

# Abstracts from the 2014 Macromarketing Conference

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The 39<sup>th</sup> annual meeting of the Macromarketing Society was held July 2-5, 2014 at Royal Holloway, University of London. Alan Bradshaw and Alexander Reppel served as co-chairs of the conference, Olga Kravets hosted the doctoral workshop, and Mikko Laamanen made major contributions at all levels. Published without copyright as *Macromarketing and the Crisis of the Social Imagination*, the proceedings are available at <http://macromarketing.org>. Where available, the abstracts for presentations are listed below.

## Rain Room: The Crisis of the Social Imagination and the Popular Contemporary Art Exhibit

Matthew J. Waters, Sage, UK

This paper responds to the conference theme by critically examining Rain Room by Random International, an installation of artificial visitor-controlled rainfall, which was exhibited at the Barbican Centre in London between 2012-2013, attracting over 77,000 visitors with queues of up to 12 hours, making it the single most popular event in the Barbican's history. The author employs a macromarketing perspective by suggesting that popularity alone should not validate the programming of such phenomena at cultural institutions, and that arts professionals are duly involved in shaping and influencing the social imagination. Thus, artists and art institutions carry a responsibility to consider the ideas, concepts and values that commissioned contemporary artworks directly and tacitly promote to their audiences. The paper draws on interdisciplinary literature from marketing, management, sociology, critical theory and contemporary art for support and to emphasise the need for connectedness among research disciplines in working towards collective emancipatory goals.

## "It's the Experience That Matters": Techno Music vs. Sound in Marketing

Brigitte Biehl-Missal, University of Essex, UK

Techno music is a powerful cultural phenomenon that stands in many obvious and many more indirect relationships to contemporary marketing. Despite an increasing emphasis on the

"aesthetic experience" in marketing, the ubiquitous nature of music and its increasing use for sonic branding, the genre of techno music has not been sufficiently considered in marketing theory. I propose that there is a basic commensurability between techno music and sound in marketing. I will pursue a specific reading of sound phenomena in marketing "vs." techno, i.e. through the lens of techno music, a genre that is associated with minimalist, repetitive, seemingly empty sounds that still bear a strong experiential and imaginative potential. The analysis focuses on a specific form of music that is associated with the legendary Berghain techno club in Berlin and includes insights from interviews with a resident DJ. This form of techno seems to stand in a contrast to many emotionally loaded and more narrative sound productions in a marketing context and to the insipid content of Muzak. To enhance our understanding of sonic phenomena in marketing, the study also develops studies on music producers by acknowledging the role of the DJ in the live situation, who uses techniques of mixing, programming and different forms of aesthetic apprehension and work to create particular experiences for people. The study adopts an aesthetic perspective and includes an auto-ethnographic appreciation of the music. The interdisciplinary approach draws on rave studies, DJ studies and cultural studies, and links to research in the (macro)marketing field that is concerned with music and consumer experiences.

## Art-based Research: Once More, with an Artist

Matthias Bode, University of Southern Denmark, Denmark

Max Chauvin, ESSEC Business School, France

Pierre-Yves Macé, Paris, France

Over the past twenty years, a growing number of qualitative marketing researchers have turned to art as a legitimate form of knowledge production and representation. Still missing from this movement, however, is the voice of the artist. The project's objective is to further unpack the potential for

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art-based research by featuring this voice more prominently. In particular, we have collaborated with a sound artist in every stage of our research, from the definition of a subject to its investigation, and communication through academic outlets - including this very conference presentation. Reflecting on a year-long collaboration and recent field work on consumers' subjective experiences of hospital soundscapes, we discuss, as a mixed team, the opportunities and difficulties we met while working together. In doing so, we contribute to the advancement and application of theories developed in the emergent fields of sound and performative social science.

### **Following the Yellow Brick Road: The Twisted History of Wicked**

*Terri L. Rittenburg, University of Wyoming, USA*

*Kent Drummond, University of Wyoming, USA*

*Susan Aronstein, University of Wyoming, USA*

The performing arts play many roles in people's lives, at both individual and societal levels. From a macromarketing perspective, the arts represent both a business sector and a medium for the transmission of ideas, values, and culture. This paper, presented as work in progress, centers on the stage show *Wicked*. *Wicked*, slow to take off, has become a box office phenomenon that especially appeals to women and gay men, some of whom engage in consumption rituals surrounding attendance of performances. Employing a multi-method approach, the authors will explore several macro-level issues, including intertextuality, remediation, consumption ritual, mixed moral messages, and marketing. *Wicked*, as a prequel to the iconic *Wizard of Oz* story, will be examined within the context of cultural sustainability. Contributions of this study are intended to further macromarketing thought related to arts marketing, ethics, and cultural sustainability.

### **Picturing the Nation: The Role of Public Funding for Film in Shaping Visions of the Nation**

*Finola Kerrigan, University of Birmingham, UK*

*Douglas Brownlie, University of Dundee, UK*

*Paul Hewer, University of Strathclyde, UK*

*Faye Jones, King's College London, UK*

This paper investigates how publicly funded films contribute to depictions of the nation. Publicly funded film has received little attention from marketing academics despite being surrounded by constant scrutiny, as a vehicle for advancing economic, cultural and ideological interests (Moran 1996). As public discourse in the UK forces attention on the 'value' of film, usually equating notions of value with economic performance of film, it is timely to consider what a marketing analysis of public funding for film can yield to the

discussion. Evidence was constructed from a series of detailed thematic analyses of a sample of recent films in receipt of production funding from the UK Film Council (UKFC). Close analysis reveals two distinct images of nation expressed within scaffolding of plot, character and funding. We illustrate the broader educative and ideological scope of cinematic product, by exploring the implications of these imagined nations.

### **Social Media and Music Consumption: A Case Study of a K-pop Fan Community**

*Yu-Chien Chang, National Chengchi University, Taiwan*

This paper explores how the fan community based on social media influences on fans' music consumption in the digital age. This research uses a K-pop group called "Super Junior", which is one of the most popular and successful K-pop groups in Asia, as a case. By interviewing 12 fans, the study reveals that social media plays three roles in music industry: the media of music consumption and diffusion, a platform where all music-related information are collected and a contributor to exchange among different players (fans, singers, music companies) in music industry. This research contributes to wider discussions on soft power and the influence that the marketing and consumption of cultural products can have beyond the level of individual consumption.

### **Consumerism, Destruction and Value: Ephemeral art by Ai Weiwei, Michael Landy and Banksy**

*Chloe Preece, Royal Holloway, University of London, UK*

This paper looks at three contemporary art pieces by established art world figures Ai Weiwei, Michael Landy and Banksy. Although, at first glance, each of these works are strikingly different, they all present a commentary on consumerism and as such provide us with a valuable site to investigate contemporary consumer society. Moreover, due to the nature of the artworks and/or the media used, which makes them examples of ephemeral art; they raise important critiques around notions of value, particularly its temporality.

### **The Death of Cultural Institutionalism - Floundering Museums Break the Venezuelan Visual Arts Value Chain**

*Victoria L. Rodner, King's College London, London, UK*

Over the last decade, the Venezuelan museum framework has witnessed significant changes to its modus operandi. With the introduction of new cultural policies and the banishing of an established structure of dissemination for the arts, the country's art institutions appear to have purposefully dislodged themselves from a broader network of legitimation. Due to the administrative centralisation of museums, dismissal

of qualified staff, discontinuation of previous curatorial programming, misguided and short-lived new cultural initiatives, and a poor acquisitions policy, Venezuela's contemporary artists, and the art agents that support them, have had to envision alternative methods of generating value for the work they do without the support of an institutional framework. This paper reveals how the country's socio-political polarisation has in fact hindered the value-generating mechanism of an art network for both local and international audiences, driving the visual arts deeper into private sector.

### **Alternative Currencies: The Reinvention of Marketing Systems for Degrowth Transitions**

*Javier Lloveras, Manchester Metropolitan University, UK*

*Nikolaos-Foivos Ntounis, Manchester Metropolitan University, UK*

Drawing upon literature on sustainable degrowth, the present work engages with the 'crisis of the social imagination' by highlighting the challenge of rethinking marketing systems for a post-growth world. In particular, the reinvention of money through the adoption of alternative currency schemes has been used as a focal point for this discussion. Whilst significant constraints are acknowledged, it is suggested that the adoption of alternative currency schemes offer valuable insights regarding how to transform marketing systems for sustainable degrowth.

### **Complementary Currencies as Incentives for Prosocial Behaviour**

*Susan Steed, University of Bristol, UK and New Economics Foundation, UK*

*Daniel Jones, University of South Carolina, USA*

*Michael Sanders, University of Bristol, UK and Behavioural Insights Team, Cabinet Office, London, UK*

Several studies have found that financial incentives can be counter productive because they crowd out people's intrinsic motivation to do a task. In this paper we use a field experiment to look at how people respond to a different type of money - a community currency. We hypothesise that a community currency (such as the Bristol Pound) will be a better incentive to engage in prosocial behavior because the currency is already marketed as being a tool to do something good for your local community. To explore this possibility we recruit participants to do a task for voluntary organisations in Bristol and offered different incentives to complete the task. Participants are randomly assigned to one of five treatment conditions in a 2 (Sterling vs. Bristol Pound) x 2 (Low vs High incentives) between-subjects design (with a control group with no incentives).

### **SilkRoad, Onions, and Clean Money**

*Çagri Yalkin, Kadir Has University, Turkey*

*Finola Kerrigan, University of Birmingham, UK*

SilkRoad is an illegal market that operates with bitcoins. Its operating principles are the same as eBay's, from the way exchanges are organized to the way the feedback is given, however, the goods/services sold are completely illegal. The market is only accessible through a safe deep web browser named the Onion Router (TOR). An ongoing online ethnography of the website and regular Internet users' comments on the topic revealed that alternative markets can be imagined and realized, and they mimic the conventional markets, however, that such markets do not need marketing per se to flourish.

### **Alternative Exchange Systems: A Study of 'Chamas' in Kenya**

*Fredah G. Mwiti, University of Birmingham, UK*

This paper considers alternative forms of exchange revealed through communal activities enacted in a non-market setting, Chama. Chamas are similar to the collectives commonly known as Rotating Savings and Credit Associations (ROSCAs). By using this context, the study addresses calls in marketing and consumer studies to explore other ways that exchange is enacted outside the marketplace (Weinberger and Wallendorf 2012). The paper presents findings from an ethnographic study, and reveals how alternative forms of exchange are used as avenues to address (and at time exacerbate) resource constraint, accumulate and display various forms of capital (social, symbolic, economic) as well as to simply share. The results also reveal that engaging in 'alternative' forms of exchange does not necessarily preclude the employment of market exchange logics and resources, and that the dualities often contrasted as market versus moral systems (e.g. Kozinets 2002) may in fact be merged and blurred in such contexts.

### **Availability Cascades and the Sharing Economy – A Critical Outlook at Collaborative Consumption**

*Sarah Netter, Copenhagen Business School, Denmark*

In search of a new concept that will provide answers to as to how modern societies should not only make sense but also resolve the social and environmental problems linked with our modes of production and consumption, collaborative consumption and the sharing economy are increasingly attracting attention. This conceptual paper attempts to explain the emergent focus on the sharing economy and associated business and consumption models by applying cascade theory. Risks associated with this behavior will be especially examined with regard to the sustainability claim of collaborative consumption. With academics, practitioners, and civil society alike having a shared history in being rather fast in accepting

new concepts that will not only provide business opportunities but also a good conscience, this study proposes a critical study of the implications of collaborative consumption, before engaging in active promotion of this concept as the latest best fix.

### **Narratives of Collaborative Consumption Movements: Imagining Social Change**

*Mikko Laamanen, Hanken School of Economics, Finland*

*Mario Campana, City University, UK*

*Stefan Wahlen, Wageningen University, Netherlands*

Collaborative consumption represents alternative modes of exchange aiming to solve incapacities of markets. This paper considers participant narratives in Collaborative Consumption Movements (CCM). These narratives provide processes through which individual participants elucidate agentic mechanisms (understandings and activities) leading to collective practices for social change in lifestyle movements engaging with everyday habits and routines. Our empirical material consists of CCM participants' self-narratives from three European time banks. Time banks as an empirical CMM example endorse the organisation of community level social activity to strengthen the social grid, and by using an unconventional currency of time, liberating the activities from the hegemonic understandings associated with monetary value systems. Consumer self-narratives sketch the convergence of the intimate/personal and collective/public in social movement activity, ultimately envisioning how the individual and the social imagination for change converge.

