



Making Sense of Consumption

2nd Nordic Conference on Consumer Research

May 30 - June 1, 2012

Gothenburg, Sweden



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

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Welcome to NCCR 2012

Dear Conference Participants,

Welcome to the 2nd Nordic Conference on Consumer Research, NCCR 2012, and Centre for Consumer Science, CFK, School of Business, Economics and Law, University of Gothenburg.

The first Nordic Conference on Consumer Research was arranged by University of Vaasa in 2010. The theme of the conference was roots and fruits, emphasizing the proud heritage of consumer research, as well as contemporary research, particularly as it has been conducted at marketing departments and at Business schools.

We are honored and happy that the Centre for Consumer Science has been trusted to arrange the second Nordic Conference on Consumer Research. This time we want to dig into the very topic of consumption, and also look ahead. We have invited seniors in the field of consumption research as well as newcomers to come gather around questions such as: How is consumption made sense of in various settings? How are consumption and consumers captured in an ever-changing, fluid world? What are the peak theories and methods today and for tomorrow? What about the senses of the consumers themselves? The emphasis on “sensing”, both in terms of understandings of what consumption is all about, and how to best study this elusive phenomenon, and in terms of the sensual aspects of consumption from consumers own perspectives has led to determining “Making sense of consumption” as the theme of this year’s conference.

Our ambition is to keep the cozy and familiar atmosphere from the conference in Vaasa, but still make it into our own, and give it a flavor of the multidisciplinary ambience of CFK. As a multidisciplinary research centre CFK honors consumer research from a broad scope of disciplines ranging from the humanities and social sciences to technology. As a consequence, the aim of the conference is a truly transdisciplinary gathering of researchers. Therefore we are happy that the conference has attracted such a great attention from the research community, and that we are now able to present a dense program, with a large number of interesting keynotes, sessions and presentations. We hope that you will find the conference invigorating and rewarding, that you will make new contacts and strengthen old ones. Our hope is that the conference will contribute to energizing and reinforcing transdisciplinary consumer research, and prove the necessity of this broad and flourishing field of research for the academy as well as for society as a whole.

Helene Brembeck and Ulrika Holmberg
Co-directors, Centre for Consumer Science

About the School of Business, Economics and Law

Sweden and the Swedish business world have had a great deal of international success over the past 100 years. A couple of important factors of success include understanding and respect for other cultures and human context, which results in the realization that there are no general solutions to local problems. A specific type of leadership and a unique approach to both commercial enterprise and taking responsibility have been developed, both of which have garnered international respect. Research at the School of Business, Economics and Law helps clarify this leadership and approach to taking responsibility, and makes conveyance to students, our leaders of tomorrow, possible.

Our roots are in local business, which has an international focus and recognizes the importance of high-level research and education - just as was the case when the School was founded. This creates unique cooperation and lays the groundwork for future competitiveness in Sweden. Our business cooperation is also reflected in the School's international work, which is developed in intimate dialogue with our partners. As we form strategic partnerships with leading universities in China and India, we make sure we do so in areas where our partner companies are increasing their presence.

The School of Business, Economics and Law has set lofty goals. We aim to educate internationally attractive students who have adopted a responsible attitude towards societal development and to perform top-quality research that helps identify solutions to complex global problems. The prerequisites already exist; some examples are breadth of disciplines, motivated and committed researchers, close cooperation and constant dialogue with the business and public sectors, ambitious and creative students and an international focus that has existed for 85 years.

Conference theme

The theme of the conference is Making sense of Consumption. As a multidisciplinary research center CFK honors consumer research from a broad scope of disciplines ranging from the humanities and social sciences to technology. As a consequence, the aim of the conference is a truly transdisciplinary gathering of researchers around the how of consumption: How is consumption made sense of in various settings? How are consumption and consumers captured in an ever-changing, fluid world? What are the peak theories and methods today and for tomorrow? And what about the senses of the consumers themselves?

About the Centre for Consumer Science

The Centre for Consumer Science, CFK, was established in 2001 and is the biggest research centre in Sweden operating in the field of consumer research. The CFK is a meeting place for researchers from different disciplines. A deeper, more balanced understanding of consumption can be achieved by working together in interdisciplinary teams. CFK belongs to the School of Business, Economics and Law at University of Gothenburg.

The purpose of the centre is to acquire new knowledge of consumption and consumption patterns of relevance to researchers, authorities, the industry, organisations and consumers. This research embraces a broad variety of topics; such as children and food, fashion, gender and design, interior decoration and sustainable consumption. These projects are often run in cooperation with researchers in the other Nordic countries.

The CFK coordinates a network of consumer researchers in the Nordic countries with about 320 members, ConriN. The CFK also maintains in-depth partnerships with a number of public institutions, such as the Swedish Consumer Agency and the Västra Götaland Region.

Thanks

We would like to thank the conference committee for their support and generous involvement, session chairs for their great engagement in creating interesting sessions and making reviews, and all external reviewers for their work, Johanna Moisander for organizing the Paper Development Workshop for Junior researchers and doctoral students. Finally we want to thank Malin Tengblad for all her invaluable work in every step of planning this conference.

The Conference Team

Ulrika Holmberg, Helene Brembeck and Lena Hansson

Conference Committee

Pirjo Laaksonen

Martti Laaksonen

Johanna Moisander

Franck Cochoy

Mika Pantzar

NCCR 2012 Reviewers

All chairs

Anette Therkelsen, Aalborg University

Annette Henning, SERC, Dalarna University

Ardis Storm-Mathisen, National Institute for Consumer Research

Barbro Johansson, Centre for Consumer Science

Bente Halkier, Roskilde University

Carina Gråbacke, Centre for Consumer Science

Cecilia Solér, University of Gothenburg

Christine Eifler, Universität Bremen

Dannie Kjeldgaard, University of Southern Denmark

Eivind Jacobsen, National Institute for Consumer Research

Gun Roos, National Institute for Consumer Research

Heli Marjanen, Turku School of Economics

Jakob Wenzer, Centre for Consumer Science

Jan Mattsson, Roskilde University

Jo Helle-Valle, National Institute for Consumer Research

Joakim Forsemalm, Gothenburg Research Institute
Johan Hagberg, University of Gothenburg
Johanna Varjonen, National Consumer Research Centre
Kerstin Leder Mackley, Loughborough University
Liina Puustinen, University of Helsinki
Lisa Penaloza, EDHEC Business School
Matt Watson, University of Sheffield
Matthias Bode, University of Southern Denmark
Mikael Klintman, Lund University
Minna Autio, University of Helsinki
Niklas Hansson, Centre for Consumer Science
Outi Uusitalo, University of Jyväskylä
Pål Strandbakken, National Institute for Consumer Research
Peter Zackariasson, University of Gothenburg
Professor Hervé Corvellec, Lund University
Sarah J Darby, University of Oxford
Sarah Pink, Loughborough University
Sebastian Abrahamsson, University of Amsterdam
Susanne Pedersen, Aarhus University
Toke Haunstrup Christensen, Aalborg University
Unni Kjaernes, National Institute for Consumer Research

Paper Development Workshop

Organizer: Johanna Moisander

Administrative assistant: Sandra Hillen

Tutors: Dannie Kjeldgaard, Sarah Pink, Barbara Czarniawska, Jonathan Schroeder, Magdalena Petersson McIntyre and Minna Autio.

Conference Sponsors

Swedish Council for Working Life and Social Research

The Swedish Research Council Formas

The Partnership Programme, School of Business, Economics and Law

Wenner-Gren Foundations

Keynote speakers

Celia Lury - Wednesday 13.15

Celia Lury is professor in sociology and is the director of the newly established Centre for Interdisciplinary Methodologies at the University of Warwick in UK. Her main areas of research interest are sociology of culture, cultural economy, brands and branding and feminist theory. She is known for her research on global culture industries and has published a number of articles and books of which two well-known are *The Global Culture Industry: The Mediation of Things* (with Lash 2007) and *Brands: the logos of the global cultural economy* (2004). Her recent interest lies in what is called a topological turn in cultural theory drawing on recent developments in philosophy and mathematical thinking to address questions of cultural and social change, space and intensity.

Title of presentation: A-liveness: the spaces of brand culture

Sarah Pink - Wednesday 14.00

Sarah Pink is professor in social sciences at Loughborough University in UK. Her theoretical and ethnographic work is rooted in social and visual anthropology and is also often interdisciplinary. She is well-known for her innovative research methods based on visual, digital and sensory ethnographic methods and is author of *Doing Visual Ethnography: images, media and representation in research* (2007) and *Doing Sensory Ethnography* (2009). She has research expertise in gender, media, home, material and visual culture, urban social movements but her current research focuses on themes relating to digital and visual media, the senses, activism, sustainability and energy in urban and domestic contexts.

Title of presentation: Consumer Research and the Emerging Interdisciplinarity

Mika Pantzar - Thursday 11.30

Mika Pantzar is professor and head of research at National Consumer Research Centre (NCRC) in Helsinki. His research interests are consumption, technology, technologies and cultures of well-being, everyday practices and his many publications includes *Understanding innovation in practice: A discussion of the production and re-production of Nordic Walking* (with Shove, 2009) and *Temporal rhythms as outcomes of social practices: A speculative discussion* (with Shove, 2010) and the book *The Dynamics of Social practices* (co-authored with Shove & Watson, forthcoming). His current research focuses on Rhythm-based Service Economy and together with colleagues at NCRC he will study new ways to categorize daily lives and rhythms in order to understand how services matter to people.

Title of presentation: Towards rhythm-based service economy

Jonathan Schroeder - Thursday 12.15

Jonathan E. Schroeder is William A. Kern Professor of Communications at Rochester Institute of Technology Rochester in New York. Previous he was chair in Marketing at the University of Exeter Business School, UK and researcher at KTH in Stockholm. He has published widely on branding, communication, consumer research, and identity and is the author of *Visual Consumption* (2002) and co-editor of *Brand Culture* (2006). He is also editor in chief of the interdisciplinary journal *Consumption Markets and Culture*, and serves on the editorial boards of a number of journals. His current research involves four intersecting areas: aesthetic leadership, branding, ethics of representation and visual communication.

Title of presentation: Visual Paradigms of Consumption

Douglas Holt - Friday 11.30

Douglas Holt is former professor of marketing at the Harvard Business School and the L'Oréal Chair in Marketing at Oxford University. He is the author of many highly influential articles in the top marketing journals, focusing on consumer culture and branding. 2004 he launched cultural branding as a powerful new strategy tool in his book *How Brands Become Icons: The Principles of Cultural Branding* and in late 2010 he followed up with *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*, co-authored with Doug Cameron. He is also the editor of the *Journal of Consumer Culture*, and former Associate Editor of the *Journal of Consumer Research*. Holt decided to leave academia in the fall of 2010 to form the Cultural Strategy Group.

Title of presentation: Constructing Sustainable Consumption: From Ethical Values to the Cultural Transformation of Unsustainable Markets

Programme

Wednesday, May 30

- 11.30 – 12.45 Registration for the conference
- 13.00 – 13.15 Conference opening
- 13.15 – 14.00 A-liveness: the spaces of brand culture
Keynote by Celia Lury
- 14.00 – 14.45 Consumer Research and the Emerging Interdisciplinarity
Keynote by Sarah Pink
- 14.45 – 15.15 Coffee
- 15.15 – 17.15 Parallel sessions
- 17.15 – 19.00 Mingle

Thursday, May 31

- 09.00 – 11.00 Parallel sessions
- 11.00 – 11.30 Coffee
- 11.30 – 12.15 Towards rhythm-based service economy
Keynote by Mika Pantzar
- 12.15 – 13.00 Visual Paradigms of Consumption
Keynote by Jonathan E. Schroeder
- 13.00 – 14.00 Lunch
- 14.00 – 16.00 Parallel sessions
- 16.00 – 16.15 Coffee
- 16.15 – 17.45 Parallel sessions
- 19.30 Conference dinner at Ruckman's <http://www.ruckmans.se/>
Buses will leave 19.15 from the School of Business Economics and Law
Dress code: Smart casual

Friday, June 1

09.00 – 11.00	Parallel sessions
11.00 – 11.30	Coffee
11.30 – 12.15	Constructing Sustainable Consumption: From Ethical Values to the Cultural Transformation of Unsustainable Markets Keynote by Douglas Holt
12.15 – 12.30	Conference ending
12.30 – 13.30	Lunch

Programme at a glance

Wednesday

11.30 - 12.45	Registration			
13.00 - 13.15	Conference opening			
13.15 - 14.00	Keynote speaker: Celia Lury			
14:00 - 14.45	Keynote speaker: Sarah Pink			
14.45 - 15.15	Coffee			
15.15 - 17.15	Room B21	Room B22	Room B23	
	Session 12: Foodscapes - an analytical tool in studies of food and consumption?	Session 20: Stepping forward, looking back: future studies and design for sustainable consumption practices	Session 19: The city and consumption: Managing the sense of consuming	
17.15 - 19.00	Mingle			

