advertising: A Transformative Perspective**

Catherine Coleman, Texas Christian University, USA

Lauren Gurrieri, RMIT University, Australia

Linda Zayer, Loyola University Chicago, USA

*This research identifies a need for disruptive forces within the institution of advertising and its resulting impacts on consumers, markets and culture. Using institutional theory as an enabling lens, a conceptual framework on Transformative*

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*Advertising Research is presented which examines interactions and intersections at the micro, meso and macro levels and their resulting well-being outcomes.*

## **Building Inclusive Brands to Disrupt the Fashion and Beauty Institutions**

Ela Veresiu, York University, Canada

Marie-Agnès Parmentier, HEC Montreal, Canada

*Combining institutional and intersectional theories with a case analysis of two indie brands, we unpack how to build inclusive brands that disrupt the fashion and beauty institutions. Specifically, we identify three forms of institutional work concerning a brand's materiality, morality, and multiformity. We conclude with a discussion of diversity washing.*

## **Disrupting the Pre-disaster Social (Dis)Order: Implications for Consumer Vulnerability**

Katherine Sredl, Loyola University Chicago, USA

Gordana Simunkovic, University of Rijeka, Croatia

*Using content analysis of news images covering an earthquake in Banovina, Croatia in winter 2021, and depth interviews with NGO workers and survivors, we explore how images as part of the external context of vulnerability reduce survivor vulnerability and facilitate NGO institutional work, and attempt to disrupt the pre-disaster social (dis)order.*

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## **G.2 A PICTURE IS WORTH A THOUSAND-WORD TRANSCRIPT: DEVELOPMENTS IN AUTO-DRIVING RESEARCH**

**Special Session**

**Trysting Tree Room**

Chair: Cristel Russell, Pepperdine University, USA

Discussant: Deborah Heisley, California State University Northridge,  
USA

In this session, we will share insights, challenges, and opportunities associated with photo-elicitation, or autodiving techniques. Each of the three presentations will discuss strategies and best practices for conducting autodiving research: from the ethics approval process to the participant recruitment, through conducting autodiving interviews, and interview analysis.

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## Autodriving in the Social Media Environment

Colin Campbell, University of San Diego, USA

Cristel Russell, Pepperdine University, USA

*This project relies on autodriving to explore how consumers navigate their social media feeds and respond to sponsored promotional posts and the conversations they trigger. Combining semi-structured interviews with photo-elicitation documents the user's lived experience of social media while also eliciting a deeper dive into their consciousness.*

## Autodriving in the Context of Consumers' Experiences of Shopping

Joy Shields, Pepperdine University, USA

*This project utilizes autodriving to examine how consumers coped with the loss of touch in the COVID-19 environment. Photo- and video-elicitation in combination with semi-structured interviews and verbatim transcription allowed informants to provide rich insights into their shopping experiences and the coping mechanisms they used.*

## Autodriving to Reveal Insights About Television Consumption

Dina Rasolofoarison, Dauphine University, France

Stephanie Feiereisen, Montpellier Business School, France

Cristel Russell, Pepperdine University, USA

Hope Schau, University of Arizona, USA

*This project used autodriving to understand how consumers watch TV in a transmedia environment. Autodriving supplemented our other methods (interviews, diaries) and captured our respondents first person perspective on their viewing practices. We discuss the value and challenges of adopting video recordings as material for video-elicitation interviews.*

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### G.3 DIFFERENT PERSPECTIVES ON SOCIAL MEDIA INFLUENCERS AND THEIR NETWORKS

Special Session

Elle/Burlingham Room

Chair: Aya Aboelenien, HEC Montreal, Canada

Chair: Ai Ming Chow, University of Melbourne, Australia

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The special session converges four papers on influencers including their fostering of social relations, contribution to social movements, recoveries after transgressions, and monetization strategies). The papers enrich our understandings of the growing importance of the networks in which influencers are embedded.

## **The Digital Emotional Economy of the Cute Animals of the Internet**

Ghalia Shamayleh, Concordia University, Canada  
Zeynep Arsel, Concordia University, Canada

*We explore how social relations are forged and maintained through the cute economy. We highlight how pet content creators, appreciators, and the media construct, circulate, and interact within an affect-based network of animal content. We find that social, parasocial, and commercial relationships are formed and orchestrated through technologically mediated emotions.*

## **Join the Movement: Ethical Influencers' Linking Strategies**

Aya Aboelenien, HEC Montreal, Canada  
Alex Baudet, HEC Montreal, Canada  
Ai Ming Chow, University of Melbourne, Australia

*Our paper focuses on how some influencers are using their social media platforms to advocate for behavior change. Focusing on Instagram posts of 10 macro influencers within vegansim and zero waste movements, we pinpoint their strategies to link their audience to social movements which eventually aids in scaling them up.*

## **How do creators monetize their influence? A typology of monetization roles**

Pierre-Yann Dolbec, Concordia University, Canada  
Andrew N. Smith, Sawyer School of Business, USA  
Trang Hoang, Concordia University, Canada

*How do creators monetize their influence? We analyze a dataset on creators composed of 81 interviews, 61,500 Instagram posts, and archival data, to present three monetization roles. For each, we define, exemplify, and contrast the bases of influencers' monetization efforts, their main strategies, their key activities, and inherent risks.*

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## "Those who know me know": A Framework of Digital Influencer Transgression Dynamics

Thaysa Costa do Nascimento, COPPEAD, Brazil

Maribel Suarez, COPPEAD, Brazil

Roberta Dias Campos, COPPEAD, Brazil

*Digital influencers are constantly involved in controversial events during their trajectories into celebrity status. These transgressions can apparently help to energize the influencers' network. Based on a longitudinal netnography, this article seeks to understand the dynamics of transgressions committed by digital influencers and how can they leverage the influencer trajectory?*

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### G.4 DISRUPTING THE DISRUPTER? A DIALECTICAL EXAMINATION OF THE SHARING ECONOMY AND EXISTING MARKETS THEY DISRUPT

Special Session

Ballroom

Chair: Samuelson Appau, Melbourne Business School, Australia;

Chair: Marian Makkar, RMIT University, Australia

This session examines how existing systems that sharing economy innovations look to disrupt may themselves disrupt the sharing economy. The session presents four papers about sharing economy brands across four continents, and together offer holistic insights about the dialectical disruptions that shape the diffusion of sharing economy innovations in existing markets.