### **Alternative Time-based Markets and Gender: Public Policy Implications of Timebanking in a Comparative European Context**

*Lucía del Moral, University of Seville-Taraceas SCA, Spain*

A Time Bank is (TB) an example of collaborative practices for the exchange of services on an-hour-per-an hour schema. In other words, it is an alternative marketplace that uses units of time as currency, units that are always valued at an hour's worth of any person's labor. Although the origins of timebanking in Europe go back to the early 90', over the last few years, in a context of "multidimensional global crisis", public agencies, citizens and the so-called third sector are increasingly devoting attention, resources and efforts to their promotion. Timebanking is generally seen as a tool for work-life balance, active aging, neighborhood regeneration, multiculturalism or for developing of more sustainable ways of production, distribution and consumption. When analyzed under gender lenses, and in the framework of the capability approach, these aims may be connected to gender equality and to the development of wider concepts of well-being. Despite this, the everyday of these practices reveals regional particularities and some contradictions that are not easily seen at first

sight. This paper emerges from a 5-year (2008-2013) case study research involving TBs in three European regions which are characterized by very different welfare provision mixes. It, firstly, introduces each case study, focusing on their contextualized way of enacting the creation and development of a TB. Secondly, it describes different local and regional public policies related to the promotion of timebanking. Finally, it analyses timebanking's potentialities and challenges for the promotion of gender equality.

### **Customer Collectives in Healthcare: The Transformative Potential of Service to Overcome Consumer Vulnerability**

*Julia Rötzmeier-Keuper, University of Paderborn, Germany*

*Nancy V. Wunderlich, University of Paderborn, Germany*

This paper is guided by the idea of the potential to increase well-being and satisfaction through service, especially for consumers who experience vulnerability (Baker et al. 2005). Therefore we want to explore interdependent relationships as they arise in service situations that involve customer collectives. Ultimately we are interested in how the perceived vulnerability might be decreased and the overall well-being can be increased through the interactions between customer collectives and service provider.

### **Extending Social Imagination beyond the Social: The Role of Natural Service in Marketing Systems (panel)**

*Chairs: Helge Löbler and Michaela Haase*

*Discussants: Norah Campbell, Aidan O'Driscoll, Michael Saren, Helge Löbler*

What can Macro-Marketing and the emerging discussion around service in particular contribute to sustainable use of resources? The panel tries to look for contributions of thoughts coming from Macro-Marketing, SDL and Service science in particular to supporting sustainable use of resources. Some guiding questions are presented below; however the panel is not limited to these questions.

Questions to be discussed:

- Is the distinction of operand and operand resources helpful or does it lead to more confusion with respect to sustainability?
- Is service a phenomenon only made by humans? What about the "service of nature" or ecosystem's service (not to be confused with service ecosystem)?
- If resources are not but become as proposed by SDL do they also cease to be resources? And what have resources been before they became resources? What does this mean for Service and value creation?

- If value is contextual as proposed by SDL is it a constituting characteristic of service or of resources?
- What is the value of value if it is “determined phenomenologically by the beneficiary”? Is the concept of value totally individualized by this approach? And if so, is it then a totally subjective category?

### **Exploring the Temporality of Consumer Vulnerability**

*Philippa Hunter-Jones, University of Liverpool, UK*

*Steve Baron, University of Liverpool, UK*

*Gary Warnaby, University of Manchester, UK*

Multiple approaches to understanding what constitutes consumer vulnerability are documented within literature. These include court definitions, ethics committee definitions and a need to define vulnerability in terms of when a consumer experiences it, in other words a state-based classification system. More recently calls have been made to classify vulnerability on a class-based system, by disability or literacy levels for instance, the thinking being that certain groups and states in society are likely to be more susceptible to vulnerability than others. Lacking in research thus far is any real attempt to differentiate the needs of those experiencing temporary or permanent vulnerability. Using case examples, this paper argues that, if resources and consumer experiences are to be managed most effectively, the domain of consumer vulnerability needs to be extended to take account of these distinctions.

### **Patient, Client, User, Consumer? Issues Involved with Approaching Vulnerability with Consumer-focused Terminology**

*Maria Piacentini, University of Lancaster, UK*

*Susan Dunnett, University of Edinburgh, Scotland*

*Kathy Hamilton, University of Strathclyde, Scotland*

This presentation aims to build upon the central themes emerging from our ESRC seminar series on Consumer Vulnerability (2013-2014). These seminars provided a space to critically engage with the notion of consumer vulnerability in two key ways. First, they brought together international speakers from the fields of marketing, consumer research, sociology, social policy, law and medicine to ensure developments in thinking and best practice were shared across academic networks and across traditional disciplinary boundaries. Second, policy and practitioner organisations played a key role in our series, thereby adding a more practical element to discussions. An overarching concern emerging from the seminar series was the nature of the language we use when discussing those experiencing vulnerability, and how this language impacts on the relationships between individuals and the services they used (both private and non-commercial). In particular, this presentation

will consider the issues involved when approaching vulnerability with consumer-focused terminology.

### **Vulnerable Desires: Impoverished Migrant Consumers in Turkey**

*Ozlem Sandikci, Istanbul Sehir University, Turkey*

*Berna Tari, TOBB University, Turkey*

*Sahver Omeraki, Dogus University, Turkey*

As a vulnerable consumer segment, economically deprived consumers have received scholarly attention (e.g. Baker, Gentry and Rittenburg 2005; Hill and Stamey 1990; Lee, Ozanne, and Hill 1999). Realizing differences in the consumption behaviors of economically better off and impoverished consumers, some researchers explored how poor consumers cope with economic restrictions in a world of abundance. Lewis (1970), for example, argued that poor consumers did not behave according to the dictates of higher-income people, while others claimed that consumption values were the same regardless of consumer's level of income (e.g. Irelan and Besner 1966; Leeds 1971). On the one hand, poor consumers were seen as lacking the adequate level of income to provide themselves with proper consumption (e.g. Holloway and Cardozo 1969); on the other hand, they were perceived to be capable of finding their own ways to optimize their purchases in terms of assortments of products (e.g. Andreasen 1975). Overall, the expectation is that “necessities of survival” have to be met first; thus, most studies focus on understanding what constitutes the “basic needs” of the poor consumers (e.g. Hill 2002a; Richards 1966). We aim to contribute to the existing literature by studying how poor, immigrant consumers talk about their needs, desires, and hopes and how their interpretations are structured by various institutional and cultural discourses and norms. The context of our study is rural-to-urban migrants in Turkey.

### **In Search of Vulnerability: Consuming Pilgrimage for Emotional Release**

*Leighanne Higgins, Lancaster University, UK*

“No one chooses to experience vulnerability. Yet all of us, on occasion, will experience vulnerability” (Baker et al, 2005, 136). Society perceives vulnerability as fear, a weakness, stigmatic and undesirable. However, this three-year ethnographic consumer research study has found emotional release and vulnerability to be outputs yearned for and sought after when consuming religious pilgrimage to Lourdes, France. Well-documented for its curative properties, Lourdes is a haven for millions of sick and healthy Catholics (Turner & Turner, 1978). Consequently, this study unearthed a context where vulnerability is privileged, positive, cathartic, inspiring, with the release of emotional pain, anguish and suffering at Lourdes aiding consumers to better deal with their everyday lives. Consequently, this study contributes further towards

work on consumer vulnerability bringing to the fore discussion on humankind's need for vulnerability and the important role consumer culture plays in catering to such need.

### **The Role of Product and Place in the Vulnerability of Visible Difference**

*Teresa M. Pavia, University of Utah, USA*

Marketing is a powerful force in setting norms for how one should look and how one's body interacts with products or the market. There is an impressive stream of literature on the role of promotion in setting expectations for idealized bodies. The goal of this essay is to advance the discourse to investigate how products the market offers, and the nature of where the exchange occurs (place), influence the experience of vulnerability associated with visible difference. Products and place are a double edged sword; in some instances they help minimize this vulnerability, and in others they are implicated in its experience. Macromarketing issues that are explored include conflicts between efficient production and goods that are needed by non-normative bodies; the tension between evocative/descriptive names and shame; the role of stigma in the experience of vulnerability related to visible difference; and the dark side of a finely segmented marketplace.

### **Communicating the Prevention of a Stigmatised Disease: a Macromarketing Perspective**

*Beatriz Casais, University of Porto, Portugal*

*Joao F. Proenca, University of Porto, Portugal*

The authors analysed 375 European social advertisements preventing HIV/AIDS until the end of 2011 and examined over time of production the sources, target audiences, messages delivered and the use of positive and negative appeals on those messages. The objective was to understand if the practice of social marketing follows the theoretical evidences for social marketing effectiveness and fits with the contextual needs, as the epidemic profiles, social, economical, political and cultural context. Results indicate that social advertising is commonly framed by public policies in reaction to epidemic dynamics along the time. Those advertisements are essentially targeted to general people with general messages, using a high proportion of positive appeals. These findings contradict the theoretical recommendations that advises social marketing appropriateness to contextual needs and vulnerable populations. The authors discuss specificities about the communication of a stigmatised disease, since the fear of increasing discrimination may create a trade-off for social marketers.

### **Low Income Young Mothers and the Pursuit of "Socially Appropriate" Parenting**

*Emma N. Banister, University of Manchester, UK*

*Margaret K. Hogg, Lancaster University, UK*

*Kirsty M. Budds, Keele University, UK*

We examine how family is performed and produced by a group of young, low income, new mothers. We focus particularly on how new young mothers engage with the marketplace in order to demonstrate 'socially appropriate' mothering. The context for our study is firstly, a growing concern with the widening gap between the 'haves' and the 'have-nots' in British consumer society (Bauman, 2007); secondly the vilification of young mothers as reflective of a 'new gendered underclass' (Clarke, 2014; Skeggs, 2005; Tyler, 2008); and thirdly, contemporary normative models of motherhood, such as intensive mothering which emphasise the time, energy and money expended in raising children (Hays, 1996). From longitudinal interviews with fourteen informants we identify how these young mothers' stories feature primarily themes around the purchasing of products and brands which function as visible markers of good mothering. This is in contrast to themes found in earlier research with older mothers which place as much emphasis on investing time and energy in pursuit of 'socially appropriate' mothering (Hays, 1996). Paradoxically rather than achieving 'socially appropriate' mothering this tendency by young, low income, new mothers to demonstrate good mothering via consumption could leave young women open to further scrutiny and negative evaluation by society so that they fail to achieve the ascribed status of 'good mother', because the danger is that these consumption signals are misread outside their immediate peer groups, carrying an associated risk of stigmatisation (Hamilton, 2012).

### **The Situational Vulnerability of New Mothers**

*Andrea Tonner, University of Strathclyde, UK*

This paper focuses upon consumer vulnerability experienced in pregnancy and beyond as women become new mothers. Mothers have previously been identified as experiencing both liminal and consumer vulnerability (The Voice group 2010). Applying Baker and Mason's (2012) taxonomy of vulnerability this paper considers that pregnancy may be considered as a form of situational vulnerability; characterized as multi-dimensional and dynamic. Based upon narrative interviews with women during and post-pregnancy, it utilizes Baker and Mason's (2012) process theory of vulnerability to explore: the vulnerability inducing pressures which new mothers experience, the diversity of their vulnerable state experiences and the temporality of situational vulnerability. It considers that vulnerability can be both a socially and individually constructed state, that 'powerlessness' and 'imbalance' insufficient

in capturing the diversity of the vulnerable experience and that the dynamism of vulnerability is crucial to understanding consumers' potential for resilience.

### **Energy Vulnerable Consumers**

*Rob Lawson, Otago University, New Zealand*

*Ben Wooliscroft, Otago University, New Zealand*

On the 29th May 2007 Mrs Folole Muliaga died in her Auckland home a few hours after the electricity to their house was disconnected due to non-payment of her bill. Mrs Muliaga was morbidly obese and had a BiPap ventilator machine to assist her breathing. A subsequent enquiry exonerated the company, Mercury Energy, and the contractor who actually disconnected the supply. Although there has never been total agreement on what was told to the contractor and the company it is clear that the company did not know that she was medically dependent upon electricity supply and that the family had not taken opportunities to acquaint them over a period of several weeks before the disconnection eventuated. Similarly, the family had not advised any of several possible support agencies that they were having difficulty paying their electricity account. Mrs Muliaga was a Samoan living in New Zealand but she was a trained schoolteacher with a Diploma in Early Childhood Education, and as such it is difficult to appreciate that it would have been simple ignorance about rights or processes that would have kept the company uninformed. In 2013, one of the authors experienced a related issue as his wife suffered with motor neurone disease and they became registered as medically dependent upon the supply of electricity for ventilator, bed, hoists, powered wheelchair and extra heating needs. While disconnection as a result of non-payment was not an issue, the inability to control use in any way did leave a distinct feeling of vulnerability and the potential for a disruption to supply from storms or earthquakes became a serious concern. Self-efficacy felt reduced in this situation. Whatever the precise causes of Mrs Muliaga's death it is clear that she and her family were not in control of their negotiations with the power company and one would expect vulnerable consumers to experience lower self-efficacy than the general population. This research tests this hypothesis in a random sample of 3560 New Zealand consumers, of whom 312 were registered as needing additional power for health reasons. Self-efficacy is assessed as relevant to the domain of energy use and the results show that is clearly lower in this group of vulnerable consumers providing a basis for developing information and programmes that might address some aspects of vulnerability in this group. The data also reveals differences in demographics, material culture, values and other attitudes towards support for the uptake of energy efficient changes.