Programme at a glance

Thursday

	Room B21	Room B22	Room B23	Room B24	
9.00 – 11.00	Session 25: Communities & narratives	Session 9: Making sense of (sustainable) consumption in the retail environment	Session 19: The City and Consumption: managing the sense of consuming		
11.00 – 11.30	Coffee				
11.30 – 12.15	Keynote speaker: Mika Pantzar				
12.15 – 13.00	Keynote speaker: Jonathan E Schroeder				
13.00 – 14.00	Lunch				
14.00 – 16.00	Session 2: Nordic Consumer Culture: Asceticism vs. Hedonism	Session 9: Making sense of (sustainable) consumption in the retail environment	Session 8: Beyond consumer participation and empowerment	Session 1: Sustainability & ethics	
16.00 – 16.15	Coffee				
16.15 – 17.45	Session 6: Revealing necessary consumption through scarce conditions		Session 24: Roots of consumer portrayals - opinions or action	Session 17: Engaging consumers in research	

	Room C21	Room C22	Room C23	Room C24
	Session 14: Food consumption	Session 10: Making (more) sense of the service encounter	Session 11: Everyday food practices in an 'age of anxiety'	Session 22: Practice theoretical perspectives on consumption
	Session 15 : Beyond functions toward aesthetic and self- reflective values	Session 4: Making sense of consumption/Making sense of gender	Session 5: Managing overflow	Session 23: Consuming energy in everyday life - changing practices, understandings and meanings
	Session 15: Beyond functions toward aesthetic and self- reflective values		Session 18: Moving Consumers: Re-Configuring Consumption	Session 23: Consuming energy in everyday life - changing practices, understandings and meanings

Programme at a glance

Friday

	Room B21	Room B22	Room B23	
9.00 – 11.00	<p>Session 16: To be or not to be a migrant: differences and similarities of consumption among immigrants and ethnic Scandinavians</p>	<p>Session 7: Institutional Regulation of Consumption</p>	<p>Session 24: Roots of consumer portrayals - opinions or action</p>	
11.00 – 11.30	Coffee			
11.30 – 12.15	Keynote speaker: Douglas Holt			
12.15 – 12.30	Conference ending			
12.30 – 13.30	Lunch			

	Room C22	Room C23	Room C24
	Session 21: Craft, consumption and culture	Session 18: Moving Consumers: Re-Configuring Consumption	Session 23: Consuming energy in everyday life - changing practices, understandings and meanings

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Session 1:

Sustainability & ethics

Chair:

Ulrika Holmberg, Centre for Consumer Science, School of Business, Economics and Law at University of Gothenburg, ulrika.holmberg@cfk.gu.se

Room B24

Thursday, May 31 14.00-16.00

01:01 Who benefits? Effects and perceptions of residential volumetric water billing

Mikael Mangold; Pernilla Hagbert; Anneli Selvefors; Sara Renström

What are the effects and perceptions of increased installation of water metering and volumetric billing in residential areas in Sweden? An interview study was undertaken in a low-income suburb of Göteborg to explore residents' experiences and opinions. Additionally, the interests of water and energy companies, social affairs committee, real estate owner and maintainer were investigated to contrast the added value of reduced water consumption. Stakeholders either benefit or are disadvantaged by the introduced system. Furthermore, the applied tariff structure fails to motivate all segments of the population to reduce water consumption, yet still inequitably burdens the most financially exposed groups.

Water; Volumetric Billing; Resource Consumption; Tariff Structure

01:02 Ecoluxury : status consumption with a clear conscience?

Linda Turunen

This paper examines the perceived characteristics of ecoluxury in the field of luxury brands. The empirical data consists of three focus group discussions with luxury consumers where the conversation drifted into eco-friendly luxury choices. The discussions stirred up fruitful conversations concerning ecological aspects, which uncovered seemingly contradictory meaning contents of ecoluxury. For some, status-seeking behavior appeared to be central in ecoluxury consumption, where as for others ecological choices in luxury field had personal meanings. The consumption situations and products in question influenced greatly on the perceptions and thoughts concerning ecoluxury – therefore even multiple voices of consumers straddled in the discussions.

luxury branded products, eco-friendly consumption, meanings

01:03 Overcoming barriers to sustainable change: A practice perspective Lessons learnt from 30 environmental initiatives within transport, housing energy and food

Anita Borch; Gunnar Vittersø, Eivind Stø

From a practice theoretical approach changing routinized practices of production and consumption is challenging. Based on a study of 30 sustainable initiatives within the transport, housing energy and food sector, this paper identifies barriers of social change and discusses how these barriers can be overcome to achieve a more sustainable society. The research has been conducted as part of the EU-funded project 'Creating Innovative Sustainability Pathways' (CRISP) (2011-2013) which, based on backcasting methods, aims to identify potential pathways to a low-carbon Europe and involves research teams from England, the Netherlands, Norway, Greece, Hungary, and Lithuania.

Social change, practice theory, sustainable, food, energy, transport, initiatives, barriers, Europe

01:04 Giving to charity projects: The effect of information

Maren Bachke; Frode Alfnes; Mette Wik

Charity organizations rely on private donors. In this paper, we study the effects of information about what the donations are used for. We endow consumers with money and thereafter ask for voluntary contributions to different development aid projects. We find that donations are significantly affected by the amount of information given about the development aid projects. Information about the gender and age of the recipient and the theme of the project always had a positive effect, while information about the region gave mixed results.

dictator game, charity giving, identification

Session 2:

Nordic Consumer Culture: Asceticism vs. Hedonism

Chair:

Dannie Kjeldgaard, Department of Marketing & Management, University of Southern Denmark, dkj@sam.sdu.dk

Room B21

Thursday May 31, 14.00-16.00

02:01 Young people's articulations of consumer identity: navigating the multiple moral orders of contemporary consumer society

Johanna Moisander; Minna Autio; Shania Määttä

We study the ways in which young Finnish consumers negotiate and construct local meanings of consumer culture in forming their identities as consumers. Our empirical analysis is based on written consumer narratives collected by means of essays written as class assignments by 159 upper secondary school students between the age of 16 to 19. The interpretive framework that guides our analysis is based on a theoretical and methodological perspective that is often referred to as the cultural approach to consumer research. More specifically, we draw from the literature on post-modern consumer culture, cultural models, and the narrative approach to social inquiry.

identity, young consumer, moral order, nordic consumer culture

02:02 Who or what is Partille-Johnny? A gendered object in consumer culture

Marcus Gianneschi

Through ongoing qualitative fieldwork among young people on clothes and brands this paper frame a contemporary style or stereotype as its 'object of study' and conceptualize it as a 'gendered consumer cultural object'. This particular "cultural object" (Lash and Lury, 2007) mediated brands, was used for "style reflexivity" (Kjeldgaard, 2009) and functioned as a vehicle for making sense of being a "consumer". "Partille-Johnny", the object of study, indicated gender as genre and the paper propose 'genre-reflexivity' as a productive concept for making sense of consumption.

Stereotype, branding, style, genre and gender

- 02:03 Dark Fights in the Nordic Brandscape: A socio-semiotic analysis of the role of black metal in the Anti-Sweden brand creation.

Jacob Ostberg; Matthias Bode

The paper uses the example of Norwegian denim brand Anti Sweden to illustrate i) on an empirical level how the rivalry between two Nordic countries is leveraged in brand building activities, and ii) on a theoretical level how the socio-cultural role of music as well as the system of brands have changed in such a way, that the traditional “selling out” paradigm of the culture industries does not fit anymore. Methodologically the paper uses a socio-semiotic analysis of the relevant musical material in the brand context combined with a socio-cultural brand analysis.

Branding, Black Metal, Music, Semiotics, Fashion, Burzum, National Identity

- 02:04 ‘Coldfeet Café’: A Mundane Consumption Experience (while it lasts?)

Søren Askegaard; Dannie Kjeldgaard; Per Østergaard

This study investigates the processes of transformation and cultural negotiation of mundane consumption phenomena. By analyzing the cultural experience of consumption at the “pølsevogn” – the humble and inconspicuous open air (mobile) hot dog stand typical in Danish street scene, also nicknamed “coldfeet café”. The pølsevogn is arguably a cultural institution in its own right in spite of – or given Danish cultural values maybe because of - its unpretentiousness. We aim to shed light on the specific dynamics and processes at play in case of a food cultural institution situated in the tension of (maintaining) “mundaneness” in the face of an emergent cultural role as a staged nostalgic experience.

Session 3: Consumption as Material Culture

Chair:

Pål Strandbakken, National Institute for Consumer Research, pal.strandbakken@sifo.no

Room C22

Wednesday May 30, 15.15-17.45

Please note that this session is 30 minutes longer than the others on Wednesday.

- 03:01 Solar Collectors for Historic Homes; Perceptions of artefacts, preservation and space

Annette Henning

The paper discusses negotiations, antagonisms, and varying views on change and preservation in Visby Town, a World Heritage site. A basic purpose of the presented research was to investigate the congruity of two Swedish national interests; the one being preservation of historic buildings, the other a shift towards more energy efficient heating systems and renewable energies. Disagreements concerning the appropriateness of situating solar collectors on these old buildings were particularly in focus. Anthropological methods were used to investigate varying ways of perceiving heritage buildings used as homes, and solar energy as a possible heating solution for such homes.

Solar collectors, heritage dwellings, change and preservation, private and public, social anthropology

03:02 The pulses of microbes, beefs and stoves -on the significance of temporalities in food safety related practices in private kitchens

Eivind Jacobsen

In this paper I argue that assemblages of non-humans, like cutting boards, microbes, beefs and stoves, have temporalities of relevance to food consumption in general and more specifically to the study of domestic food safety and hygiene. In the paper I try to untangle the temporal elements enmeshed in kitchen practices. As such, this paper is an exercise in giving non-humans the attention and treatment they deserve according to for instance actor network theory and practice theory. In this paper I mean to demonstrate the significance of understanding the dynamics of the non-humans involved in consumption practices.

Kitchen hygiene practices, temporalities, ANT, practice theory

03:03 Pets as (im)material consumption artifacts: Blurring the roles of companion animals

Henna Jyrinki

Present study discusses the boundaries of the (im)material consumption by twisting around the thinking about pets. It challenges the dichotomising that have regarded pets either human-like subjects/consumers or objects/products to be consumed, debated about their humanity/naturalness and about their "place" in dichotomies of Nature/Culture and of Me/Wilderness and of inside/outside and talked about how pets are given / taken away agency. The challenging of this dichotomising is done by presenting three arguments, which are built upon six separate studies using multiple methodologies. The paper ends by arguing for views that take into account the plural and contradictory roles of pets.

Pets, dichotomies, consumer, consumed, moral valuations

03:04 "Looks great, feels amazing": The tactile dimension of packaging

Karin Wagner

Packages are material artefacts that are mainly designed to appeal to the sense of vision. Increasingly, the sense of touch is playing an important role in marketing. The aim of this paper is to analyse different types of tactile qualities used in packaging design, with the help of the concepts interpersonal function and offer/demand from social semiotics, and the concept of affordance. Four different packages that represent different approaches to the use of tactility in marketing have been selected: A beer can, a yoghurt bucket, a luxury vodka bottle and a baby food package. Two categories for establishing a relation with the consumer have been discerned, anthropomorphism and facilitated gripping.

packaging design, marketing, tactility, social semiotics, affordance

03:05 The smell of sweat. An interdisciplinary sniff on materials' invisible qualities

Madeline Buck; Marit Kjeldsberg; Ingun Grimstad Klepp

This paper takes its starting point from a study of how the development of unpleasant odor varies between textiles made of different fibers. Fabric samples of various textiles were "treated" in different ways and judged with regard to odor by a team of 12 evaluators. While the study was conducted in a laboratory using scientific methods, the research question and the interpretation of the material are grounded in problems addressed within the social sciences. This paper will discuss the benefits and necessity of interdisciplinary study of smell.

smell, odor, interdisciplinary studies, dirt, sweat, perspiration, antibacterial textiles, odor control textiles

Session 4:

Making sense of consumption/Making sense of gender

Chair:

Magdalena Petersson McIntyre, Centre for Consumer Science, Centre for Consumer Science, School of Business, Economics and Law at University of Gothenburg, magdalena.petersson-mcintyre@cfk.gu.se

Room C22

Thursday May 31 14.00-16.00

04:01 Sex and the City –Eyes on consumption esthetics

Jenniina Halkoaho

The purpose of this study is to examine consumption experiences that relate to Sex and the City 2 -movie. Holt's (1995) typology is applied when analyzing how this movie is consumed and what kinds of consumption experiences it evokes. Empirical data comprises theme interviews and HBO Websites. The study shows that the movie is an interesting hybrid of consumption experiences. It is able to evoke versatile, especially esthetic and entertaining experiences for women. In essence, it can be seen metaphorically as an experience of esthetic fireworks, a women's party, a fashion show, a travel guide, or a reflection of womanhood.

consumption experience, Sex and the City, movie, esthetics

04:02 Women in car store: The Role of gender in Service Encounter

Anu Majjala

The aim of this paper is to nurture the debate on gender and consumption by providing an insight to the significance of gender in service encounters taking place in a gendered servicescape, a car store. Construction of gender, use of power and value creation provide the theoretical framework for the research. The data consists of stories written by female consumers. A Foucauldian approach to discourse analysis is applied in the analysis of the data. Results reveal consumer positions as restricted and defined by gender; women are wrong kind of consumers in a gendered servicescape.