#### Dialogized Heteroglossia and Heterodoxy: How Airbnb Shapes Market Disruption in New Zealand

Marian Makkar, RMIT University, Australia

Russell Belk, York University, Canada

*This paper uses the lens of heteroglossia to explain how Airbnb in New Zealand has thrived by adopting multiple, contradictory, and evolving dialogues in response to innovations in the sharing economy and traditional online marketplace institutions. The threats have forced Airbnb to constantly disrupt its own narratives to succeed.*

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## How Consumer Empathy Drives Platform Success

Markus Giesler, York University, Canada

Ashlee Humphreys, Northwestern University, USA

*Based on a multi-year ethnography, this paper shows how Uber in the U.S. uses consumer empathy narratives to respond to media representations of Uber's risk to traditional markets and society. The paper offers four consumer empathization strategies that can be used by managers seeking to render a platform business legitimate.*

## Order and Disorder: The Mutual Consequence of Uber's Disruption to Existing Markets in Ghana

Samuelson Appau, Melbourne Business School, Australia

Kingsley Tetteh Baako, RMIT University, Australia

*This paper examines how Uber's operation in Ghana has normatively regulated and been regulated by the existing market. The paper shows the mutual consequence of disruption when sharing economy brands try to regulate largely unregulated incumbent markets. These consequences include both mutual disruption and status quo maintenance for disrupter and incumbent.*

## Dialectical Approximation: How Incumbents and Challenger Brands Adapt Their Way of Doing Business

Johanna Gollnhofer, University of St. Gallen, Switzerland

*This study of Foodsharing.de in Europe show how disruptive sharing economy innovations can evolve from competing with incumbents to collaborating with them. The paper explains how both sharing economy brands and the incumbents they disrupt can both change their ways of doing business to support consumer wellbeing and for their mutual gains.*

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**BREAK 3:00pm to 3:15pm**

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**BLOCK H**

**July 8, 3:15pm to 4:30pm**

Alumni Center + virtual

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Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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## H.1 CONSUMER KNOWLEDGE AND CHOICE

**Competitive Paper Session**  
**Willamette Room**

### **Barriers to social change: Unconscious complicity and a distributed form of power woven throughout the social space**

Paul Henry, University of Sydney, Australia

*Social movements face significant barriers to desired change. One kind of barrier lies in the clash of tacit understandings that stem from everyday interactions between people with differently configured habitus(es). We illustrate the emotional frictions that stem from such clashes by analyzing reader comments in response to newspaper articles on the #MeToo movement.*

### **Involuntary Consumption: Explorations into the Experience of No-Choice-But-To-Consume**

Rebecca Scott, Cardiff University, UK  
Ulrike Gretzel, University of Southern California, USA

*This research investigates consumers' embodied experiences of having no-choice-but-to-consume. Using an ethnographic approach, we find that involuntary consumption has five dimensions which create and reinforce three layers of suffering. By highlighting the complexity of involuntary consumption and its negative consequences, we complement existing conceptualizations of limitations to free choice.*

### **Consumer Empiricism: Consumers' Quasi-Scientific Strategies to Develop Consumption Knowledge**

Jan-Hendrik Bucher, University of St. Gallen, Switzerland  
Johanna Gollnhofer, University of St. Gallen, Switzerland

*How do consumers in a knowledge society develop knowledge about their consumption behavior? By studying how consumers examine purchased products, we identify four quasi-scientific*

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*strategies to develop consumption knowledge. We uncover consumer empiricism as a mindset that determines consumers' reasonings and how consumers approach consumption in a knowledge society.*

## **Risk, Danger, and the Fallacy of Choice in the Chinese Marketplace**

Erika Kuever, University of Southern Denmark, Denmark

*This research explores the experiences of Chinese consumers navigating an uncertain marketplace. Applying Luhmann's work on risk and Schwarzkopf's genealogy of choice to ethnographic data, the paper argues that in contexts of poor regulation and low trust, consumers are unable to make active choices to protect themselves from dangerous goods.*

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## **H.2 MANAGING MARKET EXPERIENCES**

**Competitive Paper Session**

**Trusting Tree Room**

### **Courting Disaster: Managing Chaos in Experience Markets**

Anastasia Thyroff, Clemson University, USA

Kelley Cours Anderson, College of Charleston, USA

*While significant literature provides the benefits of perfectly orchestrated market experiences, we invite you to explore where chaos is welcomed. Using a neomaterialism assemblage-theoretic perspective, we explore how market materialities assemble in Lollapalooza music festival. The data reveals that material tensions and oppositions allow for a successful assemblage within chaos.*

### **Digitalization of Intimate Market-Mediated Performances: How Does Tinder Reshape Dating and Hooking Up?**

Anil Isisag, emlyon business school, France

*Focusing on Tinder's mediation of dating and hooking up, this article examines how this digital platform reshapes intimate performances. Based on the analysis of an extensive qualitative dataset, it theorizes the dynamicity of market-mediated performances and sheds light on the organic and malleable nature of performative scripts.*

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## How can Multiple Logics Be Managed to Facilitate Consumer Transformation?

Fulvio Fortezza, Department of Economics and Management  
University of Ferrara, Italy

Bernardo Figueiredo, RMIT University, Australia  
Daiane Scaraboto, University of Melbourne, Australia  
Giacomo Del Chiappa, University of Sassari, Italy

*We address the conference theme by examining how a hybrid organisation, Home4Creativity, manages multiple logics to attempt to induce transformative experiences. We find the organisation promotes the interplay among logics through three recombinant strategies that collectively suspend habitual experiences, redirect consumer attention and invite consumer identification.*

## Marketplace Accessibility: A Service Provider Perspective

Katharina Husemann, King's Business School, UK  
Anica Zeyen, Royal Holloway, University of London, UK  
Leighanne Higgins, Lancaster University, UK

*Research on marketplace accessibility has focused on exploring the lived experiences and coping strategies of disabled customers in the marketplace. This study assumes a service providers perspective. We show that service providers who develop, implement and curate dedicated access programs facilitate three forms marketplace accessibility: autonomous, embodied, and social access.*

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### H.3 TRANSFORMATIONAL NATURE OF PRACTICE

Competitive Paper Session

Elle/Burlingham Room

#### Experiencing the Extraordinary Through the Embodiment of Primal Mundane Practices

Renata D. Barros, COPPEAD - Federal University of Rio de Janeiro (UFRJ), Brazil

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

*This article contributes to the body of knowledge on extraordinary consumer experiences by incorporating on it the discussion about mundane practices. The work investigates*

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*experiences lived in a tourist and ecological conservation project that imposes consumers restrictions that disrupt urban mundane practices, supporting the emergence of extraordinary sensations.*

## **How Teleological Orientation May Foster Deep Engagement with Consumption Practices**

Benjamin Rosenthal, EAESP FGV, Brazil

*What drives variation in the engagement with consumption practices? This research investigates how teleological structures affect performance engagement. It informs how deep engagement involves goals that connect with the past, the present, and the future, complementing previous research in consumption practices that focused on the affective side of teleological structures.*