### **Get Electric Vehicles Going – A Segmentation Approach for the Adoption of Electric Vehicles in Organizations**

*Daniela Mueller, Technische Universitaet Braunschweig, Germany*

*David M. Woisetschlaeger, Technische Universitaet Braunschweig, Germany*

*Nils O. Ommen, Technische Universitaet Braunschweig, Germany*

*Christof Backhaus, Newcastle University, UK*

Who buys green innovations and for what reasons? Are there different types of companies buying green innovations and how do they look like? What needs to be done so that non-adopters will adopt the innovation as well? In order to answer our research questions we conducted 39 qualitative semi-structured interviews with fleet managers of 35 different companies in Germany, which lasted on average 32 minutes. Thirteen of those companies already had integrated BEVs in their fleet. Issues discussed were related to the decision-making process for new company cars in general and for BEVs in particular. The data have been analyzed using the method qualitative content analysis (Mayring 2003). We found that motives for BEV adoption are primarily related to the environmental consciousness of the firm, which the firm wants to clearly express by the adoption of BEVs (i.e. a value-driven motive). The adoption of BEVs is furthermore facilitated by research projects funded by external sponsors (i.e. stakeholder-driven motives). The major barrier, which has also been stated by the companies, which have already adopted BEVs is indeed the high purchasing price (i.e. strategic motive). We detected four different types of companies, namely the Skeptics, which have a good business model fit but low corporate environmental concern; the Pioneers, which have a good fit and a high level of environmental concern; the Unsuitables, which have a low business model fit and only little environmental concern; and the Hampered ones, which have a low level of business model fit but a highly expressed concern for the environment. Recommendations for actions for all four company types could be derived.

### **Cost-caused Price Increases in Energy Markets: How to Frame and Communicate Them?**

*Doreén Pick, Freie Universitaet Berlin, Germany*

*Stephan Zielke, Aarhus University, Denmark*

*Wayne D. Hoyer, University of Texas, USA*

Scarcity of oil and gas and increased scepticism about nuclear energy caused an increasing attention towards greener energy.

Usually, governments decide about the energy-mix in a country with consequences on energy prices. In Germany, for example, energy suppliers have increased prices because of the transition from nuclear power to renewable energies. When energy suppliers communicate these price increases, previous research suggest that they should emphasize increased costs, so that the price increase is perceived as external and uncontrollable and therefore fairer from a customers' perspective. However, our content analysis of energy suppliers' price increase letters shows that in practice communication means are much more differentiated. Energy suppliers can justify the price increase by government regulations, which are a high burden for each citizen (negative framing) or by addressing the positive impact for the environment, for which it is worth to pay a bit more (positive framing). Furthermore, firms can communicate own efforts to prevent the price increase and they can express regret. Based on several theories (dual entitlement principle, attribution theory, equity theory), we develop hypotheses about effects of these communication means on perceived price fairness and customers' switching intentions. Results of a large scale experimental study (N>500) show that for the negative framing condition, communicating no regret and no effort is perceived as most fair and results in the lowest switching intentions. In the positive framing condition, communicating regret has a positive effect on perceived price fairness, but it does not reduce switching intentions. Hence, communicating effort and regret have opposing effects in the different framing conditions and contrary to common wisdom, a negative framing can be more beneficial for the energy supplier than the positive one. Theoretically, the paper extends prior research on cost-based price increases by a more differentiated approach.

### **Sustainable Service in the Social Realm: What Can We Learn From Natural Service?**

*Michaela Haase, Freie Universität Berlin, Germany*

Löbler has extended service thought to the realm of nature, that is the study of nature-nature, human-nature, and nature-human interactions. As the origin of sustainability thought lies in the way human beings interact with nature, natural service is linked to sustainability. The common denominators of natural service and service in the social realm inform the understanding of the concept of sustainability. From the service-dominant perspective, sustainability has to be rooted in service thought. The study of service in the social realm requires reference to the actors' values and valuations. Sustainability as a leitmotif provides orientation for the families of values that actually do, or can, or should guide value creation. Human nature or nature-human interactions lead to a discussion of the status of nature as a resource or as an actor. That nature is not the passive environment for human activities has ethical consequences that have to be explored in future investigations.

### **The Halal Nail Polish: Religion and Body Politics in the Marketplace**

*Özlem Sandıkcı, Istanbul Sehir University, Turkey*

In January 2013 the Polish cosmetic company Inglot introduced a breathable nail enamel, O2M. As the product enables water to penetrate the skin, it is regarded as suitable for prayer and came to be known as the halal nail polish. This study uses halal nail polish as a case to interrogate the complex ways through which social, cultural, material and religious interpretations of body intersect with marketplace dynamics and inform identities. Through netnographic and ethnographic analysis, I explore the debates around the product and the actors participating in the discussions. Overall, reactions toward the halal nail polish underlie the question of what Muslim looks like, or what looks Muslim and point to the increasingly instrumental role market actors play in the construction, negotiation, and maintenance of pious self.

### **Weekend Border Crossings: The Discursive and (Trans)Formative Consumption of Gender and Culture Negotiators**

*Gary Paramanathan, Information and Cultural Exchange, Australia*

*Teresa Davis, University of Sydney, Australia*

This paper is an examination of the identity narratives of a small group of trans-national transvestite men in Australia. This study reveals the complexity of the identity project undertaken by this 'micro-culture within a subculture'. Transvestites of Sub-continental origin engage with the dominant discourses of heterosexuality, gayness, whiteness and femininity carving out a micro-cultural space in which to consume, perform and play out their gendered selves as 'weekend women'. We identify transgression and transcendence of gender and culture boundaries, but see this particular gendered identity as a 'Negotiator' identity. We echo Penaloza's(1994) idea that "gender boundaries demarcate different consumer cultural domains, shift historically, represent contested sites and are reproduced in consumer marketing and marketing practice"(p.360) Our analysis follows the intertwined discourses of culture and gender that form this (trans) formative, enabling consumption of particular cultural and gender scripts. Among our informants, we see a nuanced and layered response to multiple discourses that they engage with - rejecting some, accepting others, and working around yet more. Existing on the liminal borderlands of gender, they use consumption to make performative, (trans)formative forays from the male to female, and back again all in the space of a week. We highlight the complexity of the multiple discursive strands that form such a subject.



## **The Conflicting Role of Consumption in the Transgender Experience: Exploring the Interrelationships among Gender Identity, Consumption, and the Marketplace**

*Elizabeth Crosby, University of Wisconsin-La Crosse, USA*

*Kim McKeage, Hamline University, USA*

*Elissa Cook, University of Wisconsin-La Crosse, USA*

Transgender is “an umbrella term for people whose gender identity differs from . . . the sex they were assigned at birth” (GLAAD 2014, p. 1). This difference can create gender identity conflicts. In this research, we explore transgender individuals’ lived experiences with their gender identity. More specifically, we examine the emergence of different types of gender identity conflicts and the role of consumption and the marketplace in either lessening or exacerbating these conflicts. We seek to further the field’s understanding of how the market can either validate or invalidate identity.

## **Dark Markets and Marketing versus Social Marketing and Uninformed Moral Spaces**

*Ross Coomber, University of Plymouth, UK*

The drug trade may encapsulate for many the essence of what “dark marketing” (Brown et al. 2012) is thought to be “dark top to toe.” Evil dealers sell evil goods. A market place where uncaring sales approaches and practices are, with predatory zeal, particularly focused on the young and vulnerable. Social marketing in opposition seeks to militate against the worst excesses of the drug trade often by pointing out the darkness therein. Arguably however current market/marketing analysis of the illicit drug trade (whether analysed as a dark market or from a social marketing perspective) and other dark markets, is itself, through an over-reliance on assumption and moral certainties vulnerable to serious misunderstandings of what it is trying to understand and as a consequence limit its ability to impact helpfully/ meaningfully. Drawing on nearly thirty years of research in illicit drug markets this paper will, through reference to assumed routine drug dealer/drug market practice (dangerous adulteration; enticement through LSD blotter tabs; lacing drugs to hook the young, vulnerable and innocent; ‘freebies’ to hook new clients; the ‘evil’ drug dealer) demonstrate that much of what is thought to be dark is in fact far less so in reality, that homogenising whole ‘markets’ is unhelpful and that uncritical, evidenced moral stances in social marketing that reinforce stereotypes can make problems worse rather than better.

## **Revolutionary Marketing Communication, Acculturation in Situ and the Legacy of Colonialism**

*Elizabeth Hirschman, Rutgers University, USA*

Over the past few years the political and economic landscape of the Middle East-North Africa (MENA) region has been

dramatically transformed through a series of revolutions. Tremendous potential is now present for the entry and expansion of western-style marketing practices. Yet there are complications due to the continuing legacy of western colonialism. Marketing communications must walk a fine line between opening up the opportunity for greater economic development to these populations, but at the same time avoid giving the impression of western ideological dominance or oppression. Through a field study conducted prior to, during, and after the revolution in Tunisia – the first of the MENA nations to successfully revolt against dictatorship – we document the transition toward democratized marketing communications.

## **Rough Trade: Corporate Social Responsibility and the Garment Industry: implications for Macro-Marketing**

*John Desmond, University of St. Andrews, UK*

This paper addresses the question of the morality of employing child labour in the Bangladeshi clothing industry. It adopts a longitudinal perspective, revisiting prior studies, including one conducted by the author, and the moral arguments deployed for and against this practice. It concludes that there is no easy answer to this question; firstly, because accounts are necessarily constrained by the point of view of the researcher and their point of entry to the research context; secondly by the employment of hindsight biases which act to round off a highly complex sequence of events; and finally because key aspects remain unknown. The implications for teaching and research are briefly discussed.

## **Colours of Culture and Politics in a West African Market Context**

*Lise Bundgaard, University of Southern Denmark, Denmark*

*Søren Askegaard, University of Southern Denmark, Denmark*

*Kira Strandby, University of Southern Denmark, Denmark*

In the history of decolonization the Pan-African colours have been decisive in the formation of in particular West African national identity, and one might expect them also to play a role in the market in terms of package colour preferences. Based on these reflections, we conducted a study on the uses of colours of packaging in cooperation with a multinational dairy company, concerning the perception of colours in the West African country Togo. Our research contributes to the understanding of the categorization of colours in an African context and more specifically that the special circumstances related to the predominant African street-vending system influence the consumer perception of product colour significantly. We also conclude on establishing a particular

semiotics of pan-African colour codes, and their role as a combined political and marketplace manifesto.

### **Marketing Systems and Market Failure: A Consideration of Imperfect Information**

*William Redmond, Indiana State University, USA*

Marketing systems play an increasingly prominent role in economic activity and, correspondingly, in academic research. In this light Layton (2007) argues that marketing systems are a central concept in the field of macromarketing. The networked systems concept draws attention to relational aspects of market exchange, implying shared participation and predictability of exchange partners. This stands in contrast with the neoclassical assumption of markets being characterized by arms-length, one-off transactions, conducted by atomistic, anonymous actors. Hence the systemic view of market organization necessarily involves an emphasis on “non-armslengthness.”

### **A Method to Distinguish Chrematism in Marketing Systems**

*Djavlonbek Kadirov, Eastern Institute of Technology, Napier, New Zealand*

*Richard J Varey, University of Waikato, Hamilton, New Zealand*

*Sally Wolfenden-Gull, Eastern Institute of Technology, Napier, New Zealand*

The purpose of the paper is to present our initial thoughts on a much needed method for scrutinising chrematism (i.e. obsession with monetary exchange value and the pursuit of pecuniary interests) and its effects in marketing systems from the macromarketing perspective. We suggest that researchers must watch for the symptoms that signal the possible extent of chrematism developing in marketing systems. These symptoms are community need myopia, selfdeception, demand manipulation, monopolisation of life necessities, and lack of humanism. We believe that chrematistic marketing systems are but a product of symbolic (ideological) unfolding of systems processes that stand in stark contrast to community-embedded systems.