Gender, Service encounter, Power, Servicescape, Female consumer and Foucauldian discourse analysis

04:03 The gender and gendering of ICTpractices in families – preliminary results from a Nordic project

Ardis Storm-Mathisen; Jo Helle-valle

This paper reports findings from a Nordic study that looks at how conventions and moralities of ICT practices are embedded in and outcomes of everyday life family practices. The project's overall research aim is to provide new knowledge on how and to what extent gender plays a part in ICT-use in everyday life. The paper will discuss results from the ethnographic data on ICT practices in families with boys and girls in late primary school. The aim is to address and discuss how attitudes toward use, regulation and morality of ICT are affected by gender and the gendering of contexts.

gender, gendering, ICT practices, families, homes

04:04 Feminine choice and masculine needs: gender in perfume packaging

Magdalena Petersson McIntyre

This paper deliberates on meanings of gender in the perfume market, particularly in perfume packaging. It builds on ethnographic interviews with sales assistants; perfume manufacturers; shop owners; and perfume buyers. In addition, observations and visual analyses have been made at a luxury packaging trade fair, and of perfume shop interiors and advertisements. Two different, but interrelated, ways of understanding gender, perfume, and perfume packaging, became apparent. First, gender was described as a choice; something that an individual chooses to participate in or not. Second, choice was understood as a feminine practice, something that women, and not men, engage in.

Session 5: Managing Overflow

Chairs:

Barbara Czarniawska, Gothenburg Research Institute, School of Business, Economics and Law at University of Gothenburg, Barbara.czarniawska@gri.gu.se

Helene Brembeck, Centre for Consumer Science, School of Business, Economics and Law at University of Gothenburg, helene.brembeck@cfk.gu.se

Room C23

Thursday May 31 14.00-16.00

05:01 Managing In- and Outflows: Parents navigating the baby stuff scape

Helene Brembeck

Today, the market for things for the baby: clothes, toys, watchers, gyms, strollers etc. is expanding. Based on ethnography (written stories, interviews, photographs, internet sites etc.) the paper argues that parents are engaged in continuous and time-consuming work to manage in- and outflows of things, and that this work is necessary in order to keep control and prevent overflow in the home. It, furthermore, highlights the new digital market of sales sites on the internet. This market can be perceived both as a response to and a necessity for the management of these flows that are increasing in both size and rapidity.

Digital markets, baby stuff, coping techniques, everyday practices, sales sites, commercial culture, parenthood

05:02 Waste in overflow

Lynn Akesson

The central theme of this paper is an analysis of the tensions among various aspects of waste. By linking tensions in waste management to reasons of overflow as a moral dilemma, waste becomes intertwined with consumption and social identity. Waste is simultaneously public and extremely private; it is order and disorder, a practical problem, a moral dilemma, and a highly emotional issue. I explore these tensions through three themes: waste management as an everyday social practice; waste management in relation to the life cycles of commodities; and finally the strong emotions evoked towards secrecy and openness in waste management.

Waste, consumption, culture, order, recycling, waste separation, overflow

05:03 Recycling food waste into biogas or how management transforms overflows into flows

Hervé Corvellec

Food waste partakes to the 21st century equivalent to the late 19th century oil rush: biofuels! The food that you throw away can become the fuel of the buses or cars that move you around: waste can fuel mobility, waste management companies advertise. But is this managerial solution to the issue of food waste as morally, economically, and ecologically acceptable as it claims to be? Or is the recycling food waste simply another example that management has an endless capacity to normalize overflows?

Management, Overflow, Waste, Recycling, Biofuels

Session 6:

Revealing necessary consumption through scarce conditions

Chairs:

Pirjo Laaksonen, Department of Marketing, University of Vaasa, pl@uwasa.fi

Hanna Leipämaa-Leskinen, Department of Marketing, University of Vaasa,
hanna.leipamaa-leskinen@uwasa.fi

Henna Jyrinki, Department of Marketing, University of Vaasa, henna.jyrinki@uwasa.fi

Room B21

Thursday May 31 16.15-17.45

06:01 Is a small life enough? Finnish poor consumers' negotiations of the meanings of necessary consumption

Hanna Leipämaa-Leskinen; Henna Jyrinki; Pirjo Laaksonen

Prior consumer research focusing on the poor consumers has not examined their experiences of necessary consumption. In order to arrive at more equal views of the contemporary welfare society, it is of pivotal importance to listen to poor consumers' understandings and experiences of necessity consumption. This study identifies consumption categories that Finnish poor people experience as necessary and discusses how the meanings of necessary consumption are negotiated when economic resources are scarce. The empirical data are based on written narratives describing poor people's everyday living in Finland.

Poor consumers, necessary consumption, written narratives

06:02 Decent consumption on the border of social exclusion and inclusion

Anna-Riitta Lehtinen; Johanna Varjonen

This study focuses on the borderline of social inclusion or exclusion from the viewpoint of consumption. We have determined decent consumption when compiling reference budgets by consumer focus groups. Our interest is in the reasoning the consumers from various backgrounds expressed combining context, meanings and actions when choosing the commodities they regarded as necessary to avoid social exclusion. The consumption is used as a tool for making the borderline visible.

consumption, focus group discussions, social exclusion, social inclusion

Session 7:

Institutional Regulation of Consumption

Chairs:

Carl Yngfalk, Stockholm University School of Business, cy@fek.su.se

Jacob Östberg, The Center for Fashion Studies, Stockholm University, jacob@fashion.su.se

Room B22

Friday June 1 9.00-11.00

07:01 The Constitution of Consumption: Food labeling, Markets and the Politics of Consumerism

Carl Yngfalk

The constitution of consumption practice is usually conceptualized at the level of the individual and based on various studies on consumer activities. However, this paper argues that consumption practice is only partly understood based on consumer accounts and needs to be approached as macro, meso and micro-level constructions. Through qualitative data generated from official documents and interviews with state agency officials and food manufacturers and retailers, the study undertakes a discourse analysis of food date labeling in the market. In accounting for the regulative and organizational dimensions of consumption, the case of food date labeling makes it possible to study the formation of consumption practice at various and larger levels of scale than represented (only) by the individual consumer.

power, Foucault, consumerism, consumption, consumer culture, institutions, markets, dialectical, food labeling, best before

07:02 Swedish consumer politics and the consumer journal Råd & Rön

Sophie Elsässer

For a period of almost 50 years the journal Råd & Rön [Advice & Observations] was the official publication of the, at times highly influential, Swedish Consumer Authority. During all this time the journal was in many ways transmitting the values and ideology of this Authority. The aim of my study is to investigate the relationship between the journal, the Authority, the Government and the reader; how this have changed during the years and which factors that may have influenced the development.

Råd & Rön [Advice & Observations], consumer journalism, consumer guidance, government consumer policy, information asymmetry

07:03 Institutions and waste sorting

Marit H. Heller

This study explores how 'institutions' (defined as rules, norms and conventions), imbedded in policies implemented by the State shapes and influence people in their motivation and actions. E.g. if a person is treated as a 'citizen' or a 'consumer' this will influence that persons perceptions on what are expected actions in various situations. To explore this, the study investigates if the design of a household waste management fee, that is if it is flat (representing 'citizen') or differentiated (representing 'consumer'), can affect the motivation for sorting waste and the waste sorting degree. Preliminary results supports that institutional context matters.

Institutions, waste sorting, human action, motivation

07:04 We are all speculators now - The financialisation of the household economy and some new consumer risks

Christian Poppe; Unni Kjaernes

Over the last three decades, a substantial financialisation of the economy has taken place, introducing new risks to the economy. The households are linked to those risks through their roles as consumers and citizens. We analyse these links as institutionalised dynamics between involving households, providers of financial products and nation-states. We argue that financialisation has turned the households into speculators, and that the mechanisms inhabited in the two roles bring them into a double squeeze marked by high debt loads and unreasonable levels of potential risk.

Financialisation, household economy, borrowing, consumption, financial practises

Session 8:

Beyond consumer participation and empowerment

Chairs:

Petteri Repo, National Consumer Research Centre, petteri.repo@ncrc.fi

Mikko Rask, National Consumer Research Centre, mikko.rask@ncrc.fi

Room B23

Thursday May 31 14.00-16.00

08:01 From passive consumption of risks to political consumerism and deliberative governance

Mikko Rask

A most threatening image of risk society is that of citizens becoming 'passive consumers of risks'. Some risk topics have provoked citizens and consumers to start making their own analyses, and with the help of Internet and new social media, to become political consumers or 'active consumers of risk'. Even coordinated acts by consumers are inadequate, however, to help solve complex environmental policy problems that are of transnational quality. In this paper I will study the role of large-scale and transnational deliberation projects, which have expanded the "resolutive" available for average citizens and consumers to tackle with tricky risk issues.

deliberation, participation, consumer empowerment, political consumerism

08:02 Interaction between companies and users in product development as action nets

Petteri Repo; Päivi Timonen

Companies increasingly involve users in the development of their products. Yet appropriate organizing of user involvement remains an open issue. It appears that involvement methods and tools are not sufficient for the incorporation of the full potential contribution of users in product development.

This paper observes how users and companies appear to organize as action nets when facilitating user involvement in product development. Such action nets transcend organizational boundaries (Czarniawska 2004) and address challenges relating to the transfer of information (von Hippel 1994). We review four case studies to show how action nets help to explain the development of user involvement within companies.

Action nets, user centered design, product development, studies on use, user innovations, user involvement.

08:03 Developing virtual interactive well-being services – from consumer representations to design choices

Petteri Repo; Kaarina Hyvönen

The Internet facilitates the design of interactive well-being services. Yet designing new interactive services is challenging as such currently have few users and few dominant practices of use. In this paper, we facilitate user centered design in the development of such a service. We identify consumer representations as they come forth in a selection of eight interactive, peer-to-peer well-being services on the Internet. We then translate these representations to design choices which we pass on to the design team. Applying discourse analysis in the field of technical features and design choices may be used to strengthen user centeredness in design.

Co-creation, design, discourse analysis, representation, service development, well-being

Session 9:

Making sense of (sustainable) consumption in the retail environment

Chair:

Oksana Mont, International Institute for Industrial Environmental Economics at Lund University, oksana.mont@iiee.lu.se

Room B22

Thursday May 31 9.00-11.00

09:01 Green Retailing: Socio-material world making at the shop

Christian Fuentes

The aim of this paper is to develop an alternative approach to, and account of, green retailing. Using socio-material practice theory and drawing on an ethnographic study of the Nordic Nature Shops this paper produces a critical and socio-material account of green retailing. More specifically, I argue that stores and other retail sites play an active role in the circulation of green products. Retailers do more than provide green products and inform consumers about them. Stores, the analysis shows, are marketing devices that shape – but do not determine – green consumption. Stores work as reality makers, and this reality is made socio-materially.

Green marketing, socio-material, practice, critical marketing, green consumption

09:02 Drivers and constraints for food retailers to foster sustainable consumption by developing sustainable product assortment

Olga Chkanikova

Current paper aims to provide a systematized overview of driving and constraining forces for retailers to encourage consumption of more sustainable products by developing sustainable product assortment, which means both inclusion of these products into the range of available goods and retailer's strategies to actively influence the sustainability attributes of products. With this purpose the overview of existing literature sources is conducted and supplemented by interviews with representatives of retail organizations in Sweden and UK. As an outcome, a number of most

critical factors that encourage and hinder the retailer's initiatives to offer more sustainable products are discussed. This contributes to better understanding of strategies that both retailers and policy-makers might need to undertake with aim to encourage more sustainable products and thereby stimulate more sustainable choices on behalf of consumers.

Food retailers, Sustainable Consumption, Sustainable assortment, Drivers, Barriers

09:03 Making sense of the retailer-consumer relationship – the case of Swedish food retailing and the promotion of sustainable consumption

Matthias Lehner

Retailers are said to be in a strong position to make food consumption more sustainable. How this influences the retailer-consumer relationship and whether retailers themselves share this view is not evident, though. This article reports empirical results from Sweden that put the view of retailers being the primary 'agent of change' for sustainable consumption into doubt. While they appear committed and engaged in my findings, they show little willingness to lead the market. This article concludes with a short discussion about the likelihood that Swedish retailers' approach towards sustainable consumption will change in the future.

consumer behaviour, food retailing, green consumers, pro-activity, sustainable consumption

09:04 The role of an expanding member-driven food co-operative in Copenhagen in promoting green lifestyles

Karsten Bruun Hansen; Kirsten Schmidt;

The role of retailers in promoting sustainable products and greening their own businesses are dealt with in earlier research. In this ongoing research project, the role of retailers is analyzed and discussed from a social practices perspective: What role do retailers play in promoting green lifestyles in citizens-consumers practices and is this role changing. The potentials for change are discussed based on experiences from organic food distribution systems organized around new social structures and practices and from interviews with consumer representatives in member-based retail chains.

Retail, green lifestyle, social practices

Thursday May 31 14.00-16.00

09:05 Furthering sustainable consumption? Drivers and barriers for the Nordic retail sector.