## **Atmospheres of Appropriation vs Atmospheres of Revelation: The Philosophy of Nothingness in Cultural Heritage**

Chloe Preece, ESCP Business School, London, UK

Victoria Rodner, University of Edinburgh, UK

Pilar Rojas-Gaviria, University of Birmingham, UK

*We draw on Nishida and his logic of ‘nothingness’ to examine intangible and ephemeral Brazilian cultural heritage, focusing on the practice of spirit possession in Brazil. In theorising how time comes alive through the body we focus on ‘knowing by becoming’ as a way to decolonise tourism research.*

## **Unmasking (In)Equality through Practice Genealogy**

Melissa Akaka, University of Denver, USA

Hope Schau, University of Arizona, USA

*We explore how a global structure of common difference accelerated diffusion and altered the gender, race and communal composition of an indigenous practice, surfing. We find that competitions reduce complexity of cultural practices to a common curated set of characteristics of an adroit performance that mask the practice genealogy.*

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## H.4 IDENTITY & INFLUENCE IN SOCIAL MEDIA

Competitive Paper Session  
Ballroom

### **Archetypal Storytelling on Social Media via Single-image Content**

Joachim Scholz, Brock University, Canada  
Jacob Gigliotti, Brock University, Canada

*This study offers a framework for how single-image content can be best leveraged for brand storytelling. Through in-depth interviews with brand managers and an archetypal content analysis of Instagram data, we explain how brand managers can approach content creation to achieve more consistent character archetypes for their brands.*

### **Memevertising: Using Memes to Influence Consumer Behaviour**

Joe Musicco, Sheridan College, Canada

*This conceptual paper traces the evolution of the meme, reviews the literature surrounding marketing memetics, and deconstructs a range of advertisements. The intent is to explore and analyze the connections between memes as originally conceived by Dawkins and the creation of consumer-facing advertising messages, including their impact on consumption choices.*

### **Between Fake and Reality: Lost Identities in Beauty Filters' Augmented Reality**

Asma Lakhali, University of Tunis, Institut Supérieur de Gestion de Tunis, Tunisia  
Fatma Smaoui, University of Tunis, Institut Supérieur de Gestion de Tunis, Tunisia  
Nadia Montacer, University of Tunis, Institut Supérieur de Gestion de Tunis, Tunisia

*This research attempts to understand the perception, use and effect of beauty filters on Tunisian young females' identity negotiation and consumption practices. A triangulation of online observation, semi-structured interviews, and projective techniques revealed paradoxical and ambivalent perceptions of beauty filter technology, intra-personal conflicts and identity questioning.*

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**BREAK 4:30pm to 5:00pm**

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**WORKING PAPER RECEPTION**

**5:00pm to 7:00pm**

Alumni Center Terrace (in-person only)

This reception is generously sponsored by the **Sam Walton College of Business, University of Arkansas.**

Working Paper authors attending in-person will present posters. Refer to Whova or the Working Papers section of this program for full list of Working Papers.

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UNIVERSITY OF  
ARKANSAS

**Sam M. Walton College of Business**  
*Marketing*

## DETAILED PROGRAM: JULY 9

All times given in Pacific Time (Los Angeles). The location is CH2M HILL Alumni Center unless otherwise noted.

Programming is hybrid (available to in-person and remote attendees) unless otherwise indicated. The program and more are available on Whova.

Remote attendees will access and participate in programming via Whova (integrated with Zoom). Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

All in-person speakers must use microphones provided.

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### **FITNESS MIX**

**07:00am to 8:00am**

Alumni Center, outdoors

A cocktail of cardio, core, yoga, and stretch, with CCT Wellness Coordinator Cristel Russell. Meet in front of the main (west) door to Alumni Center. Fitness activities will take place outdoors. Please note that the Alumni Center will not open until 7:45am.

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### **ARTS & PHOTOGRAPHY GALLERY**

Library, Alumni Center

Artistic works by artists attending in-person are available for viewing.

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### **CONFERENCE CHECK-IN**

**Opens at 7:45am**

Foyer, Alumni Center

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### **BREAKFAST**

**07:45am to 8:30am**

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### **BLOCK J**

**July 9, 8:30am to 9:45am**

Alumni Center + virtual

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Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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## **J.1      DISRUPTING DISPOSITION FOR A BETTER WORLD**

**Special Session  
Willamette Room**

Chair: Nathan Warren, BI Norwegian Business School, Norway

This session examines consumer and corporate practices that disrupt normative trajectories of resource dispossession. Four papers shed light on the strategies, motivations, and consequences of disrupting disposition, offering insights into ways that consumers and producers can create a better and more sustainable world

### **Consumers' Disposal Strategies: Extending Product Lifecycles Through Circulation**

Laura Rosenberg, Aalto University, Finland  
Emma Salminen, Aalto University, Finland  
Henri Weijo, Aalto University, Finland

*This research opens new avenues for studying disposal strategies in relation to circular consumption and their interactions with acquisition and usage stages. Our initial findings of secondhand clothing service users show how consumers' disposal practices inform successful adoption of circular consumption practices and lifestyles.*

### **Use It or Lose It: Unpacking Consumers' Disposal Practices in the Domestic Space**

Chantal Assima, IAE Lille University School of Management, Université de Lille, France  
Maud Herbert, IAE Lille University School of Management, Université de Lille, France  
Isabelle Robert, IAE Lille University School of Management, Université de Lille, France

*Our research explores how consumers deal with their in-home apparel. Based on wardrobes ethnography, the findings shed light on how consumers manage their unused possessions in the domestic space. We unpack*

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*disposal strategies by identifying 5 status in clothing. By doing so, it shows how there is room to engage into reevaluation strategies and more sustainable practices.*

## **Patagonia And Circularity: Some Issues to Ponder**

Annamma Jamy Joy, University of British Columbia,  
Canada

Maria Paz Marengo Di Bez, University of British  
Columbia, Canada

*Patagonia creates ethical products and ensures suppliers uphold sustainability standards. They recycle used clothes, reduce water waste, and other waste matter. But is this enough? Authors reveal the embedded dilemmas of circular production, wherein ethicality and sustainability often conflict with durability and repairability.*

## **Consumer Dirtwork**

Nathan Warren, BI Norwegian Business School, Norway  
Linda Price, University of Wyoming, USA

*We introduce dirtwork, defined as the use of dispossessed and unprotected resources that are physically, socially, or symbolically dirty—that are prohibited by rules of propriety. We reveal that dirt is far more abundant, useful, and fluid than previously recognized, and can enable surprisingly sustainable and prolonged extraordinary consumption.*

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## **J.2 ALTERNATIVE CONSUMPTION AND EXCHANGE SYSTEMS**

**Competitive Paper Session**  
**Trysting Tree Room**

### **Co-Creative Gift Systems: An Autonetnography Among Writers**

Isabella Ciampa, HEC Paris, France

*This article details a co-creative gift system, investigating the relationships between a single giver and its recipients. Using an autonetnographic approach, it*