### **Reassembling Marketing Systems: An Application of Actor-Network Theory to an Illegal Online Marketplace**

*Sarah Duffy, University of New South Wales, Australia*

*Roger Layton, University of New South Wales, Australia*

The empirical application of marketing systems theory presents a significant challenge to researchers. The expansive

nature of macro level theory requires the analyst to include an extensive range of influences. The issue of boundary definition is frequently cited as problematic. However, this paper argues that this is not the key issue. Rather, a limitation is that the theory is not attuned to the symmetry between the human and non-human and its focus on human activities, structures, functions and outcomes limits its empirical potential. By addressing these limitations with a different approach, our understanding of how marketing systems are constructed and perpetuated is increased enhancing the explanatory power of the theory. This paper outlines an approach to the study of marketing systems that may help towards overcoming the obstacles identified, that is, Actor-Network Theory (ANT). This method encourages the researcher to trace the visible connections left by actors. This paper explores ANT and its potential usefulness to macromarketing scholars applying it to the controversial online marketplace for drugs and other illegal goods, The Silk Road. This exploration provides an illustrative example of the benefit of re-conceptualising marketing systems as an interconnected mosaic of human and non-human actors that are continuously acting to construct a marketing system. Following from a demonstration of the usefulness of ANT as a methodology, the implications for practice and theory are discussed.

### **Grounded Theory as a Macromarketing Methodology: Critical Insights from Researching the Marketing Dynamics of Fairtrade Towns**

*Anthony Samuel, University of South Wales, UK*

*Ken Peattie, Cardiff University, UK*

This paper aims to detail and justify the application and suitability of grounded theory to conduct research into two neglected macromarketing successes, Fairtrade and Fairtrade Towns. The paper outlines a comprehensive overview into the chosen processes and application of grounded theory to research the marketing dynamics of Fairtrade Towns. It presents critical insights from a qualitative research process that moves beyond micromarketing perspectives related to individual consumer behavior into commercial marketing and consumption functioning at the level of a geographical community. The insights generated in this paper demonstrate grounded theory as a highly suitable, yet underused, research approach to understand macromarketing phenomena. It suggests that using grounded theory as a research methodology can prove valuable in bringing academic rigour and confidence to emerging macromarketing themes. Grounded theory subsequently is argued as capable of producing macromarketing theory that portrays a very accurate description of the reality it sets out to represent.

## **Games People Play with Brands: Transactional Analysis and the Market**

*Mike Molesworth, University of Southampton, UK*

*Rebecca Jenkins, Bournemouth University, UK*

*Georgiana Grigore, Bournemouth University, UK*

In this paper we consider how Transactional Analysis (TA) may contribute to our understanding of the relationships that individuals have with brands and the organisations that manage them. We suggest that TA allows for new interpretations of important concepts in branding such as loyalty, brand switching, and identity work and in doing so tells us something new about the role of brands in peoples' lives (and actually vice-versa). We provide an overview of the key ideas contained within TA, especially the PAC model and its relationships to life-scripts and psychological 'games'. We then consider how existing research on branding may be enriched by a TA perspective, before providing examples of specific marketplace TA games based on Berne's (1964) original descriptions. We conclude by considering the implications of a TA reading of market relationships, including 'good' and 'bad' games for brands and consumers.

## **The Personality Continuum and Consumer Behavior**

*Paul J. Albanese, Kent State University, USA*

The integrative framework of the Personality Continuum will be presented with a focus on variations in individual patterns of consumer behavior. The Personality Continuum is divided into four qualitatively different levels of personality development that are hierarchically arranged in descending order from highest to lowest level: normal, neurotic, primitive, and psychotic (Albanese 2002, 2006). The four qualitatively different patterns of consumer behaviour along the Personality Continuum are the normal consumer, the neurotic consumer, the compulsive and more extreme addictive consumer at the primitive level, and the irrational consumer at the psychotic level. The normal consumer is rational with a transitive preference ordering making consistent choices at one point in time and stable choices over time. The neurotic consumer is indecisive, ambivalent, inhibiting by feelings guilt, and racked by cognitive dissonance. The boundaries of the conception of Rational Economic Man and the equilibrium condition of the individual consumer will be delimited.

## **Subvertising and the Uncanny**

*Alan Bradshaw, Royal Holloway, University of London, UK*

*William Large, University of Gloucestershire, UK*

This paper considers advertising's subversive element defined by a productive tension concerning how the most effective ads directly engage with subversive symbolism. An example of advertising that engages with subversion is the ill-fated Levis

2011 ad that drew from Bukowski's Laughing Heart and depicted wild sexuality and urban rioting. This ad reproduces three aspects of subversive advertising. First, it beckons the consumer to imagine himself/herself as a 'free spirit' by advocating authentic and bohemian ways of being. Second, such ads are post-political; they channel the consumer's radicality away from direct political action towards lifestyle solutions by consuming products, like denim jeans. Third, advertising negates itself, or renders itself invisible, by adopting the voice of its antagonist. We read such subversive advertising as riding a line between the symbolic universe and the real. Such advertising can only be parasitic of subversion, it must never valorise actual subversion, only flirt with symbolic aspects. Yet as advertising rides this line, risk is produced. The cancellation of the Levis ad in 2011 is an example; before the ad was launched, the London riots erupted and suddenly the depiction of rioting appeared too close to the bone. In hindsight, it is bizarre that Levis ever thought it should celebrate rioting, yet according to subvertising's post-political logic, we speculate that they believed that there could not be a riot, that politics was over and all that was left was the symbolic imagery of rioting that they could casually harvest. In short, they depicted rioting because they could not imagine that a riot might actually take place. The term that we give to this unpleasant sensation of a collision between the real and the supposedly divested symbolic realm is the uncanny. For Freud, the uncanny is what occurs when that which we believed had been surmounted and dispelled returns unexpectedly, like the dead coming back to life. Inasmuch as subvertising must draw from the cutting edge of consumer culture, it looks to our future, an emissary who tells us what we will soon have dispelled. At such moments, advertising is at its greatest risk of exposing itself in the act of organising our symbolic universe and the affect is uncanny.

## **Confronting the Abject in Retail Servicescapes**

*Andrea Davies, University of Leicester, UK*

*Pauline MacLaran, Royal Holloway, University of London, UK*

*Elisabeth Tissier-Desbordes, ESCP Europe, France*

Dans le Noir looks like a themed servicescape but with a difference – you dine in complete darkness, you lock-up and leave behind your mobile phone, watch or any other light emitting devices and you are serviced by blind and partially sighted staff. Dans le Noir offers an example of transformative experience in a retail setting. Consumers are given the opportunity to understand what it is like to blind. But, we ask, what is the transformative effect? We use Kristeva's (1982) notion of the abject and abjection to examine consumer experiences of Dans le Noir. Our paper begins by mapping the abject and processes of abjection in Dans le Noir to show the violent embodied reactions of consumers when they are faced with less than perfect bodies (their own and the service staff). With the temporary

erosion of an imaginary boundary consumers face abjection themselves, ‘meaning collapses’ and this threatens their subjectivities. Our analysis of data from consumer introspections, the restaurant website and blogs is on-going. In this paper we locate the abject in *Dans le Noir* to show how doing so is able to reveal the primers of our culture, and in particular the bases of exclusion and marginalisation. We argue that *Dans le Noir* relies on the abject and processes of abjection but we find little evidence that consumer experiences of *Dans le Noir* breakdowns or challenges barriers and misunderstandings of the partially sighted and blind. Rather we find from our analysis that dining at *Dans le Noir* reaffirms the abject, making more concrete that which threatens the dining consumer’s sense of self. The transformative effect we conclude is misplaced or possibly corrupt, and we query the role and subject positions given to the partially-sighted service staff.

### **Operationalizing the Constructs of the Integrative Justice Model: A Useful Tool for Marketers in Varied Contexts**

*Tina M. Facca-Miess, Ph.D, John Carroll University, USA*

*Nicholas J.C. Santos, Ph.D, Marquette University, USA*

The theoretical tenets of the Integrative Justice Model (IJM), a normative, ethical framework for engaging in impoverished markets, are investigated for reliability in application. Santos and Laczniak (2012) provide numerous decision principles that are tested in the operationalizing of the construct, and factor analysis is used to develop a set of reliable constructs which can be used to measure justice in marketing, particularly when engaging in impoverished market settings. The initial decision principles proposed by Santos and Laczniak have been rearranged somewhat, falling on new or different constructs, yet their individual wording and intended meaning has not been altered. Reliability analysis suggests that the constructs should prove useful in varied applications, as they are understood and accepted by varied types of users and organizations. Gender differences are identified in response to the tenets of the IJM, where women are significantly more agreeable to the normative framework, especially with regard to amplifying the voice of the impoverished consumer.

### **Less Shine, More Substance: Corporate Social Responsibility, SMEs and the Jewellery Industry**

*Marylyn Carrigan, Coventry University, UK*

*Carmela Bosangit, Coventry University, UK*

*Caroline Moraes, Coventry University, UK*

*Morven McEachern, University of Salford, UK*

The research reported in this paper outlined examples of how complex harm networks operate within and across the jewellery industry, and demonstrates the inter-relationships that exist

across the different stages of the ‘harm chain’. Findings suggest that institutional forces are coalescing towards a more responsible agenda for marketing in the jewellery industry. These efforts need to support SMEs to be less short term profit oriented, and instead focus the attention of jewellery marketers on more responsible considerations. To date such multi-stakeholder solutions remain under-developed, and if they are to help small businesses engage with CSR, a more inclusive process is needed that gives SMEs a voice in the debate.

### **Marketing Ethics and CSR in the Gambling Industry: How Much is Enough?**

*June Buchanan, Macquarie University, Australia*

*Greg Elliott, Macquarie University, Australia*

*Lester Johnson, University of Melbourne, Australia*

The marketing of Electronic Gaming Machines (EGMs), while commercially successful, represents an ethical challenge for which Corporate Social Responsibility (CSR) provides a potential pathway to its resolution. Evidence from research suggests that the industry and the media (and, by extension, the general public) hold widely divergent views as to what would constitute the CSR of gambling operators. In particular, beyond strict legal compliance, how much CSR is enough is largely undetermined. Establishing normative CSR and ethical practices and benchmarks for EGM operators represents remains a “work in progress.”

### **Ethical Issues and Pharmaceutical Marketing in Developing Economies: A Study of Pharmaceutical Promotion in India**

*Meenakshi Handa, Guru Gobind Singh Indraprastha University, India*

*Vinita Srivastava, Institute of Technology and Science, India*

High spends on unethical promotional tools to influence physician actions in developing economies where people have low access to public healthcare and medicines harms the end consumer in multiple ways. The study examines the promotional activities undertaken and the ethical issues faced by pharmaceutical marketers in India in the context of regulatory guidelines, through primary data from 44 firms accounting for 38 percent of the industry turnover. The study finds that these firms use a range of promotional tools to achieve various communication objectives. In contravention of regulatory guidelines, they continue to offer gifts and sponsor educational programmes to influence physician prescription behaviour. Marketing executives report that competitive pressures, unreasonable demands by physicians themselves and the practice of launching irrational drug combinations are some of the ethical issues they face in their work. A set of recommendations for addressing the ethical issues are included.

## **A New Philosophical Underpinning of Macromarketing Theories**

*Hans Skytte, Aarhus University, Denmark*

This paper proposes a new philosophical foundation for analyzing macromarketing issues, and for further development of macromarketing theory, building on the language philosophy developed by the German/British philosopher Ludwig Wittgenstein. The building blocks are a number philosophical thoughts and concepts: “language is autonomous”, “concept”, “seeing as”, “language-games”, etc. In this paper these philosophical thoughts and concepts combine so that they over time form recursive processes which spiral. These processes are taken as the philosophical foundation for researching the language and actions of the social actors in marketing systems. The unit of analysis for marketing systems and macromarketing issues is the idea in the recursive process and spiral. The introduction gives a brief overview of what is understood by macromarketing. Followed by a thorough explanation of many of Wittgenstein’s philosophical thoughts and concepts forming a new philosophical foundation for macromarketing. Lastly, the new philosophical foundation is applied to macromarketing issues.

## **Re-visiting Evolutionary Explanations of Distribution and Social Exchange**

*John Desmond, University of St Andrews, UK*

This paper revisits the evolutionary explanation of marketing, a macromarketing theory first introduced by Saad & Gill (2000), in the light of claims that has been sidelined by marketing scholars (Saad, 2008). It starts by discussing the mainstream domain-specific account, where parallels are noted with cultural studies of gift-exchange and disposal of heritable possessions. There are also commonalities with behavioural economics and also some interesting differences, for instance in relation to how rational choice is operationalized. The concept of evoked culture is narrow in relation to that used by scholars in consumer research and furthermore, the argument that markets arise spontaneously, seems under theorized. In contrast, arguments from cultural group selection point toward the inherently cooperative aspect of human sociality revealed in over-imitation, and the process of language acquisition and provides a potentially more convincing argument for the expansion of markets which may be regarded more favourably by marketing scholars.