Oksana Mont; Kate Power; Mikkel Stenbæk Hansen; Birgitte Jørgensen Kjær

Retailers are seen as a powerful actor in promoting sustainable consumption. However in what way retailers shape consumer choice into sustainable direction and what drivers and barriers they face is not well understood and documented. This paper reports on outcomes of a field research of 8 leading Nordic retailers. The aim is to critically reflect upon and render problematic the simplistic ideas about the role of retailers as the leading market force in promoting sustainable consumption and to spur discussion on the role of other actors, e.g. governments, in shaping sustainable consumption patterns and levels.

European and Nordic retailers, drivers and barriers for sustainable consumption

09:06 Environmental standards in the textile retail chain in Europe: The role of eco-labels in the retail-consumer dialogue

Marthe Hårvik Austgulen; Eivind Stø

Due to the continuous growth in the amount of textiles produced and sold worldwide, the textile industry is today one of the world's biggest GHG emitters. Within the New Governance perspective, one of the most popular forms of regulation environmental issues is through eco-labelling. Eco-labelling has however not yet become a successful tool for regulating the production and consumption of clothing and textiles. Based on data collected through interviews with various Norwegian stakeholders as well as through a consumer survey conducted in five European countries, this paper thus reflects upon barriers for the use of eco-labels on textiles and clothing.

textile industry, sustainability, eco-labelling, textile supply chain

09:07 Exit from High Street: a study of sustainable fashion pioneers' strategies for sustainable fashion consumption

Sarah Bly; Wencke Gwozdz; Lucia Reisch

This paper explores a previously under researched group of consumers – early adopting consumers of sustainable fashion practices or sustainable fashion pioneers. Exploratory in-depth interviews supported by online monitoring illuminate the motivations, abilities, and external facilitators and barriers that play a role in their reported behavior. Using the MOAB (Motivation, Opportunities, Abilities, Behavior) framework, results included: “motivations” of well-being, the belief of consuming less and distrust for large multi-national retailers, “abilities” of knowledge, self-efficacy and external “opportunities” of second-hand markets and well-made goods. Key behavioral tendencies reported included purchasing fewer, higher quality garments, purchasing goods used, limiting washing and tumble drying of garments and recycling clothing in the end use phase.

MOAB model, used/DIY consumption, fashion consumption, sustainable fashion

09:08 Second-Hand Values and the Making of a Green Fashion Eco-Market

Cecilia Fredriksson

To investigate the value construction of green fashion, I have conducted a cultural media analysis where second-hand consumption practices are expressed in relation to a Swedish charity shop. Two general questions concern how specific consumption practices are reflected in the relationship between green fashion and retail and how different interests and values are expressed in the green marketing of fashion? I examine how experiences and learning processes taken from second-hand shops are expressed in order to make eco-fashion meaningful and functional across different logics and consumption worlds. I discuss how “green fashion” is reinvented and valued through this process.

eco-fashion, second-hand, sustainability, green consumption, value, creativity

Session 10:

Making (more) sense of the service encounter

Chair:

Magnus Söderlund, Center for Consumer Research at Stockholm School of Economics,
Magnus.Soderlund@hhs.se

Room C22

Thursday May 31 9.00-11.00

- 10:01 Revisiting the impact of the service worker in the service encounter: Are there also aggregated spill-over effects on life at large?

Magnus Söderlund

This paper explores the potential for the service worker's behavior in the service encounter to spill over on the customer's life at large (in the same sense as advertising and media consumption has been assumed to do), which is a hitherto neglected issue in traditional service research. Because service encounters are pervasive, repeated, and professionally executed, they are assumed to spill over on the customer's social life beyond the service encounter itself. It is particularly the prolonged exposure to relational behaviors, commercially-related behaviors, and justice-inducing behaviors by service workers that are likely to have an impact on the customer's social life.

The service encounter, spill-over effects, social relationships, perceived justice, trust, satisfaction

- 10:02 How Feelings-of-Warmth may Carry Over from Service Encounters to Private Encounters

Jan Mattsson

Commercial service encounters can impact other private encounters as unintended consequences. During service encounters we argue that customers will react as to how warm" the interaction with providers (employees or equipment) is perceived. This warmth experienced by an individual during the service encounter is then carried over to subsequent private encounters by word-of-mouth (WoM). The paper suggests different ways in which this carry over effect (by WoM) between such encounters may occur. A framework is developed that comprises; repeated or strong service encounters (as initiators of warmth carry over effects), the personality of the customer as warm versus cold, the environment in which the encounter takes place as restorative or non-restorative, and finally, the type of private encounter to which the carry over effect is directed namely: family, friends, persons from reference groups, or the public.

Service encounter, carry-over effect, feelings-of-warmth, word-of-mouth

- 10:03 Orchestrating customer and salesperson empowerment in and out the service encounter

Jaakko Autio; Minna Autio; Kaisa Huttunen

We aim to understand empowering from the customer and salesperson perspective in the service encounter. We apply ethnographic methods of cultural marketing, such as observations, interviews, and consumer research in order to analyze both consumers' and employees' experiences in marketplace context. Research material consists of participant observation, 22 employee interviews, 21 consumer interviews, and three mystery shopping experiments. Our study reveals that companies should transform their management guidelines into more informal orchestrating agenda that allows empowered role for company personnel. This may open new roles for customers towards the company.

customer-consumer, salesperson, service encounter, ethnographic method, knowledge gap

Session 11:

Everyday food practices in an ‘age of anxiety’

Chair:

Peter Jackson, University of Sheffield, p.a.jackson@sheffield.ac.uk

Room C23

Wednesday May 30 15.15-17.15

11:01 Crowded kitchens: the democratisation of domesticity?

Peter Jackson

This paper focuses on the kitchen as a key site in which gendered roles and responsibilities are experienced and contested. Drawing on evidence from focus groups, interviews and ethnographic observation of kitchen practices in the UK, the paper argues that men’s increasing engagement in cooking and other domestic practices has facilitated the expression of a more diverse range of masculine subjectivities, while also creating new anxieties for women as kitchens have become more ‘crowded’ spaces. Our analysis challenges the idea that we are witnessing a fundamental ‘democratisation’ of domesticity with significantly greater equality between men and women.

kitchens, cooking, gender, masculinities, practice theory

11:02 Risk, rinsing and reheating: shifting geographies of responsibility in domestic food safety practices

Angela Meah

Drawing upon qualitative data collected in the UK, this paper discusses how concerns about food safety risks are negotiated into everyday kitchen practices. While many participants demonstrate behaviours which would be seen to fall short of, or contravene official guidelines, this does not necessarily indicate ignorance or lack of responsibility on the part of consumers. Indeed, when explored in detail, participants presented a range of reasons for engaging in ‘risky’ practices, pointing toward perceptions of distributions of responsibility in which a number of stakeholders are implicated, but simultaneously acknowledging their role as final arbiters of food safety in the home.

11:03 Limits of edibility: practices of eating “waste” and polluted food in urban environments

Sebastian Abrahamsson

This paper examines practices of food consumption to counter food wasting in urban environments. Drawing upon ethnographic fieldwork with dumpster divers and urban gardeners, I show how consumers who experiment with food in this way draw upon bodily techniques – sniffing, touching, seeing, squeezing and caring – that are otherwise often made absent in the food consumption literature. I highlight how the body is made present in these practices by analyzing how fear and anxiety is (or is not) drawn into the practice of consuming food.

Food waste, urban environments, practices, anxiety, edibility

11:04 **Anxiety Stimulants. Novel social practices, psychotropes and biomedicine**

Jakob Wenzer

This paper deals with social anxieties that arise when new legal psychotropic stimulants are introduced at national markets. Empirically, it is a text analysis of research materials from articles reached through the international biomedical database PubMed. The materials are produced by searches on the new product genre of caffeinated “energy drinks”. By a cultural analysis of these articles, this paper argues that any stimulant, commonly used or not, produces more social anxiety when they are not confined within culturally familiar practices but implies new ones; these might be new identity practices, new social practices or any other variant.

Anxiety, stimulants, social practices, agencies, biomedicine

Thursday May 31 8.30-11.00

Please note that this session starts at 8.30, half-an-hour earlier than the other sessions.

11:05 **The Practice of Everyday Fear: food, ecology and the military**

Rick Dolphijn

Observing the ensemble of procedures which designate the everyday life, to quote De Certeau, we cannot but conclude that people eat faster, take more (small) meals throughout the day, although many of us are overweight, our need to eat is no longer a need to fill our stomach but rather to energize our being. It almost seems that Marinetti’s Futurist dream, as expressed in the Futurist Cookbook, has come true: eating is all about producing a new dynamism. In this theoretical paper we study this dynamism, revealing the alimentary roots that installed this ‘new alimentary continuum’. It is not a great shock that military innovations are setting out the different procedures, different strategies according to which we live our lives. But when it comes to food this has rarely been given serious study. Giving several examples of the post 9-11 era, this paper shows how today’s alimentary continuum seeks power through the creation of a general state of ‘alertness’, blurring any opposition between insider and outsider (soldier and terrorist should both be in fear) and using in particular the olfactory senses in order to reinstall a (nomad) sense of home.

alimentation, military, post 9/11, Deleuze and Guattari, Donald Rumsfeld

11:06 **Ambiguous Substances. Framing risk and pregnancy at the Facebook site of the Swedish National Food Agency**

Helene Brembeck

This paper explores the contested landscape of risks associated with food consumption and pregnancy. It renounces the conventional interpretation of risk communication in terms of regulation and governance. By instead starting from theories of anxiety as social practice (Jackson and Everts 2010); the paper discusses how anxieties are framed, handled and institutionalized, and the way risk communicators and pregnant women frame these risks and handling strategies in conversations at the Facebook site of the Swedish National Food Agency (NFA). The paper presents an overview of themes and ways of communicating and highlights the new and disputed field of herbal teas.

Anxiety as social practice, pregnancy, food, risk communication, risk scape, Facebook

11:07 Perceived value in food packaging: A narrative approach

Jenni Hakola; Outi Uusitalo

This paper explores the role of food packaging in consumers' everyday life by constructing narratives of consumer types based on perceived value dimensions. The narrative approach enables the understanding of the comprehensiveness of consumption events and feelings. Data collected in 12 conversation-based interviews were used to construct narratives of consumers and situations in which they use food packages. During the interviews, the whole packaging life cycle was covered. Unifying separate pieces and common themes into an entity, four consumer types were established: hedonistic, utilitarian, social, and responsible. Consumers' stories illustrate different ways how packages may be invisible but significant simultaneously.

Food packaging, mundane consumption, narratives

11:08 'Jamie's Ministry of Food' as a resource for the reflexive performance of the self in everyday life

Nick Piper

Consumers talk about and use food media as a means to perform aspects of themselves in everyday life. 'Celebrity chefs' and food media can be seen as a common resource around which to discuss a wider public world within which the individual is situated. Empirical evidence is taken from audience research carried out in two stereotypically contrasting towns in the UK. Audiences' reflexive engagements with moralised and mediatised debates on food demonstrate how food media circulate as a cultural resource for engagement with a range of food issues.

Jamie Oliver, Celebrity Chefs, Self, Reflexivity

11:09 Governing change in food practices: going beyond 'behaviour change'

Matt Watson

In this paper, based on current qualitative research into domestic food consumption in the UK, I explore how far calls for policy to move beyond profoundly individualistic approaches, preoccupied with the 'ABC' of attitudes, behaviours and choices (Shove 2010), have applicability to addressing policy concerns around food. Engaging with recent work which has sought to apply theories of practice to food consumption, I argue that it is useful to understand people's actions around and with food – from shopping to storing to cooking to eating and to disposal – as performances of practices, rather than as reducible to individual attitudes and choices

Everyday practice; Theories of practice; Behaviour change

Session 12:

Foodscapes - an analytical tool in studies of food and consumption?

Chair:

Mette Weinrich Hansen, Aalborg University Copenhagen, mwh@plan.aau.dk

Room B21

Wednesday May 30 15.15-17.15

12:01 Exploring foodscapes through the lived body and the sense of place

Liselotte Hedegaard; Søren Tange Kristensen

The interest in this paper is to thematise the corporal experience of food consumption in the complex rhythms of modern lives. Human action and reflection is corporal, but in the dialectical movement between body and world, the perpetual movements of cultural practices influence corporal experience and, hence, a methodological approach must form a suitable framework for thematising the corporal experience of de-territorialisation in terms of food consumption. By applying 'foodscapes' with reference to globalisation theory, this paper intends to capture a bodily dimension of globalisation capable of uncovering perspectives of the relationship between food and place and corporal experience.

foodscapes, horizons of significance, de-territorialisation, place, body

12:02 Meatballs with ice-cream: Foodscapes in children's drawings

Barbro Johansson

In this paper, children's foodscapes are discussed in relation to the concepts of 'becoming', 'smooth and striated spaces' and 'lines of flight'. In a research activity, children aged 5-9 were asked to make drawings where food was involved in one way or another and were thereby invited to striate their foodscapes in their own ways. The result shows that the children found several ways of creating new, more or less striated, foodscapes. They also found lines of flight out of established categorizations, created new categorizations and questioned generally held truths concerning food and eating.