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*explores the author's experience on the social media of Wattpad, unpacking how different types of relationships affect the creative process of writing an original novel and its outcome.*

## **The Perilous Prudence Paradox: A Market System Dynamics Model of a Widening Risk Attitude-Behavior Gap**

Lena Pellandini-Simanyi, Università della Svizzera italiana, Switzerland

Michelle Barnhart, Oregon State University, College of Business, USA

*Why, in some markets, do more and more risk-averse consumers hold risky products over time? We develop a process model of producer-consumer dynamics and show that in markets characterized by risk competition, paradoxically, the cautious consumers who wait the longest to enter the market end up with the highest risk products.*

## **The Formative Years of the Sharing Economy: Preliminary Insights into Macro-Economic Category Formation**

Domen Bajde, University of Southern Denmark, University of Ljubljana, Denmark

Barbara Culiberg, University of Ljubljana, Slovenia  
Maja Golf-Papez, University of Sussex, University of Ljubljana, UK

*To expand the knowledge of macro-level market dynamics we set out to explore the emergence of the sharing economy as a macro-economic category. Drawing on online archival data, our study reveals the vital role of social movements in articulating sharing economy and establishing its social and cultural significance.*

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**J.3 “THE VERY STUPID STIGMA AROUND WHAT MY VAGINA IS VERY MUCH SUPPOSED TO DO:” EXPERIENCING, ESCAPING, AND EMBRACING STIGMATIZED PRACTICES & PRODUCTS**

**Special Session**

**Elle/Burlingham Room**

Chair: Katherine Sredl, Loyola University Chicago, USA

Discussant: Carly Drake, North Central College, USA

We offer a rich, multi-method discussion on the stigma of biologically-typical processes related to the vagina by focusing on the experiences and actions of people who perceive, manage, and, at times, disrupt the stigma using consumption practices and market “solutions” (ie, consumer products).

**Individual and Collective Disruption of Menstrual Stigma on Instagram**

Katherine Sredl, Loyola University Chicago, USA

Catherine Coleman, Texas Christian University, USA

*We compare Instagram user generated content (UGC) related to menstruation with and without #LikeAGirl to develop theory on destigmatizing at the individual and collective levels on social media. We find consumers destigmatize on the individual and collective levels by: disrupting public and self-stigma, by reappropriating stigma, and calling for structural destigmatization.*

**Destigmatizing “Weird” and “Freaky” Period Products: An Intimate Exploration of Consumer Adoption of Menstrual Cups**

Mycah Harrold, Washington State University, USA

Annabella Donnadieu, Washington State University, USA

Aimee Huff, Oregon State University, USA

*We examine consumer adoption of menstrual cups (reusable menstrual products), which are particularly stigmatized within the broader and stigmatized domain of menstruation. We develop a nuanced, embodied understanding of menstrual cup consumption and identify links between product features (perceived invasiveness), “creaturely” body construal, and the experience of managing menstrual fluids.*

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## The (Maternal) Abject Consumer Subject

Aliette Lambert, University of Bath, UK

Alexandra Rome, ICN, France

*This paper reflexively discusses the intersection between maternity and the market through Kristeva's theory of the abject. The authors contend that in embodied states such as pregnancy, abjection must be embraced; however, in a market-based social order, abjection is disavowed and marketized solutions instead provided.*

## Consuming for "The Curse": Menstrual Stigma and Assertive Consumption

Mycah Harrold, Washington State University, USA

Elizabeth Howlett, Washington State University, USA

*We examine consumption related to menstruation, which is a largely private and concealable stigma impacting the lives of millions of consumers. We discuss the nature of extant consumer stigma research and present preliminary results into our investigation of assertiveness and consumption of menstrual products.*

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## J.4 TECHNOLOGY DISRUPTING FAMILY PLANNING, FAMILY CREATION, AND FAMILY LIFE

Special Session

Ballroom

Chair: Lydia Ottlewski, University of Southern Denmark, Denmark

Discussant: Amber Epp, Wisconsin School of Business, USA

The special session addresses the topic of how innovative technologies disrupt 'family'. The four included articles uncover the dynamics of how technology disrupts the family journey - ranging from family planning, via family creation, to family life - from different theoretical CCT perspectives. The following discussion centers around the ways technology reshapes the intimate lives of families, our understanding of reproductive bodies, and the interactions between families and society.

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## **“Meeting the Body Eye-to-Eye”: Bodily Becoming through Technology-Assisted Natural Family Planning**

Julia Wummel, Universität zu Köln, Denmark

Alev Kuruoglu, University of Southern Denmark,  
Denmark

Dorthe Brogaard Kristensen, University of Southern  
Denmark, Denmark

*We ethnographically investigate the socio-material arrangements of technologically assisted “Natural Family Planning.” Our findings suggest that contraceptive NFP involves individual monitoring as well as collective deliberations of menstrual cycle data and other bodily sensations and materialities; thereby facilitating a deeper ability to respond to and connect with one’s body.*

## **Consumer Entrepreneurship for Social Innovation**

Lydia Ottlewski, University of Southern Denmark,  
Denmark

John W. Schouten, Memorial University of  
Newfoundland, Canada

Joonas Rokka, Emlyon Business School, France

*Our study contributes to our understanding about consumer’s social entrepreneurship. Our empirical study of Familyship.org illustrates how marginalized consumers constrained by social and legal institutional barriers sought to create a digital platform for family creation, institutionalize a social enterprise, and innovate new forms of family templates.*

## **Consumer Stigma and Family Formation in the Fertility Technologies Market**

Lez Trujillo-Torres, University of Illinois Chicago, USA

Laetitia Mimoun, ESCP Business School, France

Eileen Fischer, York University, Canada

*Our study contributes to an understanding of the complex, overlapping, and multifaceted ways in which stigma impacts consumer goal pursuit related to parenthood and family development within the US fertility technologies market. Our findings reveal a multi-*

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*tiered sociocultural process that impacts multiple stigmatized consumer segments within a market.*

## **Instafamilies: tension and stability in the sharenting contested market**

Karin Brondino-Pompeo, ESPM- Escola Superior de Propaganda e Marketing, Brazil

*The practice of sharing children's pictures on social media, known as sharenting, has enabled a profitable market. This study connects different actors' participation—family influencers, platforms, firms, and followers—to understand how the market around sharenting becomes viable since its value flow stability is frequently challenged due to intense ethical discussions.*

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### **BREAK 9:45am to 10:15am**

#### **BLOCK K**

#### **July 9, 10:15am to 11:30am**

Alumni Center + virtual

Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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### **K.1 GENDER IMAGERY, IDENTITY, AND IDEOLOGY** **Competitive Paper Session** **Willamette Room**