## **Conceptualisations of Consumer Orientation in the History of Marketing Thought: An Analysis with Ethical Implications**

*Ann-Marie Kennedy, Auckland University of Technology, New Zealand*

*Gene R. Laczniak, Marquette University, USA*

“The consumer is visualized as being a king . . . He is considered as being at the apex of the marketing system. He calls forth

supplies of goods when he wants to do so, and inhibits the production of others that he does not want by means of his dollar votes, his expenditures in the market. He is king whom all enterprisers must please . . . (p. 87).” – Professor William T. Kelley (1973), The Wharton School, characterizing the customer is king point-of-view.

Every profession has its grand vision. The guiding vision for most marketing professionals is **customer orientation**. Of course, reality is more complex and nuanced than a single unified vision. The contribution of this analytical paper is that it uses a critical, historical method to look at the reality of consumer-centric marketing as reflected in the marketing literature. It is shown that the conception of the customer by marketers has had wide variations in marketing thought over the years. That said, customer orientation remains arguably marketing’s core **aspirational** objective. After conducting a succinct survey of marketing thought on this matter, a normative ethical argument is then put forward concerning why an adherence to this fragile grand vision of marketing—genuine customer orientation—is important to prudential marketing and the health of the macromarketing system.

## **Indifference in the Realm of Consumption**

*Elizabeth Nixon, University of Nottingham, UK*

This presentation explores the notion of indifference in a consumer culture, how it is distinct from cognate states such as apathy and boredom, and how it can link to forms of consumer non-participation or ‘non-consumption’ (Wilk 1997 p. 183). In dominant discourses of consumption and the marketplace, the consuming subject is usually discursively constructed as either oppressed and enslaved, or autonomous and liberated through their consumption. Both cases imply an ever-engaged image of the consumer. Using a range of examples drawn from secondary research, I suggest that indifference can serve to represent both a particular response individuals may experience in everyday life and an alternative, logically-derived theoretical position with which to think afresh about the now somewhat less-consuming subject.

## **The Gap between Theory and Practice in Social Marketing: A Research about the Use of Positive and Negative Appeals in European Television Advertising Preventing HIV/AIDS**

*Beatriz Casais, University of Porto, Portugal*

*João F. Proença, University of Porto, Portugal*

The paper analyses the use of positive and negative appeals in social marketing, since their effectiveness show contradictory findings. The researchers examined 375 television social advertisements preventing HIV from four European countries and found that, disagreeing several theories, positive appeals have a preponderant use, although the number of positive advertisements have cycling waves along the time. Despite

not being in an equivalent proportion, advertisements tend to be created with a combination of positive and negative appeals. The study describes those forms of appeals, how they are used and combined, and discusses the influencing effect of uncertainty avoidance and cultural conservative context in the use of negative appeals, as well as the increasing dynamics of epidemics. The understanding of social marketing practices and the factors influencing them may contribute to a better theoretical debate about the effectiveness of social marketing appeals and to a decreasing gap between theory and practice.

### **Speak to the Leg: A Post-Paralympic Analysis and Retheorization of Consumer-object Relations**

*Rikke Duus, University of Leicester, UK*

*Andrea Davies, University of Leicester, UK*

*Mike Saren, University of Leicester, UK*

This paper reviews and re-theorizes objects in consumer research with specific focus on consumer-object relations. Following Bettany and Kerrane's (2011) argument of an ontological shift towards objects as fluid, morphing and mutable, this research adopts a posthuman analysis of consumer-object relations. The posthuman concept of human-machine hybrid also raises fundamental physiological, technical and philosophical questions about what it means to be human (Braidotti 2006; Haraway 1991). Empirical data is gathered through phenomenological interviews, diaries and autodiving with amputees with prosthetic legs. A posthuman route to analysis creates a space and language for hybrid and companion-based consumer-object relationships to emerge. Themes reveal descriptions of leg favouritism and coupling, normality and identity struggles, relationship fluidity and enabling and disabling technology. This paper provides a novel approach to investigating consumer-object relations with consequences for how objects are viewed in consumer research.

### **Social Marketing and Neo-liberal Governmentality**

*Effi Raftopoulou, Keele University, UK*

The paper examines the role of social marketing campaigns in neoliberal governmentality. Social marketing is now considered an established sub-discipline of marketing that has significant potential for positive contribution to social and individual well-being through behavioural change (Hastings, Saren 2003; Grier, Bryant 2005). The political nature of social marketing has already been recognised in the literature (O'Shaughnessy, 1996), however, have usually prevailed concerns about its appropriateness and effectiveness (e.g. Andreasen, 1997; Hastings, 2003). This paper builds on existing debates that recognise the limitations of social marketing approaches in addressing wider social problems by focusing on individual responsibility rather than institutional, societal and

cultural factors and, through the concept of "governmentality", provides a critique of social marketing in marginalising particular worldviews and sustain existing power-relations. The focus is on the ways in which social marketing campaigns "frame" citizen participation and create particular values on social issues whilst excluding others.

### **The Reputation Economy and the Aftermath of Neoliberalism**

*Alessandro Gandini, University of Milan, Italy*

In recent decades we have witnessed the proliferation of creative and cultural industries all over Western neoliberal economies. These industries, where economic value is generated through mechanisms that consent to monetize over knowledge, innovation and creativity at different levels, are a useful example to enquire over neoliberalism and its aftermath within the transformations of capitalism propelled by the crisis and the recession. The reason for this statement lies in the emergence of what may be called a 'reputation economy', that is increasingly visible across the knowledge and creative sector as reputation emerges as the key driver for individual economic success in a context extensively made of a freelance workforce. This contribution argues that the rise of such a 'reputation economy' is interlinked with neoliberalism and represents to some extent its natural evolution. The implementation of neoliberal policies shrank labour value and favoured freelance work models to manage cost cutting and finds roots in the diffusion of a 'neoliberal order of worth' that emphasizes individual entrepreneurial success and competition in highly socialized environments. The emphasis on culture professionals as new economic pioneers brought to the interiorization of such 'neoliberal values' to the extent that the precarious side connoting most freelance jobs in the creative sector finds itself invisible, given the highly attractive symbolic elements at stake.

### **Counternarratives to Delegitimation Efforts in the Marketplace**

*Anil Isisag, Bilkent University, Turkey*

One recent trend in consumption studies is studying market formation as a process of legitimation. In contemporary neoliberal contexts it is not extraordinary to come across with instances of legitimation of products and consumption practices. However, the focus on the who, how and why of the process of legitimation in the literature obfuscates the equally crucial process of de-legitimation, which is especially prevalent in contexts where neoliberal economic reforms are accompanied by neoconservative social policies. Focusing on one such context, i.e. contemporary Turkish media-scape, this research examines de-legitimation of a television series by neoconservative ruling elite, resistance to de-legitimation, and the parties who are constitutive of or implicated in this contestation.

## **The Polymorphous Nature of Place Branding: A Comparison of Stockholm and Turin**

*Andrea Lucarelli, Stockholm University, Sweden*

*Massimo Giovanardi, Stockholm University, Sweden*

By applying a qualitative multi-method case research approach, based on thick materials about two branding undertakings of two different European cities (Turin and Stockholm), the study provides an alternative understanding of place brand management as an activity implying polymorphous political constructs in different places and at different scales. The analysis suggests that branding can be thought as a tool through which new geographies of accumulation and power actively contribute to shape and perform a multi-faceted business and market space.

## **To Be or Not to Be Baltic, That is the Question: An Exploration of Post-Socialist Nationalism in Collaborative Investment Place Branding**

*Warren Pinto, University of Guelph, Canada*

*Brent McKenzie, University of Guelph, Canada*

*Sylvain Charlebois, University of Guelph, Canada*

*Statia Elliot, University of Guelph, Canada*

The effort to brand a nation in the modern global marketplace asserts the interplay between neoliberalism and macromarketing. In the increasingly competitive place branding market, nations may exercise contemporary strategic marketing practice to encourage greater brand awareness, such as co-branding with other and possibly competing nation brands. This paper explores and conceptualises the neoliberal process of co-branding multiple nations as a cross-border initiative, in the context of the Baltic States' foreign direct investment branding initiatives. Estonian Investment Agency, Investment and Development Agency of Latvia, and Invest Lithuania operate as three investment promotion agencies, each with mandate to brand their nations for foreign investment attractiveness. This case study uncovers the added struggle of nationalism in nation co-branding. Subject to nationalist sentiments both neoliberal – to encourage the brand alliance opportunity – and economic – to discourage the opportunity, this paper posits using collaborative branding and the decisions thereof to explore the intersectional relationship between neoliberalism and macromarketing thought.

## **Bayesian Networks: A Tool for Macro-level Analysis**

*Ahmet Ekici, Bilkent University, Turkey*

*Şule Önsel Ekici, Doğuş University, Turkey*

The main objective of this paper is to give a brief introduction of the Bayesian Networks and to illustrate it using one of the

major domains of macromarketing: ethics. Bayesian networks allow researchers to analyze a domain from a system perspective. It is considered one of the most powerful tools for observing system changes. The method can also deal with multiple variables at once, which can lead to efficient scenario analyses, critical for understanding how a system functions. We believe that the adaptation of this methodology by the macromarketing researchers is likely to be beneficial for the theory and practice of macromarketing.

## **Exploring Scale Development Using Rasch Modelling: The Case of Brand Personality**

*Francisco Conejo, University of Colorado at Denver, USA*

*Ben Wooliscroft, University of Otago, New Zealand*

Brands are relevant to macromarketing given their socio-environmental impact. Though to address the latter, brand's different components need to be first understood. And this requires their proper measurement. In an effort to start developing BP measures that more closely approximate measurement theory's guidelines, this paper explores an alternative Rasch-based scaling technique. Ten new Rasch BP scales were produced, positive and negative ones for each Big Five personality dimension. The scales developed show both strengths and weaknesses. A first approximation to proper measures within the BP field, they set the stage for subsequent refinement efforts. By addressing the philosophical foundations of measurement, an area often neglected within the conventional literature; offering an alternative Rasch-based scaling technique, which may later be applied to more macro constructs; and discussing a series of methodological issues, including suggestions as to how future efforts might be improved, this paper strives to contribute towards macromarketing's research methodology.

## **Towards an Ecological Approach to Macromarketing**

*Andrea Lucarelli, Stockholm University, Sweden*

*Massimo Giovanardi, Stockholm University, Sweden*

This paper suggests an alternative route aimed to overcome the dichotomies characterizing the methodologies applied in the macromarketing literature by drawing on three prominent theoretical advancements characterizing recent human sciences. These are the "new mobilities paradigm" (e.g. Sheller and Urry 2006), "non-representational theories" (e.g. Cadman 2009) and "actor network theory" (e.g. Latour 2005). These three approaches share a diachronic ontology, involving an emphasis on flux, doing, agency, process of emergence. They all also emphasize the break-down of binary concepts, the interpenetration between formerly opposite categories, and the blurring of the reality and virtuality. Departing from their common ontological understanding of the world, this paper first discusses their epistemological communalities and differences,

secondly it discusses the extent to which a combination of these theoretical stances can be a fruitful contribution to take a more holistic investigation of macromarketing phenomena via particular methodologies and, finally, it discusses both its opportunities and limitations. The paper further articulates its proposal by proposing an “ecological approach” to macromarketing phenomena, which is able to capture, via an entangled methodology, among other aspects, the close interconnectedness between firms and the places in which they are operating, the performative character of business activities and the complex networks of both human and non-human actors affecting and being affected by the “global brand society” (Kornberger 2010) today. Finally, the study sets an agenda that may guide methodologists and marketing scholars in further explorations of relational understandings of the nexus between marketing processes and society at large.

### **A Modest Proposal towards a Societal Marketing Approach for Higher Education**

*Ute Jamrozky and Don Eulert, Alliant International University, USA*

This paper provides a critical analysis of marketing international higher education. Following the idea that services marketing has established its own branch of marketing, recognizing unique characteristics that require adjusted marketing strategies, this paper suggests that higher education has unique characteristics that suggests a societal marketing with a service-dominant logic approach. Based on a literature review and case study observations, this paper highlights conceptual ideas regarding marketing international higher education.

### **A Systematic Literature Review of Quality of Life Research in Marketing**

*Sujit Raghunathrao Jagadale, Institute of Rural Management, India*

*Debiprasad Mishra, Institute of Rural Management, India*

We systematically review the extant Quality of Life literature (QoL) in marketing to understand its status across implied dimensions of conceptualization and contextualization of quality of life in marketing. We further study how the concept is examined by marketing scholars and the results of such examination. We aim to build a holistic understanding of the QoL concept and research as it is applied in the field of marketing. We also attempt to raise certain critical issues; the result of this should be of use in extending research to as yet unexplored spaces.