Foodscape, children, smooth/striated, becoming, lines of flight

12:03 The Institutional foodscapes - potentials for changes in a school food context

Mette Weinreich Hansen; Niels Heine Kristensen

Foodscapes has been introduced in many different meanings in the last ten years. The authors argue that there need to be an important distinction between the foodscapes at home, and the institutional foodscapes found outside the domestic sphere, for example in schools. The institutional foodscapes is characterized by involvement of many different actors. Thereby the institutional foodscapes represents a complexity of interests. For the school foodscapes this complexity of interest can be illustrated by the number of actor groups identified. This paper will focus on the administrative and political actors of the school foodscapes in four municipalities in Europe.

School food, institutional foodscapes, organic change, international comparative study

12:04 Making Sense of Self and Other through Holiday Food. A qualitative study of tourists' consumption of food.

Anette Therkelsen

Food as a means of cultural insight is widely acknowledged in the tourism literature, however, the present study argues that tourists' relations to food are more multi-faceted than that. Food as a means to social togetherness and personal insight as well as food enjoyment as an end in itself are different types of food relations identified in the qualitative data studied. Moreover, it is demonstrated that links exist between these different ways of enacting food and the identity construction processes of tourists.

Food, tourists, authenticity, cultural insight, identity construction, hybrid consumer patterns

Session 13: (Making Sense of) Health Behavior as Part of Every Day Life

Chairs:

Mika Pantzar, National Consumer Research Centre, mika.pantzar@aalto.fi

Minna Ruckenstein, National Consumer Research Centre, minna.ruckenstein@ncrc.fi

Room B24

Wednesday May 30 15.15-17.15

13:01 Links between family interaction and learning outcomes from a healthy -eating intervention

Susanne Pedersen; Alice Grønhøj; Tino Bech-Larsen

Interventions aiming at improving children's eating behaviours have become widely applied, but most fail to include the immediate family (mainly parents) in the design and evaluation of the intervention's effects, even though children inevitable are a part of a family setting. Our study explored the possible wider effects of an intervention by adopting the children's immediate family as a unit of analysis and thereby acknowledging the social aspects of behaviour change. By focusing on the family interaction, a more comprehensive and in-depth understanding of intervention outcomes was achieved.

Family interaction, healthy-eating intervention, children, parents, qualitative research

13:02 Temporalities of addiction: a context-specific approach to health and wellbeing

Minna Ruckenstein

This paper offers a framework for studying addictions that does not treat them merely as individual problems, but as side effects of temporalities that define and construct contemporary societies. By combining the study of short and long-term temporal orders with a focus on everyday rhythms, the paper argues that addictions can be defined through their own temporal identities. Addictive involvements are treated as circuits of reproduction that have damaging consequences in terms of health and wellbeing and societal dynamics. Consequently, addictions are borne out of temporalities that shape knowledge and understanding about the production of people in today's world.

time cycles, practice theory, everyday rhythms, addiction

13:03 Wellness Consumers – Who Are They?

Juulia Räikkönen; Miia Grénman; Heli Marjanen

This study aims at identifying different consumer segments based on consumers' health behavior and consumption habits. By analyzing a Finnish household survey data (n=2010) with a factor-cluster method five distinct consumer segments were identified: Impulsive recreational shoppers; Wellness consumers; Convenience-oriented consumers; Responsible well-being seekers; and Trend and quality appreciatives. Health and well-being were important to both Wellness consumers and Responsible well-being seekers, but the prior seemed to value more material and the latter non-material well-being. This study contributes to both marketing literature and practice by enhancing understanding of wellness consumption by profiling wellness consumers, who according to this study represent a considerable amount of consumers.

Health, well-being, wellness, consumption, lifestyle, consumer segmentation

13:04 Spa as an arena for health, beauty and wellbeing practices in everyday life

Gun Roos

Drawing on the work of Bourdieu and the typologies of capital this paper reflects upon how and why practices and paths to good health, wellbeing and beauty intersect in everyday life in Norway. Spa, which is a growing consumption field that seems to explicitly connect beauty, health and wellness, is used as a case. Consumption of spa is viewed as an investment in bodily capital that may be converted into other types of capital and deployed in other fields in the everyday game over social belonging, distinction and status.

Health, beauty, wellbeing, spa

Session 14: Food consumption

Chair:

Malene Gram, Department of Culture and Global Studies, Aalborg University in Denmark,
gram@cgs.aau.dk

Room C21

Thursday May 31 9.00-11.00

14:01 Transition and Student Food Consumption

Bodil Stilling Blichfeldt; Malene Gram

Student food is little described and mainly from quantitative studies from Non-Scandinavian countries. In Scandinavia student food is rarely organised as it is in other countries with special student restaurants, leaving more responsibility for the individual student. In this paper, based on qualitative interviews with students studying in Denmark, focus is on how food is perceived by students is in a phase of transition from living at home, to a large extent having meals served, to a new situation where most students are responsible for their own cooking and food intake.

transition, food, consumption, students, Denmark, qualitative research

14:02 The impact of goal-striving on family identity projects: the case of food consumption in a Swedish family context

Margaret Hogg; Solveig Wikström

We examine the important part played by food in families' daily lives in order to understand the role of goal striving in family identity projects. We use family discussions about food, along with mothers' experiences of feeding their families (with all the associated provisioning activities), as a way to explore family identity projects (at the individual, relational and collective levels) with a specific focus on the role of the co-construction of meaning around relational goal striving, goal setting, goal negotiation and goal reconciliation in family life. The results indicate that food and meals continue to have an important role in creating family life. This means that the food consumption arena increasingly constitutes a forum for individuals and family members as a whole to exhibit their identity, self-expressions and social relations.

goal striving/goal negotiation/ identity/family relations/practices

14:03 Negotiating the contradictory meanings of food consumption

Hanna Leipämaa-Leskinen

It is largely acknowledged that food consumption carries several contradictory meanings to contemporary consumers. However, prior consumer studies are limited in regard to consumers' everyday living with the contradictory meanings of food. Drawing from personal interviews and pictorial collages, the purpose of the current study is to explore the negotiation of food contradictions at different cultural levels of consumption. The findings show how the identified food contradictions and their negotiations illustrate the micro, mezzo, macro, and supra levels of culture. The study concludes by discussing the findings in relation to previous studies.

Contradiction; Food consumption; Cultural levels; Collages, Interviews

14:04 Ageing shopper types – Choice orientation based consumer segmentation in grocery and specialty retailing contexts

Anna-Maija Kohijoki

Ageing consumers form an increasingly significant market segment in retailing. However, they have often been considered a homogeneous group outside the mainstream consumption. In order to target the new ageing market, retailers should be better aware of the preferences of the older consumers. Based on the Finnish household survey data, this study aims at forming choice orientation based ageing (55–75-year-old) consumer segments in grocery and specialty retailing. The findings are compared to those obtained using a sample of younger (18–54-year-old) consumers. The results indicate that the ageing market is heterogeneous but rather similar to younger consumers.

ageing consumers, choice orientation, consumer segments, grocery retailing, specialty retailing

Session 15:

Beyond functions toward aesthetic and self-reflective values

Chair:

John Magnus Roos, Centre for Consumer Science, School of Business, Economics and Law, University of Gothenburg, magnus.roos@cfk.gu.se

Room C21

Thursday May 31 14.00-16.00

15:01 Investigating Human Infant Anthropomorphism in Products

Katarina Hellén; Maria Sääksjärvi

In this paper we set out to investigate the nature and effects of infant anthropomorphism in products, i.e. products that share features of human infants. Across four studies, evidence suggests that infant anthropomorphism comprise four dimensions: sweetness, simplicity, sympathy, and smallness. We found that consumers react positively to infant anthropomorphic products but that men perceived infant anthropomorphic products as more sympathetic than do women. These findings suggest that human infant anthropomorphism is important for marketers but that their appeal is based on different factors for men and women.

anthropomorphism, human infant, product design

15:02 The Effects of Functionality and Aesthetics on Consumers' Willingness to Upgrade their Mobile Phones

Maria Sääksjärvi; Oana Velcu; Katarina Hellén

The purpose of this paper is to investigate the impact of design on the technology acceptance model (TAM). Separating between functional and aesthetic design, we demonstrated that functional design aspects (screen size, keyboard and width of body) affect perceived ease-of-use and that design aesthetics (color and thickness of body) moderates the relationship between satisfaction and repurchase intentions. This study contributes to the literature by showing that design impacts technology acceptance and that functional and aesthetic design elements differently impact technology acceptance.

design, functional, aesthetic, TAM

15:03 Multiple Food Evaluation Criteria and Socio-economic and Demographic Differences as Predictors of Food Shopping Practices

Naja Buono Stamer

The aim of this paper is to empirically explore the relationship between people's values, socio-economic based lifestyles and food shopping. Data is derived from a large panel of Danish households and includes detailed information on actual weekly food expenditure and the main shopper's values and attitudes to food. The analysis show that the influence of different values on the households' budget shares spend on organic food, food on special offer and convenience food,

is considerably mediated by the consumers' socio-economic background and social practices. The paper discusses the so-called value-behaviour gap and highlights the contradictory values, compromises and resource constraints involved in food consumption.

food shopping, food evaluation criteria, socio-economic background, value-behaviour gap, quantitative analysis

15:04 Personality and consumption habits: Can traits be used to understand consumption habits in everyday life?

John Magnus Roos

This paper reports the results of a study on the relationship between individual differences and different kind of consumption habits, such as visiting shopping malls, haggling, second-hand shopping and spending beyond one's means. Questionnaire data from 9000 respondents showed a significant ($p > .05$) relationship between several consumption habits and personality traits. One remarkable finding was that consumers that spend beyond their means are more anxious, impulsive and unfriendly than consumers in general.

Personality, consumption habits, shopping habits, purchase habits, shopping behavior, consumer behavior.

Thursday May 31 16.15-17.45

15:05 Celebrity Endorsement: The Effects of Social Comparisons on Women's Self-Esteem and Purchase Intentions

Maria Sääksjärvi; George Balabanis; Katarina Hellén

In this research we investigated the interplay between celebrities holding positive vs. negative media images and women's self-esteem and purchase intentions. Study 1 documents that "good" celebrities decrease consumers' self-esteem while a "bad" celebrity increase self-esteem. Study 2 shows that changes in self-esteem transfer to the product if consumers engage in an assimilating comparison process. Study 3 demonstrates that for consumers low in true self-esteem, a bad celebrity increases and a good celebrity decreases purchase intentions. In contrast, for women high in true self-esteem, a positive celebrity leads to greater intentions to purchase the celebrity-endorsed product.

celebrity endorsement, self-esteem, women

15:06 The Impact of Narcissistic Dimensions on Feelings of Envy

Katarina Hellén; Maria Sääksjärvi

Research on the effects of envy in marketing situations suggests that envious consumer reactions can come in a positive form, benign envy, and a negative form, malicious envy. In this research it is shown that narcissistic personality dimensions differently impact benign and malicious envy. More specifically, results indicate that authority and exploitativeness reduces benign envy while exhibitionism reduces malicious envy. Entitlement increases both benign and malicious envy. This means that narcissistic traits are associated with both positive, benign envy, but also negative, malicious envy.

narcissism, envy, malicious, benign

15:07 Eliciting consumer WTP for food characteristics in a developing context: Comparison of four methods in a traditional market

Roselyne Alphonse; Frode Alfnes

This paper compares four different non-market valuation techniques used in a traditional African food market. We sold organic and/or inspected tomatoes in the central market in Morogoro, Tanzania using the Becker-DeGroot-Marschak mechanism, multiple price lists, open-ended choice experiments, and real choice experiments. The paper assesses the robustness of the techniques and discusses challenges in conducting such experiments in a developing context. The results show that consumers are willing to pay a premium for organic and inspected tomatoes in all methods. However, the size of the premium is significantly larger when the consumers choose between alternatives in the real choice experiment than when they use the non-comparative valuation scales in the other three methods.

BDM mechanism, multiple price lists, open-ended choice experiments, real choice experiments, tomatoes, Tanzania.