#### **Masculine to-be-looked-at-ness?** **Consumption-based self-objectification** **among heterosexual men**

Jacob Ostberg, Stockholm University, Sweden

*This paper looks at the ways in which heterosexual men construct an attractive public persona, while not turning themselves into sexual objects. This refusal to self-objectify, and the condemnation of those who do, is a way of preserving the dominant gender order, where heterosexual men are constructed as dominant and active subjects and others as subordinate passive objects.*

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## **Representations Of Older Women in Advertising: How Women Make Sense Of Their Images**

Carla Abdalla, Centro Universitário Armando Álvares  
Penteado - FAAP, Brazil

Flavia Cardoso, Facultad de Economía y Negocios –  
Universidad del Desarrollo, Chile

Benjamin Rosenthal, EAESP FGV, Brazil

*How do advertising campaigns portray older women's bodies in an aging society? How do older women make sense of these advertising campaigns? We collected and analyzed advertisements and interviewed consumers. Our findings juxtapose images of the traditional and the contemporary within these bodies, highlighting consumers' independence and social behavior.*

## **“THIS IS NOT INCLUSIVITY!”: Immigrant Consumers' Negotiations of Market-Mediated Progressive Gender Ideologies**

Hossain Shahriar, Lund Universit, Sweden

Sofia Ulver, Lund University, Sweden

*In this research we explored consumer acculturation by examining immigrants' negotiation of market-mediated progressive gender ideologies. Our findings discerned three main discursive critiques: (1) marketed non-binarism as re-enforcing binary world-views, (2) deceiving inclusivity of only the progressive, and (3) the commodification aspect as evaporating the progressive ideology itself.*

## **Queering Marketing and Consumer Research: A Manifesto**

Daniela Pirani, University of Liverpool Management  
School, UK

Athanasia Daskalopoulou, University of Liverpool  
Management School, UK

*Reviewing marketing scholarship that uses queer theory shows how it is mostly applied in relation to LGBTQI+ consumers and contexts, reproducing the same dualism it challenges. To overcome this, we provide a brief outline of the theory, leading to five research avenues*

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*that are relevant to marketing: gender and sexuality; phenomenology; desire; failure and methodology.*

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## **K.2 HARNESING METHODOLOGICAL STRENGTHS: INTERVIEWS AS CONNECTOR, CORROBORATOR AND COMPLEMENTOR**

**Special Session**

**Trusting Tree Room**

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

Chair: Akon Ekpo, Loyola University Chicago, USA

Chair: Akshaya Vijayalakshmi, Indian Institute of Management  
Ahmedabad, USA

Discussant: Samantha Cross, Iowa State University

Our special session brings together important and relevant research projects, using multi-pronged methodological approaches. The common data collection approach underlying all three projects is the interview. These papers creatively demonstrate the different ways in which the strengths and insights from the interview can be enhanced, through connecting, corroborating and complementing.

### **The Role of Mother's Autonomy and Use of Media on Children's Education**

Jenny Lin, California State University Monterey Bay, USA

Akshaya Vijayalakshmi, Indian Institute of Management  
Ahmedabad, USA

*This paper evaluates the influence of a mother's autonomy and media use on children's educational expenditures. The multi-method approach demonstrates the ability to draw both specific and generalizable conclusions from the household- and individual- level considerations for educational spending in India. Interviews serve as a connector for identifying missing links.*

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## Understanding the Impact of Olfactory Ability on Sensory Identity

Samantha Cross, Iowa State University, USA

Jenny Lin, California State University Monterey Bay, USA

*This research examines the impact of olfactory ability and olfactory sensory identity on consumer choices and experiences. Our mixed method approach provides a synergistic view of the phenomena, with the interviews serving as corroborator, pointing to the nuanced impact of individual differences in olfaction on consumption.*

## Discourses of Disability-A Synergistic Approach to Understanding Consumer Resiliency

Samantha Cross, Iowa State University, USA

Akon Ekpo, Loyola University Chicago, USA

*This paper uses consumers with disabilities (CWD) as a context to explore consumer resiliency, combining discourse analysis of personal reflective essays with grounded theory analysis of interview data. The interview data complement and corroborate the reflective essays, providing breadth and depth across a range of perspectives and experiences of CWDs.*

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## K.3 CONSUMER PRECARIETY OF THE CONTEMPORARY MIDDLE CLASS

Special Session

Elle/Burlingham Room

Chair: Laetitia Mimoun, ESCP Business School, France

Discussant: Linda Price, University of Wyoming, USA

This session examines the phenomenon of precarity as a consumer lifestyle choice across three papers, respectively among UK flexible workers, French service workers, and digital nomads. This session contributes to research on precarity and its institutional and ideological background and reveals the role of liquid consumption as a coping mechanism.

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## The Ideological Normalization of Precarity as a Lifestyle Choice

Laetitia Mimoun, ESCP Business School, France  
Fleura Bardhi, City, University of London, UK

*Using an archival approach, we investigate the collective justification of precarity as a lifestyle choice. We delineate the two key discourses of the marketplace ideology of flexibility – “promoting self-development as an everyday quest” and “celebrating precarity as freedom” – and how they normalize consumer precarity as a chosen and empowering experience.*

## Consumer Lifestyle Liquification: Insights from Digital Nomadism

Aleksandrina Atanasova, University of Birmingham, UK  
Giana M. Eckhardt, King's College London, UK  
Katharina C. Husemann, King's College London, UK

*Global crises are challenging consumers' sense of security. Drawing on an ethnography of digital nomadism, we show that, paradoxically, some consumers choose to build a sense of security through liquifying their lives, where security inheres in the absence of solidity. We advance literature on consumer precarity, security and liquid consumption.*

## Work Passion and Institutionalized Precarity: An Ethnography of Club Med

Julien Cayla, Nanyang Technological University, Singapore  
Brigitte Auriacombe, EM Lyon Business School, France  
Joonas Rokka, EM Lyon Business School, France

*Based on fieldwork in the resort company Club Med, we show that collective gatherings between service employees and customers are key in nourishing work passion. While we know that work passion obscures precarious working conditions, what we add is the critical role of customer interactions, in both masking and maintaining job precarity.*

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## K.4 Visions of a Better World: Consumer Imaginations and Faith in Market-Mediated Technological Futures

Special Session  
Ballroom

Chair: Kyungin Ryu, University of Massachusetts Amherst, USA  
Discussant: Robert Kozinets

Faith in technological visions of the future inspire consumer devotion to tech brands, entrepreneurs, and emerging institutions such as cryptocurrency. This session examines the construction of extraordinary beliefs in technology's capacity to overcome human limitations and improve wellbeing, drawing from empirical and conceptual analyses of technological brands, cryptocurrencies, and entrepreneurs.