### **Shopping Well-being and Subjective Well-being: The Role of Shopping Ill-being**

*Ahmet Ekici, Bilkent University, Turkey*

*Dong-Jin Lee, Yonsei University, South Korea*

*Grace Yu, Duksung Women's University, South Korea*

*Micheal Bosnjak, Free University, Italy*

This study aims to investigate the simultaneous impact of positive and negative consequences of shopping activities on consumers' evaluation of their overall life satisfaction. We develop a literature driven model to test the relationships among shopping well-being (SHWB) and shopping ill-being (SHIB) and subjective well-being (SWB) in Turkey and in UK. The results in both contexts indicate that SHWB impacts SWB. Moreover, although SHIB alone does not have an impact on SWB, it moderates the relationship between SHWB and SWB. In other words, as hypothesized, the effect of shopping well-being on subjective well-being amplifies under conditions of low than high shopping-ill being.

### **Exploring Different Well-Being Scales: A New Zealand Application**

*Alexandra Ganglmair-Wooliscroft, University of Otago, New Zealand*

Well-being and happiness are complex concepts that are operationalized using a range of approaches. This paper provides results from a survey investigating three well-being scales in New Zealand: the Personal Well-being Index (PWI), the Orientation to Happiness Scale and the Flourishing Scale. Basic psychometric characteristics of the measurement instruments are explored and results are compared to previous applications in other countries and New Zealand. It is found that PWI and the Flourishing scale are psychometrically solid measures that significantly explain Satisfaction with Life as a Whole.

### **Understanding the Consumer Values of Self-Help: Magic versus Logic Values**

*Kaleel Rahman, RMIT University, Melbourne, Australia*

In this research, using a mixed-method qualitative approach, we intend to investigate the consumer values of self-help. Although self-help has been studied from a number of disciplinary perspectives (e.g., health – Ossip-Klein 1997), the area has been largely neglected by researchers in marketing. Our research reveals that, in addition to the orthodox view that self-help involves consumers “helping improve themselves,” it has other values including gratification, therapeutic and spirituality. These results are presented in a 2 X 2 matrix.



## **Importance of Faith, National Pride and the Value of Global Brands in Turkish Consumers' Assessment of Their Quality of Life**

*Özlem Sandıkcı, Bilkent University, Turkey*

*Ahmet Ekici, Bilkent University, Turkey*

*Mark Peterson, University of Wyoming, USA*

*Travis Simkins, University of Wyoming, USA*

Turkey is a country situated at the conjunction of Europe and Asia. Cultural life in Turkey can be characterized as a continual renegotiation of Western values emphasizing individualism and globalization with more traditional collectivist and religious values of the Islamic Middle East. The purpose of this study is to better understand the role of three important antecedents of quality of life for Turks: 1) importance of faith, 2) national pride, and 3) value of global brands. Toward this end, a model is tested using large-scale sampling of Turkish consumers and structural equation modeling. Results of the study suggest the positive influence of global brands on life satisfaction along with the negative influence of both faith and national pride on life satisfaction for Turks. Such results suggest the tensions experienced by consumers in the Turkish marketplace that might not be fully understood by marketers from multinational corporations not versed in the nuances of the Turkish marketplace.

## **Using Commercial Big Data to Inform Social Policy: Possibilities, Ethics, Methods and Obstacles**

*Andrew Smith, University of Nottingham, UK*

*Leigh Sparks, University of Stirling, UK*

*James Goulding, University of Nottingham, UK*

This paper considers the potential of commercial consumer data to inform health and social policy regarding well-being. The discussion is informed by initial analysis of one person's retail loyalty/club-card data cross-referenced with a survey (with some reference to aggregate analyses). This micro analysis of big data is framed as 'data ethnography', the process being informed by behavioural archaeology. The paper affirms the potential power of such data to inform policy and identifies some methodological, ethical and practical issues and various obstacles to wider application.

## **Emerging Model of Consumers' Quality-of-Life (QOL) with respect to an Alternative Food Network in Turkey**

*Forrest Watson, Bilkent University, Turkey*

*Ahmet Ekici, Bilkent University, Turkey*

There have been attempts to improve society's well-being through Alternative Food Networks (AFNs) such as the

organic food movement, fair trade, and Community Supported-Agriculture (CSA). However, due to various reasons, these existing systems have been limited in their ability to deliver improved societal well-being. This paper reviews the advantages and drawbacks of existing AFNs, and through a case study describes a new form of AFN in Turkey that has the potential for improving the QOL of consumers. Finally, based on depth interviews conducted with consumers and the extant literature, we put forth an emerging model that depicts inductively-derived constructs and propositions that can be tested in future research.

## **A Macromarketing Perspective of THE Consumer Issue of the Future: The Quality of Life of the Elderly, Globally**

*James W. Gentry, University of Nebraska-Lincoln, USA*

*Robert A. Mittelstaedt, University of Nebraska-Lincoln, USA*

We raise a number of concerns as to how rapidly the world is aging, and not just the developed world. Whereas there is much coverage of the forthcoming budget problems facing the developed world in terms of dealing with commitments to the elderly through programs such as Medicare, Social Security, and Medicaid in the US, there is less awareness that much of the developing world is aging at a more rapid rate and is, in fact, less prepared for handling its aging population. The paper's purpose is not only to increase awareness of the coming problems, but also to point out specific issues that macro-marketers need to devote much attention.

## **Seeking Halal Food in the U.S. through Social Media**

*Yusniza Kamarulzaman, University of Malaya, Malaysia*

*Ann Veeck, Western Michigan University, USA*

*Mushtaq Luqmani, Western Michigan University, USA*

*Zahir A. Quraeshi, Western Michigan University, USA*

*Alhassan G. Abdul-Muhmin, Western Michigan University, USA*

To explore the role of social media in connecting and mediating religious communities and markets, we conduct a netnographic study of the search for halal food in the U.S. We find that social media websites can serve as important tools for overcoming obstacles to finding and verifying halal food sources, including barriers of physical access, authenticity, and quality. At a macro level, social media platforms have the potential to moderate the relationship between religion, the market, and consumption in a number of important ways, such as providing a venue for dialogues related to standards of commitment and faithfulness, serving as a community-based arbiter of standards, supporting identity constructions, and helping to overcome the marginalization associated with minority populations.

## **New Zealand Underdogs: Giving All a “Fair Go”**

*Lee Phillip McGinnis, Stonehill College, USA*

*Robert Andrew Davis, Unitec Institute of Technology, New Zealand*

*James W. Gentry, University of Nebraska, USA*

*Tao (Tony) Gao, University of Massachusetts, USA*

*Sunkyu Jun, Sungkyunkwan University, South Korea*

New Zealand is an island nation with fewer than 5 million inhabitants with its closest neighbour being Australia, which might also be its main rival. It is a country that has a relatively high GDP per capita but low overall economic output. Despite its insularity and relatively small impact in the world marketplace, it is a country full of national pride and a world-class rugby team. Its natural beauty is second-to-none, and now perhaps the world envy when it comes to movie productions. In this study, we examine whether an underdog mentality exists and to what extent. Survey results among New Zealand sports fans indicate that nostalgia proneness, balance maintenance, and need for uniqueness strongly relate with underdog orientation.

## **Investigating a Sustainable Market Orientation in SME Strategy Management**

*Robert Mitchell, University of Otago, New Zealand*

*Ben Wooliscroft, University of Otago, New Zealand*

*James Higham, University of Otago, New Zealand*

Concern about adverse environmental and social impacts of growth oriented business strategies is stimulating interest in the application of sustainability principles in management. This paper critically examines the potential for integrating market orientation with a sustainability orientation offering a new model to drive strategy. It reports on the first investigation of a sustainable market orientation (SMO) model in a business context. The conceptual model is compared with the strategies of two competing firms operating in one of the most important sectors of the New Zealand economy, tourism. Empirical research provides rich data supporting SMO's potential value in coordinating corporate marketing, operational, and strategy management. It identifies synergies that occur through a sustainability orientation and the need for management training in sustainability management. Opportunities for further research are discussed.

## **Marketing and Regional Integration for Food Security in the Arab World**

*Mohsen A. Bagnied and Mark Speece, American University of Kuwait, Kuwait*

The Middle East / North Africa (MENA) region faces serious food insecurity, with an increasing gap between food production

and consumption. One key problem is ineffective marketing systems connecting production (or productive potential) to consumption on a regional scale. Using resource advantage theory from macromarketing, we make a case that the agribusiness industry would be highly competitive with economic integration of Egypt/Sudan with the Arab Gulf countries. Individually, both areas have several critical disadvantages, but as a bloc, they could be highly competitive, especially within their own region competing with outsiders. Integration within MENA, of course, has been discussed for decades. Often, it has been more of a political concept than economic, and implementation has been elusive. Marketing can help tie things together for more viable economic integration.

## **Sustainability Innovations: Shifting from the Dominant Social Paradigm**

*Rachael E. Budowle, University of Wyoming, USA*

*Terri L. Rittenburg, University of Wyoming, USA*

*John D. Mittelstaedt, University of Wyoming, USA*

*Robert A. Mittelstaedt, University of Nebraska, USA*

Profligate consumption and continuous growth engendered by the Dominant Social Paradigm (DSP) cannot support environmental sustainability. Rather, a shift in paradigm is required to effectively move toward some state of sustainability. Such a shift necessitates transformation of institutions and marketing systems through new mechanisms. Based in a classic understanding of innovation as a new idea or practice requiring adoption, we propose that this paradigm shift must be achieved through sustainability innovations. In particular, a paradigm shift would require change among multiple actors in the marketing system to achieve institutional transformation; that is, producers and policy-makers must make adaptations that enable consumers to adopt sustainability innovations through both reduced and redirected consumption in order to steer toward a paradigm shift. These innovations are necessary if sustainability is to ever move beyond megatrend to a new dominant social paradigm.

## **Channel-Based Determinants and Phase-Focused Traits in the Adoption Process of a Sustainable Development Strategy for the Hog Industry in Canada**

*Sylvain Charlebois, University of Guelph, Canada*

The current study examines the use of sustainability as strategic cornerstone for a marketing channel in a mature market, particularly in the hog industry in the Canadian Province of Quebec. Due to the growing attention to sustainability, and the international trend towards agricultural trades and stakeholder involvement in food, there is a need for a system-based approach in the field of food systems sustainability. First, we begin with positioning our approach in marketing channels and sustainable distribution practices literature. Then,

a framework for our analysis is presented. A total of twelve (12) semi-structured individual interviews were conducted amongst marketing managers working for different organizations within the Quebec hog marketing channel, covering both ends of the hog and pork continuum. Last, findings and limitations to our study are presented, complimented by recommendations for future scholarly, practice and policy research.

### **Differences in Sustainable Tourism Communication on Social Media within a Cross-Cultural Context**

*Wided Batat, University Lyon 2, France*

*Sonja Prentović, University Lyon 2, France*

Sustainable tourism communication on social media is an important issue in today's Western consumer societies. Although marketers and stakeholders focus on the promotion of responsible tourism practices, the communication policy on sustainability and engaged consumer behaviour differs among tourism markets and cultures. Present academic works in marketing, consumer research and tourism have shown less attention to sustainable tourism discourse in on-line tourism videos posted on video-sharing websites in a cross-cultural context. This research aims to explore the differences in tourism professionals' communication policy towards sustainable tourism through video content shared on social media. This comparative study tends to discuss how the online communication policy varies among tourism markets according to three European cultural contexts: UK, France and Serbia. The applied visual method revealed two main approaches related to sustainable tourism communication on social media: (1) environment-oriented and (2) community-oriented.

### **The Poor Consumer Facing Sustainable Development Stakes in Mali**

*Sanata Diabaté, University of Lyon 2, France*

*Wided Batat, University of Lyon 2, France*

This study introduces the results of an inquiry led for three months on poor consumers, NGO and institutions on the issues of sustainable development in Mali. It offers an overview on consumption habits of poor consumers and gives lighting on modes of action of NGOs and institutions in their struggle against poverty. The results show that the inter-sector partnerships bring concrete answers to the needs of the poorest populations in Mali.

### **Different Actors of the Fashion System**

*Zeynep Ozdamar Ertekin, Izmir University of Economics, Turkey*

*Deniz Atik, Izmir University of Economics, Turkey*

*Jeff B. Murray, University of Arkansas, USA*

There has been increasing awareness of the impact of fashion consumption and production on both people and the

environment. Movements both on the producer and consumer side highlight the growing interest in a more sustainable fashion system. It is important to examine interactions among markets and society to produce more sustainable markets that consider human welfare, quality-of-life, and environmental sustainability. The purpose of this study is to understand how sustainable markets emerge within the context of fashion system. A market system dynamics approach is used to explore the driving actors behind emergence of a sustainable fashion market and their roles in this market formation. Ethnography, with emphasis on participant observation and interaction, is being used as a research method. Both slow fashion and fast fashion actor networks are studied as context and different actors of the fashion system are included in the study to provide a more comprehensive perspective of market formation. Our preliminary findings show that the emergence of a sustainable fashion market is driven by criticisms and consequences of fast fashion and market change is more likely to occur with involvement and support of different actors.