Session 16:

To be or not to be a migrant: differences and similarities of consumption among immigrants and ethnic Scandinavians

Chairs:

Mari Rysst, National Institute for Consumer Research (SIFO), mari.rysst@sifo.no

Lill Vramo, National Institute for Consumer Research (SIFO), lill.m.vramo@sifo.no

Room B21

Friday June 1 9.00-11.00

16:01 From Russia to Finland: Exploring cross-border shopping

Olga Gurova

Drawing from data of qualitative interviews and ethnographic observation, this paper explores cross-border shopping by middle-class tourists visiting Finland from Russia. Cross-border shopping is considered from the point of view of the “bottom-up” approach when shoppers are seen as active agents of transformation of local cultures of consumption. Cross-border consumption is to a large extent an imagined consumption. Hence, shopping in Finland can be seen as a process of negotiation of imagines of consumers from Russia with local rules and practices of shopping. Thus, cross-border shopping allows us to discern peculiarities of both “host” and “home” countries’ cultures of consumption.

middle-class consumption, cross-border shopping, clothing consumption, consumer mobility, Russia, Finland

16:02 "All Russians love brands. That's because they all want to show off": Stereotypes, Identity, and Acculturation

Natalia Tolstikova; Lisa Penaloza, Susanna Molander

The study looks at how social stereotyping affects the process of acculturation through consumption. It is based on the cultural consumption literature on acculturation. In a pilot study the authors interviewed young Russian women now living in Stockholm about their life stories and daily experiences. The analysis identified two major stereotypes—a Russian ("the extreme materialist") and a Swedish ("the rational functionalist"), both are connected with consumption. Both can be partially explained by interplay between of power between the ethnical groups. The main study will expand the primary research to 20 interviews with Russians of diverse backgrounds and gender.

acculturation, stereotyping, consumer culture

16:03 The social importance of things and money among migrant families in Norway

Mari Rysst; Lill Vramo

In this paper consumption is understood more as basic needs than wants, in that it is necessary to have money and consume certain goods in order to participate socially and be included both locally and transnationally. The paper discusses how families with migrant background are able to obtain the necessary items and what these are. The first case discusses local and transnational consumption practices among Sikhs living in Oslo while the second discusses the social importance of things for inclusion among children in Oslo.

inclusion, material goods, money, network, family, children

16:04 Non-consumers in consumer's heaven. The new migration of "beggars" from Romania

Ada I Engebriksen

Since about 2007, when the visa requirements for Romanian citizens to the rest of Europe was lifted, the exodus of poor people predominantly from Romania has been notable in all corners of Europe. The conditions for Roma in the new member states are also a strong concern for European commission and substantial sums of money are allocated to governments and NGO's to better the living conditions of the Rom populations. The object of this paper is to present empirical data on the conditions of these new migrants and to discuss conflicting interests between late capitalist consumer society and the low-consuming Roma, and the public discourses and political measures their presence bring out in Europe.

Poverty, shame, beggars, consumerism

Session 17:

Engaging consumers in research

Chairs:

Barbro Johansson, Centre for Consumer Science, School of Business, Economics and Law,
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Frances Hultgren, the Swedish School of Library and Information Science, University of Borås,
Frances.Hultgren@hb.se

Room B24

Thursday May 31 16.15-17.45

17:01 Performing consumer logistics: Students as co-researchers exploring mundane practices

Ulrika Holmberg; Johan Hagberg

In this paper a special case of consumers as co-researchers is examined: students working as researchers in an ongoing research project within a master course in qualitative methods. Benefits and challenges of the interlacement of the research project and the teaching of research methods are discussed. The paper points at several ethical dilemmas in the multiple roles of being consumer, student, and co-researcher on the one hand and being researcher, supervisor and examiner on the other. The issues of participation as well as voluntariness, anonymity, and convenience were especially relevant in this case.

Consumer logistics, co-research, mobility, students, consumption, mundane practices

17:02 Children as competent co-researchers. Exploring potentials and complications.

Sandra Hillén

Taking the starting point in theories on children as competent, in carrying out research and as rational consumers (James, Jenks & Prout 1998/2002, Buckingham 2011), this paper examines what a competent child is and whether it's a theoretical concept that enriches the analysis of children as co-researchers, or if it is a pitfall. Adequate examples will be presented from a study about children's research on food, and situations and events where children's different competences are illustrated will be discussed. Could it be the case that competent means a number of things?

children, co-research, competences, performance, playfulness, immature sociology

17:03 Taking part or taking over? Children's participation in culture consumption.

Frances Hultgren; Barbro Johansson

This paper uses the concept of participation as an analytical framework for analysing the ways that preschool children make use of the space, artefacts and people that cultural activities afford them and the subjectivities that are thus produced. Using ethnographic methods children's and their caregivers' perspectives on three cultural activities are sought and explored. In the analysis participation emerges as a situated mode of action exercised in events by the children. The results are related to research on childhood, participation and empowerment.

Participation, Culture consumption, Children's rights, Childhood

Session 18:

Moving Consumers: Re-Configuring Consumption

Chairs:

Helene Brembeck, Centre for Consumer Science, CFK, at the University of Gothenburg,
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Franck Cochoy, University of Toulouse and the School of Business, Economics and Law at University of Gothenburg , cochoy@univ-tlse2.fr

Johanna Moisander, Department of Communication, Aalto University School of Economics,
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Room C23

Thursday May 31 16.15-17.45

18:01 A multisensory approach to consumer research: thinking about consuming and moving
Sarah Pink; Kerstin Leder Mackley

In this paper we discuss how a focus on movement, developed within the context of a 'sensory ethnography' approach, offers a route to understanding the contingencies of everyday consumption in the home. Drawing on theories of place and sensory perception we suggest that to understand consumption we need to follow the movement and flows of people and (tangible and intangible) things. To demonstrate the possibilities offered by this approach we draw on examples from our recent ethnographic research into everyday domestic energy consumption in UK households.

multisensory; consumer research; sustainable consumption; movement/moving; place; ethnography; energy; home

18:02 Playing Nintendogs: Desire, Valued Objects, and Creative Potentials of Human Action
Minna Ruckenstein

Playthings propose certain actions, thereby extending and transforming children. This ethnographic study focuses on children's consumer desires and intense engagements with the Nintendo DS game console. The Nintendo DS is needed in order to enter a gaming world where desire emerges in relations between children and non-human objects with human-like capacities. The paper proposes that playing a simulation game, Nintendogs, tells us a much more general story about how social relations become intertwined and affected by the possibilities offered by technologies. Thus the focus on children's engagements with playthings contributes to overall theorizing of people in relation to material objects, digital technologies and capitalist transformations. Together these different aspects open for scrutiny the fundamental ways in which commodities participate in the production of human beings. Studying children demonstrates in detail why spheres of production and consumption need to be seen as thoroughly intertwined.

prosumption, creationist capitalism, desire, children, ethnography, game console

18:03 **Mobile Materialities: towards an ethno-logistical investigation of consumer-assemblages**

Daniel Normark

This paper argues for a method multiple revealing the sociologies of the consumption-mobility-complex within the messiness of everyday life. Consumption is intertwined with mobility especially in consumer logistic, but this is often disregarded. We argue that ordinary practices, such as consumer logistics, require approaches, and research ingenuity, beyond the dominating discourses on method. First, a qualitative/quantitative divide obscures the ordinary - a method multiple has to do both. Second, a spatio-temporal approach strengthens the investigation of the traces of the ordinary. Finally, ordinary practices are hidden since humans are experts in sorting out and forgetting which requires an estrangement of the ordinary to be observed.

Friday June 1 9.00-11.00

18:04 **Ethnography of Family Consumption in Motion or To Follow Socio-material Assemblages: adding (moving) parts to an explanation of consumption**

Niklas Hansson

In studies of consumption a focus on the experiences of bringing items back home are rare. Even though the history of self-service, mass retailing, and the birth of the mass consumer have been well documented there is little research on consumers' physical moves and ways of acting while assembled along with purchases outside market places. In the project "Consumer Logistics" I focus on how different artifacts play a role in the arrangement of consumption practices among families with small children in Gothenburg. Looking at consumption through the lens of family consumption deepen our understanding of how 'things' or 'objects' influence market attachment.

consumer logistics, consumovers, consumption, family, objects

18:05 **The heart of everyday analytics: Identifying extensions and futures of self-monitoring practices**

Mika Pantzar; Minna Ruckenstein

With new digital, mobile and relatively cheap devices, such as accelerators, heart rate measurement instruments and GPS-trackers various observational (scientific) practices are trickling down in knowledge hierarchy from experts to ordinary people. This paper illuminates the emergence of everyday analytics, heart rate monitoring in particular. Theoretically we draw from practice theory suggesting that heart rate meters permit specific forms of feedback. Consequentially, they feed forward in in time and space as they carry ideals from medicine, sports or business to everyday practices and domesticities, and from one practice to another. Analytics of everyday life, whether they focus on fitness or stress, become partly enacted and supported by new forms of measurement practices and contexts. We specify three sorts of domain extensions: from medical use to everyday life, from cognitive aspects of measurement towards affective aspects, and finally somewhat surprisingly, from ordinary people to professional people (trickle up).

Analytics, Fitness, Heart rate monitor, Practice theory, Self-monitoring, Stress

18:06 **The session will be concluded by a mini editorial by Jonathan Schroeder, editor of Consumption, Markets & Culture, preceding a planned special issue on the session theme**

Session 19:

The City and Consumption: managing the sense of consuming

Chair:

Daniel Normark, Karolinska Institutet and Centre for Consumer Science (CFK) at the University of Gothenburg, daniel.normark@ki.se

Room B23

Wednesday May 30 15.15-17.15

19:01 “Cityzen” logistics: A visual archaeology of consumer logistics

Roland Canu; Franck Cochoy; Johan Hagberg

This paper analyses “cityzen” logistics—how pedestrians carry their things. The purpose is to describe how the way of transporting goods in the city center has evolved over time. It draws on a comparative analysis of two similar large streets in the cities of Gothenburg and Toulouse from the late XIXth century to present. The chosen methodology combines archaeology, ethnography and statistics. It rests on quantitative analysis of photographs combined with qualitative analysis. These methods illuminate geographical, technical and cultural differences, but also surprising similarities between our two cities.

consumer logistics, archaeology, history, city, containers, bags

19:02 Urban Isorhythmia in the Wake of the Consumer Society – towards a discussion of temporal territorialisations and everyday life

Mattias Kärrholm

In terms of time, the western societies have changed from an industrial society of synchronised urban rhythms to a much more heterogeneous society where people live their everyday life following more individual agendas, working atypical hours, etc. This has evoked a lot of new planning initiatives in Europe, however, as the temporal complexities of the everyday life of urban consumers seem to be increasing, the rise of the consumer society has also brought about the territorialisation of large scale retail areas (campus areas, residential areas and office areas) that tend to diminish temporal complexity together with the possibilities of the everyday consumer. The aim of this paper is to investigate and conceptualize the territorialisation of contemporary urban time-scapes (from the perspective of the urban consumer and user). This is done through the comparison of two urban areas in Malmö-Lund: the pedestrian precinct of Malmö (transforming from a city center to a retail area) and the University area of Lund (“Kunskapsstråket” a themed urban development project using the idea of the “campus” as strategy for urban development).

everyday life, retail areas, time, consumption, Consumer society, urban planning, urban design, territorology, rhythmanalysis, theming.

19:03 Time spent, space earned, the role of architectural elements in the timescapes of Malmö

Paulina Prieto de la Fuente

The evolution of commercial culture has introduced new material figures and designs at urban spaces, which in turn take part in the production of commercial rhythms. The main aim of this paper is to describe and analyse some of the main rhythmic actants of a public place, with a specific focus on the role of material design, in order to start a discussion on how commercialization influence the production of urban rhythms. The empirical investigation will be done by means of film and observation studies at Värnhemstorget in Malmö, where an older commercial structure of small shops is transforming into a place of shopping malls and entertainment.

Rhythmanalysis, Commercial culture, city centre, timescapes, everyday life

19:04 Every Heaven requires its Hell: the consume & discard society and the invisible city

María José Zapata Campos; Patrik Zapata

The paper unfolds how the effectiveness and invisibility of waste urban infrastructures contribute to the de-naturalisation of waste by 'black-boxing' the link between the citizens' consumption habits and the growing mountain of waste; with the participation of human and non-human intermediaries (e.g. waste-vacuum-system, dark plastic bags, locked containers). The paper also discusses how environmental policies inverting the process of visibilisation of waste (e.g. education at schools, study visits, recycling containers, waste collection invoices) can contribute to reconnect processes of consumption and disposal in the contemporary city. The city of Gothenburg and its waste management system serves as an illustration.

Waste; city; urban infrastructures; invisibility; consumption

Thursday May 31 9.00-11.00

19:05 Consumover citizens and sustainability directives: views 'from outside' and "from within" consumers' own logistics

Niklas Hansson, Helene Brembeck

This paper explores emergent urban governmentalities that constitute cycling and public transport as forms of sustainable transport. The aim of the paper is to discuss discrepancies between examples of sustainability politics and campaigns, and people's everyday consumption logistics, using the analytical frame of mundane consumption practices and ethnographies of "consumovers". In conclusion, we suggest that the entity of the consumover citizen is a more productive way of discussing sustainable transport and consumer-logistics and that it may accommodate a less exclusionary policy sensibility.

sustainability, governmentality, consumovers, consumer logistics, citizen

19:06 **Material Differentiations of Territoriality in Spaces of Consumption - Case studies of open-air markets in London**

Jesper Magnusson

The aim of the paper is to investigate how material form and territorial complexity support and differentiate social interaction in urban consumption spaces. Spaces of consumption may well be the most socially mixed spaces in modern cities. Open-air markets provide excellent conditions to study these issues since they represent a broad, and often condensed, range of public situations in a consumption context. Case studies of urban spaces of consumption in London forms the empirical base for the study: two open-air markets were chosen, Borough Market and Portobello Road Market, represent two wholly different sets of spatial, material and territorial circumstances. The findings will be used to develop concepts on how material form support social interactions and territorial productions in public space.