### How Do Consumers Develop Faith in Technological Brands?: Defining Brand Faith and its Development

Kyungin Ryu, University of Massachusetts Amherst, USA  
Elizabeth Miller, University of Massachusetts Amherst, USA  
Matthew Godfrey, University of Massachusetts Amherst, USA

*People seek existential security, especially during times of personal and societal disruption. We examine how consumers engage in this search by developing faith in technological brands. Analyzing interview and online forum data, we identify key characteristics of "brand faith" and outline the process by which it develops, diminishes, and recovers.*

### Bitcoin Imaginaries: Cryptocurrency and Visions of the Future

Mariam Humayun, University of Ottawa, Canada  
Russell Belk, York University, Canada

*This paper focuses on the narratives of future imaginaries around Bitcoin and the crypto-ecosystem. Based on a longitudinal ethnographic and netnographic study since 2014, we trace how these utopian and dystopian ideologies intersect to form new imaginaries*

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*of the future where technology represents both the malady and the salvation.*

## **Sometime in the Future: The Technology Entrepreneur as Utopian Market Hero**

Ashok Kaliyamurthy, University of Arizona, USA

Ignacio Luri, DePaul University, USA

Matthew Farmer, Utah Valley University, USA

*We conceptualize the process by which entrepreneurs emerge as heroes through marketing visions of technologically enhanced futures. We detail the ideological ground that shapes consumer imagination such that it is receptive to the utopian narratives parlayed by technology entrepreneurs and seeds consumer desire for those selective visions of the future.*

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### **LUNCH 11:30am to 12:30pm**

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### **PLENARY: 12:30pm to 1:30pm**

### **CCT MEETING & AWARDS PRESENTATION**

Ballroom, Alumni Center + virtual

Opening remarks and acknowledgements

Presentation of awards

- Best Working Paper, sponsored by University of Arkansas, Marketing group
- Best Consumer-Relevant CCT Paper, sponsored by *Journal of Consumer Research*
- Jim McAlexander Award, sponsored by Oregon State University Marketing Faculty
- Sidney J. Levy Award, 2020
- Sidney J. Levy Award, 2021
- Sidney J. Levy Award, 2022

CCTC President's Message

Invitation to CCT 2023

Closing remarks and announcements

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## BLOCK L

July 9, 1:45pm to 3:00pm

Alumni Center + virtual

Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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### L.1 **BEYOND GLAMOUR AND HYPE: RECONSIDERING SOCIAL MEDIA INFLUENCE**

**Special Session**

**Willamette Room**

Chair: Julien Cayla, Nanyang Technological University,  
Singapore

Discussant: Gillian Brooks, King's College London, UK

While past consumer research generally approaches social media influencing as a form of communication, our session is organized to shine a different light, on social media influencing as a form of work. Rather than focus on the effectiveness of social media influencers, such as the factors affecting their reach and influence, our research thus focuses more closely on the lived experiences, perspectives, and practices of online influencers.

#### **Farmers as Youtubers: Reconsidering Social Media Influence as Market Intermediation**

Julien Cayla, Nanyang Technological University,  
Singapore

Rajesh Nanarpuzha, Indian Institute of Management  
Udaipur, India

Kushagra Bhatnagar, Aalto University, Finland

*While theorizations of social media influence have emphasized the conversion of symbolic capital into economic capital, we need to take into account the wider variety of social media influence fields, to generate more robust theories of influence. We use the context of Indian farmers as YouTube influencers to talk about social media influence as a specific type of market intermediation.*

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## How ‘Gunfluencers’ Shape the Digital Platformization of U.S. Gun Culture

Michelle Barnhart, Oregon State University, USA

Jenna Drenten, Loyola University Chicago, USA

Lauren Gurrieri, RMIT University, Australia

Aimee Huff, Oregon State University

*Despite gun brands being limited in advertising firearms on digital platforms, gun-related content is rampant on social media. Contributing to research on the digital platformization of consumer culture, this research explores how social media influencers platform contested markets, specifically the phenomenon of gunfluencers and U.S. gun culture.*

## Dads for Sponsorship: Sustaining Communal Commercial Relationships through Influencer Engagement Pods

Astrid Van den Bossche, King's College, UK

Mario Campana, University of Bristol, UK

*Expanding O’Meara’s (2019) notion of influencer engagement pods, we show how Instadads, a group of father influencers, leverage visibility practices to sustain communal commercial relationships. Using network and netnographic analysis, we observe how connections are forged between influencers and consumers to yield a fragmented, contextual and local form of engagement.*

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## L.2 COLLECTIVE DISCOURSE AND DISTINCTIONS

Competitive Paper Session

Trysting Tree Room

### Luxury Enactment: Distinction Among Preadolescents

Adriana Schneider Dallolio, FGV EAESP, Brazil

Maria Carolina Zanette, Neoma-BS, France

Eliane Pereira Zamith Brito, FGV EAESP, Brazil

*We explore distinction amongst preadolescents with similar levels of economic capital. We show that luxury consumption, boosted by social media, impacts peer group socialization twofold: while it subverts traditional*

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*beauty standards, allowing for the emergence of new positive outsiders, it also heavily excludes of those unable to master luxury enactment.*

## **Passion for "Presenteering": The Mapping of an Insta-Tribe**

İrem Taştan, Izmir University of Economics, Turkey  
Zeynep Ozdamar Ertekin, Izmir University of Economics, Turkey

*To understand the emergence of presenteers (a consumer community on Instagram consisting of conservative Muslim women), the multilayered practice of presenteering was mapped by observing diverse tribal engagements through netnography. Assemblage theory was used for analysing how the tribe enacts relationships between its heterogeneous components in line with its collective passion.*

## **Materiality and Networked Constellations of Consumption Collections: A Case of Designer Handbags**

Jamal Abarashi, Auckland University of Technology, New Zealand  
Prabash Edirisingha, Northumbria University, UK

*The purpose of this research is to go beyond the market-consumer intersection and investigate consumer collecting as a 'networked constellation' composed of collectors and their environment, which includes a range of material and human actants. It theorises the emergence of seriality and novelty in consumer collecting as a relational and iterative 'network constellation.'*

## **Communitas and Liminality in Online Discussion Forums: Collective Joys and Fears of PC Gaming Enthusiasts**

Denis Utochkin, Norwegian School of Economics, Norway

*This study combines netnography and machine learning to explore the interplay between liminality, communitas, mechanical solidarity, and oppositional brand loyalty in the context of PCMR, the world's largest gaming*

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*platform-centric online forum. I find that liminality can be a sustaining force of a consumer collective and reduce intergroup conflict.*

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### **L.3 LIVING IN A (LESS?) MATERIAL WORLD: NEW PERSPECTIVES ON MATERIALITY IN CONSUMER RESEARCH**

**Special Session**

**Elle/Burlingham Room**

Chair: Cristel Russell, Pepperdine University, USA

Discussant: Giana Eckhardt, University of Arizona, USA

This session presents new perspectives on how consumers use, maintain, and own 'things' in a generally more liquid world. The projects challenge notions of materiality by illustrating how consumers navigate the challenges brought about by technology and algorithms, the maintenance and repair of access-based material goods and individual differences in need to own.