### **Simplifying Sustainably during a Crisis**

*Cathy McGouran, University College Dublin, Ireland*

This paper explores the impact intentional non-consumption has on consumer practices, and the resulting meanings and consumption experiences of participants, and relates this to existing voluntary simplicity literature. A phenomenological approach utilising unstructured interviews and autoethnography was used. Data is analysed through the theoretical lens of voluntary simplicity within the context of contemporary Irish consumer culture. Consumers were asked to engage in a lifestyle of simplifying their consumption lifestyles. While intentional non-consumption led to many positive experiences for participants it can also lead to dissatisfaction, frustration and unhappiness.

### **Disney as Environmental Steward? That's Just Goofy: A Critical Examination of the Relationship Between Magic, Sustainability and Corporate Practice**

*Catherine A. Coleman, Texas Christian University, USA*

*Ellen Moore, University of Washington Tacoma, USA*

Against the backdrop of cultural imperialism and global paradigms of sustainability, this research critically examines core messages about consumption and sustainability as they relate to representations of magic in Disney's green messaging. The Walt Disney Company, one of the largest media conglomerates in the world, is uniquely poised to export messages of sustainability globally. Through an Althusserian symptomatic reading of Disney corporate and promotional materials, we argue that Disney's marketing strategies rely on (corporately engineered) magic to commodify the natural environment, intensify fetishism, and obscure Disney's significant contribution to

environmental degradation. Magic, crafted in this way through marketing practices, obscures the myriad troubles facing contemporary global society, including the challenge of “green consumption,” and thus serves to reconcile the paradox of consumption and sustainability for consumers.

### **Unveiling Everyday Reflexivity Tactics in a Sustainable Community**

*Katherine Casey, University of Limerick, Ireland*

*Maria Lichrou, University of Limerick Ireland*

*Lisa O'Malley, University of Limerick, Ireland*

Environmental, financial and social instability have positioned consumption at the heart of sustainability debates. Consumer-citizens are called upon to recognise that their decisions have social, ethical, environmental and political implications. Consumers are becoming increasingly aware of the products, which they purchase and the politics behind them. However, much discussion on sustainability relies on model of the rational consumer and overlooks the role of social relations. This has led to a preoccupation with transforming individual decision-making but the need for a cultural transformation has received less attention. Through Multimodal Critical Discourse Analysis (MCDA), we examine how socially embedded sustainable consumers negotiate everyday consumption in the context of an ecovillage. Specifically, we focus on ‘reflexive’ tactics that members of the ecovillage employ in the enactment of sustainable discourses. These offer insights into how consumers integrate macro level discourses into everyday consumption practices and reframe the meaning of consumption.

### **Exploring the Role of Modern Confucian Values for Promoting Sustainable Consumption in China**

*Amy Yau, University of Bath, UK*

*Iain Davies, University of Bath, UK*

This paper explores the modern renegotiations of traditional Confucian values (TCV) and ethics resonating with the young generation of Chinese consumers. It examines the extent this may influence the prospect of sustainable consumption in China. Through 43 in-depth interpretive interviews, the study finds that generational change is evident, with growing individualism despite filial piety remaining in place. Both elements of face (mianzi and lien) remain fundamental. There is a continuance of moderation in China, but this does not refute the notions of rampant materialism in public consumption. The implications of this mix of Modern Confucian Values (MVC) and cynicism in times of crisis are discussed. It contributes by considering the changes in values and how this affects the take up of sustainable consumption. It also contributes by looking at how cynicism is a hindering process

of adopting a sustainable consumption lifestyle and how it manifests on various levels.

### **Modelling the Adoption of Car Sharing**

*Marius Claudy, University College Dublin, Ireland*

*Mark Peterson, University of Wyoming, USA*

*Travis Simkins, University of Wyoming, USA*

Car sharing has been defined as a form of access-based consumption, as consumers enjoy the temporary benefits of a vehicle, without transfer of ownership. In this way, car sharing addresses consumers’ mobility needs, while reducing the societal and environmental impacts of current travel practices. Because of the recent growth of car sharing, the consumer behaviour aspects of car sharing are just beginning to be researched. This study employs Behavioral Reasoning Theory to advance understanding of the cognitive processes that drive adoption of car sharing services in consumer markets. Drawing on a sample comprised of adopters and non-adopters in Dublin Ireland, results of path analysis suggest that important aspects of Behavioral Reasoning Theory apply to car-sharing behavior. Importantly, both social influence and attitude toward car sharing have direct influence on consumers’ decision to adopt car sharing. The study closes by discussing implications for marketing managers and researchers.

### **Responsibility Attribution and Consumer Behaviour in the Light of the Bangladesh Factory Collapse**

*Tina Müller, Copenhagen Business School, Denmark*

*Wencke Gwozdz, Copenhagen Business School, Denmark*

*Lucia A. Reisch, Copenhagen Business School, Denmark*

The current fashion system is highly unsustainable, as continuous overproduction and overconsumption is contributing to environmental as well as social degradation. The aim of the study is to investigate the relationship between consumers’ perceived responsibility for the non-sustainability of the fashion industry, diffusion of responsibility between different actors, label knowledge and use, perceived external barriers and environmental apparel consumption. Theoretically, we combine the Motivation-Opportunity-Ability-Model with norm activation theory. We use a representative sample of young Swedish consumers for our analysis. Findings show that perceived personal responsibility as well as label knowledge and use enhance environmental apparel consumption. The small but significant negative effect of perceived responsibility diffusion on environmental apparel consumption indicates that responsibilities between relevant actors might have to be delegated more explicitly than it happens today.

## **Fairtrade Towns: Ethical Consumers as Architects of a “New” Branded Place**

*Anthony Samuel, University of South Wales, UK*

The following paper presents unique empirical insights into a new form of place branding. A place constructed from ethical consumers promoting and increasing the consumption of Fairtrade within their ‘container spaces’. This place carries the brand ‘Fairtrade Town’, and the UK now boasts 573 of them. Despite such prominence very little academic research and conceptual thinking has been presented on Fairtrade Towns, leaving this emerging field ripe for investigation and inductive research. Following a two-year period of participative ethnographical research spent within a town on its journey to become a Fairtrade Town, this paper builds typography of a Fairtrade Town, typography drawn directly from the actions of those responsible for its construction. Thus it empirically speaks of a different type of place branding. One built from embedding the principles and practices of ethical consumption into the very fabric of one’s place.

## **A Practice Theory Approach to Sustainability Issues in Fine Jewellery Consumption**

*Caroline Moraes, Coventry University, UK*

*Marylyn Carrigan, Coventry University, UK*

*Carmela Bosangit, Coventry University, UK*

*Michelle McGrath, University of Winchester, UK*

Millions of people are employed by the global jewellery industry and some countries’ entire economic wellbeing depends on this trade. Yet, the systemic responsibility and sustainability issues linked to this industry are frequently overlooked by consumers. This paper explores whether and how UK fine jewellery consumers consider sustainability issues in high involvement luxury purchases using a practice theory approach. Interpretive findings suggest that if sustainability considerations are to become part of fine jewellery purchasing practices, they must first be embedded in the social and material organisation of trading and consumption spaces and places. This, in turn, is in line with the creation of responsible consumption niche markets that are so fundamental to the increased (yet contentious) expansion of neoliberal consumer capitalism (Littler 2009). This study is the first to extend the application of theories of practice to luxury consumption.

## **The Role of Fashion vs. Style Orientation on Sustainable Fashion Consumption**

*Wencke Gwozdz, Copenhagen Business School, Denmark*

*Shipra Gupta, University of Illinois at Springfield, USA*

*Jim Gentry, University of Nebraska-Lincoln, USA*

Today, textile consumption is far from being sustainable with regard to production, purchase, maintenance, and disposal. The

current fashion system is characterized by planned obsolescence, and environmental and social unsustainability. To resolve the tensions between sustainability and fashion, the notion of style is one promising avenue. While fashion is ever changing, following trends, style evolves slowly and continues to remain stable over time, expressing consumers’ ways of life. Thus, the created planned obsolescence by fashion could be reduced by the notion of style. The aim of this study is to investigate the potential of emphasizing style rather than fashion to enhance sustainability in fashion consumption. We suggest that as one ages, one tends to be less fashion-oriented. Further, higher style orientation enhances one’s ability to have more concern for the environment or knowledge about environmental apparel that further leads to sustainable consumption habits like environmental apparel consumption. Survey data across Germany, Sweden, UK and US is collected to examine the proposed relationships and thus provide insight on the role of fashion and style on sustainable fashion consumption.

## **Emerging Water Marketing Systems: The Consequences of Commercial Water Trading on Sustainable Practices and Consumption**

*Georgios Patsiaouras, Michael Saren and James Fitchett, University of Leicester, UK*

Considering that marketing research has paid limited attention to water markets and water consumption, we examine the interrelationships between the ongoing crisis in water resources management and macromarketing theory and practice. Contrary to the dominant ideology for unlimited growth and increased global water markets, we discuss some of the consequences of commercial water trading indicating that the area of water marketing can be a useful and fertile context in which to further emphasise the importance of the macromarketing agenda. Employing the lens of macromarketing, we approach and examine the economic, technological and political dimensions emerging from the commodification and marketization of water resources. We conclude that the consideration of a water marketing system can have a positive effect on economic and social development by elaborating on the implementation of public policies for the sustainable consumption of water, commercializing environmental awareness and communicating consumers’ responsibilities towards the use of water.

## **Consuming Austerity: Media Representations**

*Pierre McDonagh, Bath University, UK*

*Andrea Prothero, University College Dublin, Ireland*

This paper explores the role of photographic and media lenses, and mass-mediated marketplace actions in their representations of austerity in the Republic of Ireland. In particular the authors examine newspaper/radio communications, austerity books and marketing communications (at local and mass-mediated

levels). The authors argue the myth of prosperity has been replaced with the myth of austerity and the macromarketing implications of such actions are considered.

### **Doing Family in Times of Austerity: Evidence from Italy and the UK**

*Benedetta Cappellini, Royal Holloway, University of London, UK*

*Vicki Harman, Royal Holloway, University of London, UK*

*Alessandra Marilli, University of Florence, Italy*

*Elizabeth Parsons, University of Liverpool, UK*

The current economic crisis has been described as the worst financial crisis since WW2 (Lewis 2010). Yet there is a surprising academic silence regarding how this crisis has affected the everyday lives of people and their families. This paper is based on some preliminary findings of a comparative study looking at how mothers in Italy and in Britain feed their family in recessionary times. Studies of household financial coping identify the willingness of women to abnegate their own needs in favour of their children (Kochuyt, 2004; Hamilton & Catterall, 2006; Hamilton, 2012). Women materialise their love for their families enacting self-sacrifice in all practices surrounding the everyday meals, from shopping to dealing with food leftovers (Miller 1998, Moisio et al. 2004, Cappellini and Parsons, 2012). Our findings show that coping strategies are complex and time consuming since women rely less on the marketplace for time saving products, replacing this with their own productive work in the home. As such these women might be seen as reclaiming skills from the marketplace. We argue further that participants also act as an emotional buffer against the harsher realities of coping on a reduced income. Through practices of thrift and self-sacrifice they tend to redirect resources towards their partners and children abnegating their own needs for the greater good of the family. As such we observe that recessionary times stimulate a reinstatement of more traditional gender inequalities in the home.