Public life, public space, consumption, architectural design, urban planning, Urban design, territoriality, market, open-air market, actor-network theory

19:07 **Retail Mix and Urban Diversity- Urban form and its influence on spatial distribution and diversity of retail activities**

Sara Sardari sayyar

Retail mix as an essential factor for attractiveness of retail facilities and generating profit is well recognized in retail marketing studies, which is of great interest in gravity-based location studies. Moreover, other variables such as accessibility and size of demand area, measured with various methods, are paramount in this field. The aim of this paper is to explore the role of urban form on spatial distribution and diversity among accessible retail activities. The aim is addressed through exploration of methods available to examine the spatial structure and urban form of cities where supporting or hindering the developed urban diversity experienced by users.

retail mix, attractiveness, urban form

19:08 **The construction of accessibility: temporary consumer-assemblages meeting store-assemblages**

Lena Hansson

Retail stores constitute a great part of cities commercial venues and consumers visit them regularly when going shopping. Accessibility is in retail traditionally viewed as something pre-defined as geographic store location, transport provision, or included as one aspect among others as part of store satisfaction. However, these perspectives fail to consider the situational aspects of accessibility. This paper will explore how accessibility or inaccessibility is constructed and negotiated when older consumers are shopping for groceries. It is argued that accessibility is something created and negotiated in situ within the practices of everyday life. Accessibility is thus both negotiated and situational.

accessibility, practices, assemblages, retailing

Session 20:

Stepping forward, looking back: future studies and design for sustainable consumption practices

Chairs:

Josefin Wrangel, School of Architecture and Built Environment, Sweden,
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Ramia Mazé, Interactive Institute (SE) and IIT Institute of Design (US), ramia.maze@tii.se

Mattias Höjer, School of Architecture and Built Environment, mattias.hojer@abe.kth.se

Annelise de Jong, Interactive Institute (SE) and TU Delft, annelise@tii.se

Room B22

Wednesday May 30 15.15-17.15

20:01 Changing consumer habits towards pro-environmental behavior: a theoretical framework

Vappu Id, Pirjo Laaksonen

The paper is theoretical building a framework on the basis of prior research concentrating on the relationship between habits and pro-environmental behavior. It examines how different motivations and physical environment influencing and maintaining habits can be used to create new habits. Motives to act in a pro-environmental way are categorized into four groups. Because new behavioral patterns have to be learnt and repeated in order to turn them into habits, four learning theories are identified. As a result the paper presents a theoretical framework that can be used when the aim is to change habitual behaviors into pro-environmental direction.

consumer habits; pro-environmental behavior; behavioral change; learning

20:02 Backcasting and design for sustainable social practices

Josefin Wangel; Ramia Mazé; Annelise de Jong; Mattias Höjer,

Policy and design are fundamentally about the future – about changing the course of individuals and communities, setting patterns for new actions and, in the case of sustainable development, steering toward preferred futures. This paper sets out to explore the theoretical and methodological basis for creating, understanding and representing sustainable futures in terms of altered practices of consumption, through the integration of futures studies, design epistemology and social practice theory. As an introduction to this exploration, we present these three perspectives and generate questions for discussion and future work.

sustainable consumption, design, backcasting, social practices, research methods

20:03 Teaching practice theory and sustainability in the design studio

Kakee Scott; Jonathan Bean

To engage design students in considering sustainability not merely as a technological challenge, but rather as a systemic societal change, faculty at Parsons The New School for Design in New York and Delft University of Technology in the Netherlands have made initial efforts to integrate 'social practice' perspectives into design curricula. The courses and lessons draw from a growing body of work using social practice theory to examine the relationship between design and consumption and to develop strategic design interventions. This paper will report on several experiences using design studio classes as a testing ground for practice-oriented design.

Design education, practice theory, practice-oriented design, sustainability

20:04 Combining backcasting and transition management in the community arena: a participatory design tool for sustainable communities and consumption

Jaco Quist, Julia M. Wittmayer, Frank van Steenbergen, Derk Loorbach, Carolien Hoogland

This paper presents the theoretical basis and the methodological framework of the community arena, a co-creation tool for sustainable behaviour by local communities. The community arena focuses on articulating, confronting and connecting individual inner contexts in a participatory process so as to influence both how individuals think as well as how they behave. The premise is that by raising awareness and sensitivity amongst engaged citizens about other ways to look at reality, they open up to new possibilities to think about their individual behaviour in the broader societal context. The community arena is based on a combined methodological approach which brings together elements of transition management, backcasting and psychological literature on individual behaviour. As part of an EU funded project (InContext) this approach is currently implemented in three pilot areas in the Netherlands, Austria and Germany.

backcasting; transition management; community arena; sustainable living

Session 21:

Craft, consumption and culture

Chairs:

Eva Knuts, The Swedish School of Textiles at the University of Borås and the Department of Cultural Sciences at University of Gothenburg, eva.knuts@gu.se

Viveka Berggren Torell, The Swedish School of Textiles at the University of Borås, Viveka.Berggren_Torell@hb.se

Room C22

Friday June 1 9.00-11.00

21:01 It's homemade!

Ingun G. Klepp; Marie Hebrok

Maintained by a vital handicraft and knitting tradition in the population, Norwegian knitwear is regarded as an important representation of national identity – knitwear being the Norwegian souvenir per se exposing traditional patterns. The paper will be a contribution to showing how a wardrobe study may be utilized in investigating an aspect of clothing consumption, in this case homemade garments. We investigate whether homemade garments have unique life cycles and emotional values, as well as their place in Norwegian wardrobes.

homemade, wool, wardrobe studies, handmade, knitting, do it yourself

21:02 How Do Artist-Craftsmen Shape the Consumption Experience?

Anne Jourdain

Consumers are encouraged to apprehend art and craft products as singularities. Their consumption experience is actually shaped by the artist-craftsmen themselves who lay the emphasis on the specific quality of their products so as to differentiate them from the industrial items on the market. The artist-craftsmen's aim is to account for high sale prices bearing their substantial production costs. By implementing various market devices, they try to promote their specificities as producers and therefore to display them as essential purchasing criteria for consumers.

arts and crafts; market; quality; singularity; devices; consumption experience

21:03 Soft, colourful and unique - Bodily sensations and cultural meanings involved in consuming textile craft

Viveka Berggren Torell ; Eva Knuts

According to anthropological research it's fundamental that aspects of conceptuality and materiality are tied together in craft products. Objects have a social history and a cultural biography as well as a material form (Appadurai 1986). Thus this paper will present research done with the twofold point of departure that analyzing craft consumption must involve both mapping cultural meanings on craft, and looking for bodily competences/knowledge in action performed when meeting the materials and shapes of crafted products. The material we discuss are video films, interviews with customers at a craft shop and a questionnaire with open questions about craft consumption.

Craft, cultural meanings, sensory ethnography, knowledge in action

Session 22:

Practice theoretical perspectives on consumption

Chair:

Bente Halkier, Department of Communication, Business and Information Technologies, Roskilde University, bha@ruc.dk

Room C24

Wednesday May 30 15.15-17.15

22:01 How Consumers form Consumption Constellations in Practices: The Guitarsphere and the Quest for Sound

Benjamin Julien Hartmann

This study presents an analysis of how consumer-based consumption constellations are formed within practices. While the majority of prior consumer research treats consumption constellations as a cognitive structures, this study provides a culturally informed account of consumption constellation in situ. Building on ethnographic and netnographic material and utilizing a practice theoretical approach, preliminary findings elucidate the teleoaffective properties of consumption constellation bound to the quest for sound as the cultural fabric on which guitarists actualize, contest, and negotiate their desires, practice skills, and identities. Implications for practice theory and consumption constellation are discussed.

Consumption Constellation; Practice Theory; Guitar; Subculture; Ethnography; Netnography

22:02 Personhood, agency and consumption in a radical practice perspective

Jo Helle-Valle

A practice perspective should rid our thinking of any idea about a 'langue' governing social life. From a late-Wittgensteinian perspective it is argued that in its place situated practices – language-games – should be the main analytical tool for explaining sociality. People move in and out of language-games and thus routinely change perspectives, norms, motives. Thus, we need to see persons not as individuals – as indivisible, essential units with a core personality – but acknowledge them as dynamic repositories of different context-specific dividualities. A case from Africa shall reveal the fundamental significance of language-game and illustrate some of the analytical values of viewing practice as enacting dividuals.

Practice; theory; language-game; in/dividuality; consumption; personhood.

22:03 A practice perspective on the formation of identity and individuality in moments of consumption – suggestions developed from a study of young teens and their clothing

Ardis Storm-Mathisen

This paper discusses how a practice perspective, inspired by Wittgenstein's concept of language-game, can enable analyses of the formation of identity- and individuality and shed light on the role of consumer objects in such processes. The discussion draws on data from a study in which Norwegian teenagers, through questionnaires and conversational interviews, answered to questions about their own and their peers' clothing. Examples and an analytical model is presented to illustrate how diversity and patterns in answers are tied to the context and how the meaning of clothing and in/dividuality of the teenagers could vary according to these contexts.

identity, young, clothing, language-game, practice

Thursday May 31 9.00-11.00

22:04 Easy eating? Negotiating convenience food in media food practices

Bente Halkier

Convenience food is a fast-growing, differentiating consumption style and a contested food category in society. At the same time, food is one of the consumption areas where the intersecting between different kinds of media genres is particularly high. The purpose of the paper is to discuss a theoretical framework for an empirical qualitative study of how food consumers use different material and mediated genres of convenience food for navigating and negotiating normatively appropriate food practicing. The framework discussed combines a practice theoretical perspective, media-use analysis, interaction analysis, and qualitative social network analysis.

Food consumption, convenience food, media consumption, practice theories

22:05 A practice in the making? Weight management in lay people's accounts

Mikko Jauho; Johanna Mäkelä; Mari Niva

The term 'weight management' is constantly brought up in current discourses on weight and health. In this paper, we ask whether weight management is becoming rooted also in everyday life. We examine if weight management constitutes a 'practice', i.e., a nexus of doings and sayings that are coordinated by understandings, procedures and engagements. By analyzing data generated by focus group discussions we investigate the ways in which people understand the concept of weight management, what kinds of techniques they use in order to manage their weight, and what kind of positions they take with respect to weight management.

practice theory, weight management, focus group discussions

22:06 The practice of healthy food consumption – the case of fish and vegetables in Norway

Silje E. Skuland

Norwegians eat less fish and vegetables than recommended in a healthy diet. By employing a practice theoretical approach the aim of this paper is to explore how consumption of fish and vegetables is embedded in the overall food work of Norwegian consumers. Moreover, the paper will discuss how discourses on health are related to consumption of such foods. Building on data from a survey and focus group interviews, this paper argues that fish and vegetables are associated with the healthy discourses of cooking meals from scratch, and, furthermore challenged by ideals of simple and fast cooking.

food work, healthy eating, fish and vegetable consumption, practice theory, cooking from scratch

22:07 Sharing conventions: how people get pulled into and pushed out from communities of practice and some implications for sustainable consumption

Russell Hitchings

This paper considers the shared character of social practices and the implications of this for promoting less resource hungry lifestyles. It does so by drawing on two qualitative studies of thermal comfort in terms of how identified groups of people responded to seasonal temperature change in the UK. The first examined city office workers and whether they might organize their working lives differently during the summer months. The second examined older people and how they related to one another in terms of responding to the arrival of winter cold at home.

Social practice, thermal comfort, seasons, older people, office workers, sustainable consumption

Session 23:

Consuming energy in everyday life - changing practices, understandings and meanings

Chairs:

Kirsten Gram-Hanssen, Danish Building Research Institute, Denmark, kgh@sbi.dk

Jenny Palm, Linköping University, Sweden, jenny.palm@liu.se

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Room C24

Thursday May 31 14.00-16.00

23:01 The impact of lifestyle and attitudes on residential firewood demand in Norway

Shuling Chen Lillemo; Bente Halvorsen

In this paper, we analyze the determinants of the demand for firewood by Norwegian households, focusing on intrinsic factors such as lifestyle and environmental attitudes, along with household socioeconomic characteristics. The data are from the Norwegian Consumer Expenditure Survey and a supplementary questionnaire on energy consumption and lifestyle. We apply a zero-inflated negative binomial model to correct for overdispersion and the excessive number of zeros in the data. The results indicate that an urban lifestyle and concerns for comfort are negatively associated with firewood demand. In addition, price has a strong negative effect on demand. However, the most important determinants of household firewood demand are the characteristics of the household residence, including location, and household characteristics such as age and income.

Heating energy; Lifestyle; Attitudes; Household firewood demand ; Zero-inflated model

23:02 Exploring the boundaries and interrelations of domestic energy practices: a sensory-ethnographic approach

Kerstin Leder Mackley; Sarah Pink

This paper explores practices as empirical units of data collection and analysis in the context of a sensory-ethnographic (Pink, 2009) approach to domestic energy consumption. Drawing on examples from the early stages of a three-year interdisciplinary research project with family households in the UK, we suggest that greater attention needs to be paid to the meanings and consequences of practices as interrelated and interwoven, particularly when seeking to understand grounds for consistency and change (Gram-Hanssen, 2011; Hargreaves, 2011). We specifically attend to households' digital media uses and opportunities for technological intervention as they are afforded by approaching practices as situated and interdependent.

energy consumption, digital media, sensory ethnography, home, practice theory

23:03 Lighting and social practices - what role does lighting play for low energy house (LEH) households and LED frontrunners?