#### **Consumer Accommodation of the Materiality of Algorithms**

Ashok Kaliyamurthy, University of Arizona, USA

Hope Schau, University of Arizona, USA

*This paper studies the consequences for consumers when the material design of information technology ignores the material contexts of use. We find that consumers encounter breakdowns of legibility, visibility and legitimacy and show that such breakdowns elicit previously untheorized forms of consumption work.*

#### **Consumer Practices of Distributed Maintenance in Access-Based Consumption Platforms**

Kivalina Grove, University of Oregon, USA

Matthew Godfrey, University of Massachusetts Amherst, USA

Linda Price, University of Wyoming, USA

*This paper presents qualitative ethnographic analyses of user-maintainers and quantitative geospatial analyses of consumer usage and maintenance patterns in a bike*

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*sharing platform. We identify spatial and material conflicts and complementarities between users' everyday practices, distributed maintenance activities, and the platform's assumptions about the market for access and repair.*

## **Exploring Consumers' Need to Own**

Richard Chau, Pepperdine University, USA

Doreen Shanahan, Pepperdine University, USA

Joy Shields, Pepperdine University, USA

Cristel Russell, Pepperdine University

*Do some consumers hold an innate tendency to want to be the sole proprietor of a given object? We explore this 'need to own' via interviews with consumers focusing on their relationship to the objects in their lives, their experience with the sharing economy, and their approach to 'owning'.*

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## **L.4 Towards a Multilevel Understanding of Brand (de)Legitimation**

**Special Session**

**Ballroom**

Chair: Zahra Sharifonnasabi, Queen Mary University of London, UK

Chair: Lez Trujillo-Torres, University of Illinois Chicago, USA

Discussant: Ashlee Humphreys, Northwestern University, USA

This special session sheds light on three novel processes of brand (de)legitimation. Specifically, we seek to theorize and discuss how brands gain legitimacy through strategic multi-brand assemblages and complex branded entertainment collaborations or lose public acceptance as they operate in changing sociocultural environments that delegitimize their very essence.

## **Multi-brand Legitimation: The Case of the Internationalization of 'Din Inimă' Sectorial Brand in Moldova**

Zahra Sharifonnasabi, Queen Mary University of London, UK

Les Trujillo-Torres, University of Illinois Chicago, USA

Mirela Barbu, University of Sussex, UK

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*This study investigates the mechanism of brand legitimacy facilitated by a sectorial/umbrella brand representing multiple brands simultaneously in the context of Moldovan fashion producers entering global fashion markets. We identified a dynamic three-stage model of multi-brand legitimation: fragmented capitalization, incentivized collectivity, and narrativized competition.*

## **Delegitimizing Racialized Brands**

Ela Veresiu, York University, Canada

*The delegitimization of racialized brands exoticizing ethnic and/or racial marginalized consumer groups has not yet received attention in consumer research. I draw on media data and discursive (de)legitimation theory to critically compare the initial maintenance and subsequent removal of a mainstream racialized brand through public discourses in the popular press.*

## **Legitimacy in the Context of Branded Entertainment**

Katharina Stolley, University of Birmingham, UK

*This study investigates how practitioners legitimize branding practices and judgements through branded entertainment, which is an advancing form of product placement. Drawing on mediated discourse analysis, this study illuminates the various ways in which legitimisation boundaries are discursively negotiated, and inherently entwined with hegemonic neoliberal ideologies*

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**BREAK 3:00pm to 3:15pm**

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**BLOCK M**

**July 9, 3:15pm to 4:30pm**

Alumni Center + virtual

Papers likely will not be presented in the order indicated in the program. In-person presenters will present first, followed by remote presenters. All discussion will occur after the final presentation. Presentations will be firmly limited to 14:00 minutes.

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## M.1 THE CHALLENGES OF CHANGING PRACTICES FOR A BETTER WORLD

Special Session  
Willamette Room

Chair: Daiane Scaraboto, University of Melbourne, Australia  
Discussant: Amber Epp, University of Wisconsin-Madison, USA

Attending to CCT scholars' increased interest in practice theoretical approaches and in sustainability as a research domain, papers in this session discuss the key challenges and opportunities that arise when consumers are invited to – or required – to change practices for a better world.

### **“There will be no petrol”: How consumers anticipate challenges to changing established practices**

Claudia Gonzalez, Universidad Adolfo Ibanez, Chile  
Alison Joubert, University of Adelaide, Australia  
Daiane Scaraboto, University of Melbourne, Australia  
Jorgen Sandberg, The University of Queensland, USA

*Several countries have begun implementing bans or restrictions on fuel-based cars. However, most scholarly attention has been allocated to changing infrastructure or targeting individual behaviors. Taking a social practice, we explore the no petrol initiatives in Australia, tracking in real-time consumer responses to the interventions, identifying anticipated challenges and tensions.*

### **Going Vegan: The Challenges of Dismantling Dominant Consumption Materiality**

Rachel Lamarche-Beauchesne, Australia  
Marian Makkar, RMIT University, Australia  
Samuelson Appau, Melbourne Business School, Australia

*Veganism represents a collective avenue for change and a means of empowerment in the face of environmental challenges. Through the investigation of vegan practices of consumption and use of fashion, this study finds that the changed meanings of materials lead to the modification of future consumption intentions.*

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## **Mindfulness in Consumption: Rethinking Current Clothing Behaviours**

Deirdre Shaw, Adam Smith Business School, University of Glasgow, UK

Kat Duffy, Adam Smith Business School, University of Glasgow, UK

*Mindfulness offers the potential to disrupt overconsumption, however, current approaches are limited in moving beyond self to consider others and planet, to challenge consumerist understandings of prosperity and recognize challenges that impede behavioral change. The current research seeks to address these limitations through an empirically grounded framework of mindful consumption.*

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## **M.2 CONCEPTUALIZING CONSUMERS AND CULTURE**

**Competitive Paper Session  
Trysting Tree Room**

### **Assessing Research Contributions in CCT**

Hossain Shahriar, Lund University, Sweden

Andrea Lucarelli, Stockholm university, Sweden

Carys Egan-Wyer, Lund University, Sweden

Sofia Ulver, Lund University

*The present manuscript assesses the rhetorical claims made by authors in a selected corpus of CCT articles (2005-2019) in three representative journals. Against the widespread mantras of “theoretical contributions”, it offers a humble and pluralist framework for CCT scholars to shape and develop relevant and impactful research contributions.*

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## **Transcultural Food Marketing: 30 Years of CCT Insights**

Angela Gracia B. Cruz, Department of Marketing,  
Monash University, Australia

Flavia Cardoso, Facultad de Economía y Negocios,  
Universidad del Desarrollo, Chile