Charlotte Jensen

As lighting in Danish households consume approximately 1.3 TWh every year, reducing electricity consumption from lighting is important. Studies have shown that a mere substitution of inefficient lighting technologies towards more efficient ones may not be possible, as many social and cultural dimensions influence how people use and relate to lighting. Assessing how very distinctive contexts of households (that diverge from an exemplary kind of household), such as low energy houses and LED frontrunner households, use and understand lighting, may give some insight into what may trigger or hamper a transition towards less electricity-consuming lighting patterns.

Electricity consumption, lighting, households, practices

23:04 "The heating, especially warm water, is exceptionally high in this area...."

Gun Hedlund ; Karin Perman

How is energy conservation defined in a local renewal project of a multifamily housing area with 40 per cent immigrant population? Gender and ethnicity , life style and daily life frame the discourse of energy conservation. Governance relates to inclusion in networks and who represents whom? The depolitization of how the good everyday life create a space for technological experts to frame the ideas as if gender, class and ethnicity did not exist. Will agents work with the social aspects of the renewal project and the question is if they manage to change the frame to include non-Swedish lifestyles.

Governance, network politics, energy reduction, energy conservation, technology, gender, ethnicity

Thursday May 31 16.15-17.45

23:05 Why has the level of household energy consumption stopped increasing in Norway - and how to make it decrease?

Carlo Aall; John Hille; Morten Simonsen

A project has analyzed possible causes for the leveling out of residential energy use among Norwegian households since 1990. The main reasons are: Reduced increase in per capita living area (relating to 50% reduction in the expected development in energy use); reduced energy use per m² (relating to 40 % of the reduction), and a milder climate (relating to 10 % of the reduction). The most important reason for the slower increase in per capita living area was is the increasing share of non-western immigrants in Norway using 40 % less area per person than the rest of the population.

Sustainable energy, household energy use, stationary energy use

23:06 Consumer responses to smart grid services and applications

Mika Saastamoinen; Eva Heiskanen

The smart grid technologies and systems are seen as one solution for energy saving in the future. As yet the knowledge on consumer needs and responses to smart grid solutions is still limited. Consumer response to smart grid applications and services was studied in a recent research project, where lead user consumers assessed use scenarios, based on various smart grid applications. The participating consumers deemed the smart grid services interesting, but at the same time expressed criticism and development ideas to them. The type of services they found the most interesting were customized reporting services with personalized advice.

electricity consumption, consumer response, smart grid, service development, lead users

23:07 Households in the smart grid – existing knowledge and new approaches

Toke Haunstrup Christensen; Kirsten Gram-Hanssen

It is a widespread assumption within the energy sector that the “smart grid” will be a crucial element of a future low-carbon energy system, and households are assigned an important role in this (particularly in relation to balancing consumption and production). However, this raises questions about the integration of consumers’ everyday life practices in this system. This paper introduces the ideas of the smart grid and review relevant demonstration projects. Special focus is on the role of consumers and electric vehicles. The paper ends with introducing major research questions and presents a new research project focusing on some of these.

Smart grid, household electricity consumption, electric vehicles, transport patterns and load management

Friday June 1 9.00-11.00

23:08 The story of energy renovation in private housing sector in Denmark: in-between energy policies, social movements, scientific programmes and industrial development.

Lioudmila Vlasova

In the following paper the story of energy renovation in private housing sector in Denmark will be unfolded as woven into social, economic and political perspectives from the beginning of 20th century and up to now. The number of factors such as energy policy, scientific programs, industrial development and social movements mutually shaping each other as well as practices of energy renovation will be explored. The story-telling line of the paper will indirectly question lifestyle, individual behavior and economic incitement as well as sufficiency of economic mechanisms to be main drivers of socio-technical change within the field of energy renovation.

Energy, Renovation, Policy, Socio-Technical Change, Social Movements, Scientific Programs, Industrial Development

23:09 Space and cooled air: explaining the air conditioned geography of the working indoors

Gordon Walker; Sam Brown; Elizabeth Shove,

In this paper we examine how the energy and carbon intensive production of mechanically cooled air is becoming an integral element of the indoor spaces in which people work and services of various forms are provided. In order to build a detailed understanding of the processes through which this is happening, we have investigated three specific examples – a hospital, a university and a public sector office. Our research shows that this seemingly shared trend is an outcome of diverse processes, considerations and rationales.

Air conditioning; cooling; space; energy; climate change; indoors

23:10 "Encountering Passivhaus technologies: A UK occupant handover perspective"

Chris Foulds; J. Powell; G Seyfang,

This paper uses social practice theory to explore the implications of new low carbon dwellings upon energy consuming practices. The handover period for a 14-dwelling UK Passivhaus development was investigated. Residents showed a willingness to refine practices either to ease worry of unfamiliar technologies and/or to yield the benefits offered by their new residence. Practical understanding seemed pivotal in learning new skills and adapting practices, partly due to minimal institutional guidance. Indeed misinterpretation was common as understanding was reliant on past

technological experience. Appreciation of such factors is essential to ensure handover support and technological design enables energy savings.

Residential energy consumption, social practice theory, Passivhaus, handover

23:11 Learning sustainability: managing technology in homes and workplaces

Sarah Darby, Jenny Palm

This paper focuses on how to realize potential gains from efficient technology in homes and workplaces. Using practice theory and the idea of 'scripting', we analyse experiences of living and working in new buildings in Sweden and the UK. In the Swedish case study, we compare experiences from living in 'passive house' apartments and in identical apartments without the passive features. The British case study illustrates how four large '24-hour' research buildings are used, and the roles of designers and building managers in producing and controlling working conditions. We discuss how productive learning about efficient technology can be encouraged or stifled.

Implementation, adoption, energy efficient technology, passive house, workplace, households, learning processes

Session 24:

Roots of consumer portrayals - opinions or action

Chairs:

Minna Lammi, National Consumer Research Centre, Finland, Minna.Lammi@ncrc.fi

Päivi Timonen, National Consumer Research Centre, Finland, paivi.timonen@ncrc.fi

Room B23

Thursday May 31 16.15-17.45

24:01 Developing Apollonian and Dionysian Trust in Environmental and Health - Oriented Consumer Schemes

Mikael Klintman

This paper raises some fundamental issues about information and knowledge authorities as a basis for citizen-consumers to change their purchases, use, and (sub)-political involvement as implied in the notion of green, political citizen-consumers. The paper does this by questioning certain ways in which trust in knowledge authorities is typically portrayed, namely as trust in the cognitive, scientific competence, as well as in propensity of having various stakeholders participate in these cognitive, knowledge-acquiring endeavors. By briefly examining challenges to success of social marketing (to reduce smoking) and group-based interventions towards reduced energy use, this paper develops the notion of two types of trust that need to be taken into account in consumer-oriented projects surrounding health and environment.

24:02 “[New things] just make you temporarily happy” – Exploring how young people experience consumption beyond acquisition

Rebecca Collins

In this paper I suggest that the challenge for consumption research is not necessarily one of moving from researching consumers’ opinions to investigating their actions, but one of which actions to research and how they are best contextualised alongside others. Drawing on the findings of recent qualitative research exploring how and why young people engage in acts of divestment, I suggest that a focus on mundane, everyday material interactions, such as those involved in the divestment of no-longer-wanted material possessions, might help researchers to refine conceptualisations of the causes and effects of consumerism.

Youth; inconspicuous consumption; divestment; sociality; temporalities; value

24:03 Attitude vs. action for farm animal welfare: What can we learn from natural field experiments?

Alexander Schjøll; Frode Alfnes; Svein Ole Borgen

Ethical issues have proven difficult to measure in consumer studies because of weaknesses in monitoring behavior. In this paper, we ask whether natural field experiment is a good method to handle these issues. Natural field experiments are experiments conducted in natural situations, without participants’ knowledge. We illustrate the method using an in-store natural field experiment about farm animal welfare. Our results are closer to actual market behavior than previous

studies using traditional consumer research methods. We conclude that, natural field experiment is a complementary method to the traditional methods in consumer research.

Natural field experiments, methods in consumer research, farm animal welfare

Friday June 1 9.00-11.00

24:04 Governing the Homo Economicus: Consumer Portrayals in Finnish Bank Advertisements during 1954 – 2008

Liina Puustinen

This paper is a work-in-progress on historical consumer portrayals in Finnish print advertisements of banks. Drawing from the studies on governmentality and critical studies of consumer culture, I view advertising as a form of government. Advertisements hail the viewers as consumers; the marketers aim at mobilizing people as consumers by constructing and offering particular forms of subjectivity. The data covers bank advertisements during the years 1954 – 2008 in the national newspaper Helsingin Sanomat and two magazines Suomen Kuvalehti and Apu. A tentative result is that despite the historical variation in representations and modes of address of the consumers, an emphasis on the portrayal of a rational consumer, homo economicus, is persistent.

advertising, government, consumer representations

24:05 Having, doing and being in the context of media consumption

Jenniina Halkoaho

The goals in consumption can be divided into three entities that relate to different phenomenological states of our day-to-day existence and identity construction; having, doing, and being. The purpose of this paper is to view consumption of media in this frame. This is done by qualitatively analyzing 53 essays on media consumption written by university students. As a result we gain insights about the nature of symbolic consumption of media products among young adults. In addition to different media consumption styles, five distinct identity projects and life themes are identified.

media consumption, identity projects, life themes

24:06 Imagining Economy and Consumption in Finnish newsreels in the 1950s and 1960s

Minna Lammi; Päivi Timonen

This article aims to provide an empirical analysis of how economy and consumption were featured in Finnish newsreels in the 1950s and 1960s. We examine the visual and textual approaches applied in film in the economic system developing in Finland after the Second World War. In our reading of the data, we drew from the tradition of social science film research, where media material and especially moving images are examined as a historical phenomenon and in how they serve specific functions. We pay attention to the strong role of the newsreels in forging trust in industry, trade and the nation's ability to build welfare for everyone.

Newsreels, Finland, economy, markets, trust

Session 25:

Communities & narratives

Chair:

Eva Ossiansson, Department of Business Administration at the School of Business, Economics and Law at University of Gothenburg, Eva.Ossiansson@handels.gu.se

Room B21

Thursday May 31 9.00-11.00

25:01 The branded family - symbolic carriers, acts, myths and storytelling

Eva Ossiansson

In this paper families communicating a social symbolic meaning as family brands are explored. Twelve families in a municipality near Gothenburg participated in a qualitative study carried out within the project Children's Lifestyles and the Obesity Epidemic (CLOE). The interviews gave an opportunity for the families to brand their families in certain ways, but the interviews also provided material on which to reflect and hone its brand. Their self-presentations comprised of a combination of doings, sayings, knowing, and feelings that ended up in showing us a coherent variety of family brands.

Social Symbolic Meanings, Family Brands, Symbolic Carriers, Acts, Myths and Storytelling

25:02 'If you have money, you can be more kind to them'. Possessions and Economic Resources in Children's Peer Groups.

Erika Lundby

This study attempts to explore the functions of material possessions and economic resources in peer relationships among children. In total, 48 Swedish children aged 9, were interviewed in focus groups, using a projective vignette technique and pictures. The findings indicate that children perceive possessions as multi-functional tools in peer relationships. The ability to fit into the peer group, by the use of different possessions, was perceived as especially important. Additionally, children perceived money as an altruistic tool to demonstrate kindness.

Children, consumption, economic resources, tweens

25:03 Linking consumer experiences: Exploring narratives of experienced consumption

Karina M. Smed

Consumers consume products in various ways serving a number of purposes. Much attention has been paid to experiences attached to consumption, sometimes very explicitly, e.g. in tourism, the essence of which is experiences of various sorts, but often also implicitly as internalised experiences become part of the individual self, worldview, and behaviour. This paper seeks to explore links between consumer experiences through the exploration of narrative sequences in travel blogs. Findings indicate that non-consumption is a central element to the bloggers and also indicative of a community identifying itself by non-consumption based on experience consumption.

Consumer, experience, narrative, tourism

The 2nd Nordic Conference on Consumer Research, NCCR 2012 is arranged by the Centre for Consumer Science, CFK, School of Business, Economics and Law, University of Gothenburg.

The theme of the conference is Making sense of Consumption. As a multidisciplinary research centre CFK honors consumer research from a broad scope of disciplines ranging from the humanities and social sciences to technology. As a consequence, the aim of the conference is a truly transdisciplinary gathering of researchers around the how of consumption: How is consumption made sense of in various settings? How are consumption and consumers captured in an ever-changing, fluid world? What are the peak theories and methods today and for tomorrow? And what about the senses of the consumers themselves?

The conference will gather about 150 researchers interested in consumption and consumer research. There will be about 120 presentations in 25 sessions and 5 keynote speeches.

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