Pilar Rojas Gaviria, Department of Marketing,  
University of Birmingham, UK

*Based on a narrative synthesis of 73 CCT articles, this theory-building review introduces the concept of transcultural food marketing (TFM)—the craft of reconstructing food product meanings in response to marketplace cultural diversity. We conceptualize TFM as an intersection between two key tensions, manifesting in diverse cultural signatures.*

## **Advertising as Storytelling- A Critique and Proposal**

Chris Hackley, Royal Holloway University of  
London, UK

Rungpaka Amy Hackley, Birkbeck College,  
University of London, UK

*Storytelling is an influential paradigm of creative advertising, yet many ads, especially search and social, are crafted not as stories but as reason-why sales appeals. We critically examine the claims of the storytelling paradigm and make a new proposal toward a theoretically informed typology of advertising storytelling.*

## **Service Workers as Consumers: Addressing the Liquid Service Worker Inside Brands**

Ramona Riehle, University of Innsbruck, Austria

Verena E. Wieser, University of Innsbruck, Austria

Andrea Hemetsberger, University of Innsbruck,  
Austria

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*This conceptual paper discusses the challenges liquid service workers pose to service brands. Drawing on Bauman's (2000) notions on work and an exemplary case of an experience brand, we discuss three managerial strategies that harness liquid service workers' consumerist desires and strengthen a brand from inside.*

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### **M.3 CONSUMING SLEEP, SILENCE AND SIMPLICITY**

**Competitive Paper Session**

**Elle/Burlingham Room**

#### **Disruptive Sleep**

Thomas Robinson, Bayes Business School, UK

Jessica Chelekis, Brunel Business School, UK

Ela Veresiu, York University, Canada

*We address the unexplored relationship between institutional participation and sleep, proposing bedroom consumption is tied to field enrolment. Through 30 interviews with urban professionals, we identify five distinct sleep styles capturing how consumers engage with bedroom design, sleep aids, and sleep-related consumption practices to facilitate institutional release and reflection.*

#### **The Re-enchanting Materiality of Old Bikes: Nostalgia as an Alternative Perspective on Disposal**

Christian Dam, University of Gothenburg, Sweden

*This paper offers an alternative perspective on disposal by showing how disposal evaluation can be structured by nostalgia. Through ethnographic inquiry into the vintage cycling community, the paper elucidates how nostalgic enchantment processes instill qualities into the materiality. The accumulated nostalgic qualities propel the consumers to re-circulate the object.*

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## What Do You Mean by Silence ? Exploring Silence from a Consumer Perspective

Noémie Dehling, Kedge Business School - IAE  
Toulon, France

*Despite the growing consumption and offerings relating to silent experiences, consumer research has dedicated limited attention to this phenomenon. This paper aims to explore how consumers define silence and in which ways the marketplace contributes or not to their experiences of silence.*

## Calculated Hedonisms as a Path to Voluntary Simplicity: A Multi-Sited Ethnography of Snow Instructors

Ann-Marie Kennedy, Canterbury University, New Zealand  
Marian Makkar, RMIT University, Australia

*This paper examines how consumers experience voluntary simplicity and achieve life satisfaction without sacrifice. In an ethnographic study of snow instructors, this paper highlights the subtle path of calculated hedonisms involving pleasure, learnings, self-control, calculated risk-taking, work-leisure balance and community relations during the gradual separation of the self from possessions.*

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## M.4 CULTURAL APPROACHES TO BRANDING QUESTIONS

Special Session  
Ballroom

Chair: Mark Buschgens, University of Waikato, New Zealand

Discussant: Burçak Ertimur, Fairleigh Dickinson University, USA

CCT has a longstanding tradition of bringing a cultural lens to bear on branding questions. This special session

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continues that tradition by asking: how to design brand aesthetics to appeal to diasporic consumers; how to follow a cultural innovator in a competitive market; and how to manage a brand's identity with human archetypes.

### **Heritage yet Contemporary: How Consumers' Diasporic Identity Impacts the Aesthetic Appreciation of Brand Visual Design**

Mark Buschgens, University of Waikato, New Zealand

Bernardo Figueiredo, RMIT University, Australia  
Janneke Blijlevens, RMIT University, Australia

*How do consumers' diasporic identities impact their aesthetic appreciation of brand visual design? Mixed methods research reveals consumer diaspora appreciate "Heritage yet Contemporary" designs, which strike an optimum balance of heritage elements from their ancestral homeland and contemporary elements from their culture of living.*

### **Cultural Bridging as a Strategic Branding Response to a Cultural Innovator: How Savage X Fenty Created a Unique Brand Positioning in the Lingerie Market**

Nicole Gorman, Concordia University, Canada  
Pierre-Yann Dolbec, Concordia University, Canada

*How can a contender brand that follows a cultural innovator—a brand that opened a new ideological marketplace through cultural branding—craft a unique brand positioning? Using the case of Savage X Fenty in the lingerie market, we introduce "cultural bridging" as a strategic branding response to cultural innovation.*

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## Toward a New Archetypal Branding Playbook

Ahir Gopaldas, Fordham University, USA

Mark Buschgens, University of Waikato, New Zealand

Anton Siebert, Lancaster University in Leipzig, Germany

*The established archetypal branding playbook is hindered by a primordial notion of archetypes and myopic focus on “persona” archetypes (e.g., Caregiver, Hero). This paper presents an alternate playbook featuring an updated cultural understanding of archetypes and overdue inclusion of “shadow” archetypes (e.g., Bad Boy, E-Girl).*

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**BREAK 4:30pm to 6:00pm**

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### CLOSING GALA

**6:00pm to 10:00pm**

The Vue, 517 SW 2<sup>nd</sup> Street, Corvallis

The closing event is sponsored by the School of Marketing, Analytics & Design at Oregon State University. Tickets are required. If you would like to attend but did not purchase a ticket when you registered for the conference, please contact [conferences@oregonstate.edu](mailto:conferences@oregonstate.edu).

The Vue is a 1.5km/ 0.9mile walk from the Hilton Garden Inn and the Alumni Center, and is a short 200m/ 0.1mile walk from the Courtyard Marriott hotel. Information about transportation options will be communicated through Whova.

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**Oregon State University**  
**School of Marketing,**  
**Analytics and Design**

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Thank you for visiting Oregon State University!



The beaver has been the official state animal of Oregon since 1969, is included on the state flag, and is the mascot of OSU Athletics. Hunted to near extinction in the nineteenth century, the beaver population in Oregon has now recovered. As a keystone species, beaver support an entire biological community. By damming creeks and rivers to create ponds, they provide habitat for a large variety of other species and protect the land from wildfire. Photo credit: OSU.



[cctc2022.org](http://cctc2022.org)

**2022  
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**Oregon State University**  
College of Business