### **A Cross-Cultural Exploration of Austerity-based Practices around the Home**

*Deirdre O'Loughlin, University of Limerick, Ireland*

*Belem Barbosa, University of Aveiro, Portugal*

*María Eugenia Fernández-Moya, CESUGA, Spain*

*Kalipso Karantinou, Athens University of Economics and Business, Greece*

*Morven McEachern, University of Salford, UK*

*Isabelle Szmigin, University of Birmingham, UK*

This paper explores austerity and its impact upon practices around the home and compares the everyday experiences of a range of European consumers living in countries affected by

austerity. Historically, austerity was adopted during and after WWII in Britain as a policy to impose rationing and reduce consumption in the face of military threat (Zweiniger-Barielowska 2000). Modern day austerity as a result of the financial crisis of 2008 continues to generate a range of economic and political perspectives often resulting in conflicting views regarding its appropriateness as part of the policy agenda. Some argue that austerity economics will ultimately stabilize debt-burdened economies and enable economic recovery and expansion (e.g. Salsman 2012) while others warn that austerity programs will result in reduced growth and demand which will ultimately deepen the recession (e.g. Krugman 2012). In practice, several governments, particularly in Portugal, Italy, Ireland, Greece, UK and Spain have imposed a series of austerity measures including cuts to wages, public spending and increases to taxes which has resulted in increased financial difficulties for many in society (Lane 2012). In Greece, for example, reduced budgets, bailouts and public sector layoffs have resulted in a rise in unemployment to 27% (Kitsantonis 2013) while in the UK, cuts in public spending and VAT increases have inflicted "radical change with adverse impact upon many groups of society" (Grimshaw and Rubery 2012, p. 105). Ireland's unemployment rate has recently doubled to over 14% (CSO, 2013) while Spain is experiencing a double-dip recession with a youth unemployment of over 50% (Chang 2012). In Portugal, low levels of trust in political institutions and rising personal bankruptcy rates are being reported (Lopes and Frade 2012). While there has been some focus on the effects of the recession on consumer attitudes and behavior (e.g. Quelch and Jocz 2009), a significant empirical gap exists around how consumers have responded to the austerity crisis and how it has impacted people's everyday household practices. Practice theory (e.g. Shove 2003, Warde 2005; Schatzki 1996) offers a distinct analytical approach to studying social life (Reckwitz 2002; Schatzki 2002) and focuses on the significance of shared understandings, norms, meanings (Shove Pantzar and Watson 2012). Practices are often everyday, routinely embedded and subconscious beings and doings which comprise of habits and routines that evolve and alter over time which ultimately may result in a transformative change to social practices (e.g. Warde 2005). While some practices may become collectively adopted and normalized (Shove and Southerton 2009), others may change in response to disruption or disaster (e.g. Wilk 2009), such as war, recession and mass unemployment. Consequently, practice theory is deemed an appropriate lens through which to study everyday household practices in order to explore how people's everyday lives have altered in response to austerity.

### **Consumption Adequacy: Implications for Service in Austere and Unsettled Times**

*Gary Warnaby, University of Manchester, UK*

*Steve Baron, University of Liverpool, UK*

*Philippa Hunter-Jones, University of Liverpool, UK*

Austerity is the backdrop to everyday existence and associated consumption in many developed economies. This has

implications for consumption adequacy (defined as the goods/services that must be acquired before individuals can rise above a short term focus on continued existence and concentrate on consumption behaviours associated with longer-term/higher order needs) for those living in such unsettled times (manifested by loss of homes/possessions, jobs, health, etc.). Unsettled times (even if only temporary) can arise from a variety of causes. Developing and building on previous research relating to environmental and climatic causes (e.g. earthquake, floods, etc.), this paper analyses implications for service providers arising from declining consumption adequacy as a consequence of economic (e.g. recession) and socio-political (e.g. 'austerity' policies) factors. Drawing on transformative service research and service systems perspectives, the paper promulgates a set of purposeful proposals to offer directions for identifying salient issues for both service businesses and academic research.

### **How Market Provision of Aged Care-Related Services is Changing the Institution of the Family: The Case of Germany Migrating Grandparents**

*Ingrid Becker, Friedrich-Alexander Universität Erlangen-Nürnberg, Germany*

*Jayne Krisjanous, Victoria University of Wellington, New Zealand*

This research targets the changing concept of family in Germany due to the declining availability of quality aged care and opportunities for families to participate in care of their elderly. By migrating elderly out of Germany, due to the emerging market provision of care-related services in foreign countries, the risk of "gerontologic colonialism" as put forward by Sueddeutsche Zeitung (2012) changes the historic interpretations and meanings of generational relationships and care made possible through close geographical contact. We will discuss how the market and public policy initiatives can target alternative solutions that strengthen the institution of the family, which has been increasingly isolated in the process of industrialization. It is assumed that the provision of care is an important factor in determining quality of life (QOL). In particular in case of the subaltern – in accordance to Gramsci (1971), defined as the socially subordinated – consumer groups, high levels of social consciousness and sensitivity are required for markets to ensure society's well-being.

### **Food Insecurity and the Hunger-Obesity Paradox**

*Debra M. Desrochers, University of Westminster, UK*

*Stephan Dahl, University of Hull, UK*

In the US there are three concurrent unfavorable conditions. First, there is an 8.1% unemployment rate and 15.1% of the

population lives below the poverty line (CIA 2013). This type of financial climate often leads to the second situation, which is that an estimated 14.5% of American households were food insecure at least some time during the year in 2012 (Coleman-Jensen, et al. 2013). Meanwhile, 35.7% of adults are obese (Ogden, et al. 2012), creating a major health concern. Using the 2009 – 10 NHANES data, the objectives of this research are to see, first, which demographic groups tend to have a higher prevalence of food insecurity, second, if there is a relationship between the population of food insecure adults and those who are overweight, and, third, to see if there are behaviours and characteristics that distinguish food insecure adults from overweight or obese adults. These findings may help provide greater insights that may help address diet-related problems such as obesity, diabetes, and cardiovascular disease.

### **The Imperialist Ethos of International Marketing**

*Amanda Earley, University of Leicester, UK*

This paper seeks to establish the imperialist foundations of the discipline of international marketing. Based on a review of the historical and theoretical literature, the author finds that the contemporary "world economy" is a 19<sup>th</sup> century invention, with "international markets" created largely to soak up excess finance capital and products from the industrialised nations. As such, there is a lasting colonialist legacy within terms such as "economic development" and "market creation," as well as in our understandings of "sending" vs. "receiving" countries. The author then begins the work of theorizing the ethical and political position of international marketing through the work of noted scholars of imperialism, especially Nikolai Bukharin, Hannah Arendt, Michael Hardt, Antonio Negri, David Harvey, Anne McClintock, Samir Amin, and Michael Parenti. Ultimately, the inherent violence of mainstream international marketing is conceptualized in terms of the commodity fetish, which disguises the colonialist and extractive nature of international business.

### **Derealization of Subaltern and Violence in Markets**

*Rohit Varman, Indian Institute of Management Calcutta, India*

*Himadri Roy Chowdhury, International Management Institute Kolkatam India*

Through a phenomenological inquiry into coercion faced by women service providers in India, this study attends to visible and systemic forms of violence in markets. This study draws upon the writings of Giorgio Agamben and Judith Butler to understand how subaltern groups are derealized or made into lesser-beings. These derealized entities are subjected to violence that is not mourned or does not draw the attention of

other social actors because their lives are already negated. It further examines how neoliberal ideology creates a wide range of discursive strategies of derealization that allow more privileged actors to legitimately coerce subalterns in a market-based system.

### **Advertising Nanotechnology: Invisible Violence**

*Norah Campbell, Trinity College Dublin, Ireland*

*Cormac Deane, Trinity College Dublin, Ireland*

*Padraig Murphy, Dublin City University, Ireland*

Nowhere are the public risks generated by advanced technologies more violently manipulated than in the images produced for public relations in sectors such as pharmaceuticals, medico-technological instrumentation, data management, and, increasingly, incipient cyborg technologies. This paper is based on a visual and sonic culture analysis of over 100 separate still and motion representations of nanotechnology, mostly in advertising, which were collected between 2004 and 2013. There has been massive state and private investment in the field of nanotechnology in the past two decades, and the predicted global value of the nanotech primary market was in the region of €1 trillion in 2013 (European Commission 2013). As is well known, technoscience can have a highly negative public image, as the cases of nuclear power generation and GMO crops have demonstrated. Thus, nanotechnology stakeholders are eager to manage how their products and processes, whose real or imagined negative impact may be enormous, appear to the general public.

In this presentation we focused on the preponderance of cuteness in nano advertising. We conclude that the miniature status of nanotechnology enables it to enlist cuteness as one of its most powerful aesthetic attributes. Through invoking cute tropes (children's toys, cartoon characters, a characteristic "clink-a-link" sound), nanotechnology brands work to create positive aesthetic imaginations of nanotechnology as a long-term, stable and safe force, safely in the control of humans.

### **What is Violence?**

*Dominique Bouchet, University of Southern Denmark, Denmark*

What is violence precisely? It proceeds from the denial of the boundary of the other. Violence is the expression of a lack of respect to others precisely as being someone else. It is the expression of a fundamental inequality in a relationship between people, as one who is a victim of violence cannot on her own authority be exempt of it. His will is subject to that of others; it is alienated. It is the negation of the other as other, which is the essence of violence. One takes power over others in defiance of his or her will, and thereby reduces his or her freedom, violates his or her subjectivity. But as the violence lies at the border between subjectivities and conditions of will, it can also be an expression of revolt against an unbearable

oppression, or an impossibility to exercise one's free will. He or she who feels oppressed, or who can not keep their relationships with others under sufficient control, can end up expressing themselves violently. Accordingly, violence threatens human relationships as long as men face limits – individually or collectively – and, since it is precisely the symbolic organization of relations to the limits that characterizes humanity, violence will always be among men. There is no human society that does not know violence. Violence is the lot of all human society. What varies is how each company represents and control how it is referred to, how it is tamed or channelled. Violence is both constitutive of social and menacing for this order. It is therefore not to deny or condemn but to recognize and understand its essence to achieve confined within limits that are being established together. Violence is fundamentally the political agenda, and it should recognize its place within the social. It is only from such a principle of reality that we can assess the quality of the social bond and balance that characterizes each company. In other words, any company balances on a wire: the violence. Marketing can be said to be a reductionist way to deal with politics. The fundamental issues mankind is confronted with – desire, anxiety and violence – become the substance of a specific game with a specific end – that of transforming all what can be into something that can be sold and bought. For this purpose, marketing does not mind to impose its logic on any other individual and collective logic. Marketing can thus be said to be violent in its essence precisely because it does not respect otherness.

### **Quintessential Macromarketing (panel)**

*Chair: Clifford J. Shultz II*

*Discussants: Mark Peterson, Don R. Rahtz, Claudia Dumitrescu, Marwa El-Gebali, Cherine*

*Khallaf, Stanley J. Shapiro*

This special session assembles scholars who revisit core ideas promulgated by the founders of macromarketing. These tenets are the quintessence of macromarketing as an academic discipline and professional practice. Noteworthy are analyses and interpretations of the thoughts and activities Wroe Alderson, Charles Slater, George Fisk, Shelby Hunt and Stanley Shapiro. The panellists discuss the founders' conceptualizations and applications, and share some insights from their own research, professional practice and interpretations of these core ideas, in challenged, developing, emerging, transitioning and/or recovering communities, markets and economies.

### **Macromarketing Research in Developing Countries that Can Lead to Later Student Involvement (panel)**

*Chair: Mark Peterson*

*Discussants: Magda Hassan, Rajesh Chandy, Cliff Shultz*

This session will bring together researchers on the frontiers of business phenomena in developing country contexts. These



three researchers have not only conducted valuable studies in places where others might fear to tread, but have later successfully engaged business students directly in developing country issues to which business can contribute.

### **Family, Food, and Markets (panel)**

*Chair: James W. Gentry*

*Discussants: Ann Veeck, Hongyan Yu, Xin Zhao, Fang (Grace) Yu, Claudia Dumitrescu,*

*Clifford J. Shultz II, Renee Shaw Hughner, Rafael Bahtavoryan, Victoria Salin, Oral Capps, Jr.*

This special session for the Quality of Life Track deals with food safety issues. Food, obviously, plays a critical role in one's quality of life in terms of survival, health, and social interactions. Two papers (Dumitrescu, Shultz, and Hughner; Veeck et al.) will deal with changes to the food systems in countries undergoing rapid economic development (Romania and China). The third paper investigates the impact of a food scandal on market conditions in a developed country (the US).

### **The Food Risk Society in China (panel)**

*Ann Veeck, Western Michigan University, USA*

*Hongyan Yu, SunYat Sen University, China*

*James L. Gentry, University of Nebraska, USA*

*Xin Zhao, University of Nebraska, USA*

*Fang (Grace) Yu, Brock University, Canada*

Food safety remains an overriding concern throughout China, as evidenced by a recent study that found that urban residents ranked food safety as the number one public issue (Wu et al. 2013). A number of high profile food incidents in China, including those involving seafood, fake meat, contaminated infant formula, recycled cooking oil, and poisonous rice, have kept people in a state of uneasiness about food safety. While food scares are not uncommon in North America, Europe, and other nations, the degree to which it affects Chinese consumers appears to be of a greater magnitude for a number of reasons (Chen and Lobo 2012; Feng et al. 2009; Ortega et al. 2011; Zhou et al. 2013; Zhu et al. 2013). Loose regulation, combined with the large number of small farms in China (over 200 million), allows the possibility that pollutants, harmful chemicals, and other toxic substances could be introduced into the food supply. There are currently over 400,000 food processing firms in China, with small-scale enterprises with ten or fewer employees accounting for the vast majority of food production (Chung and Wang 2013; Shao 2013). The speed with which China's food industry has developed, coupled with the large numbers of players involved in the system, present a challenge for government regulation. Further, as China's integration with the global food system expands, negative perceptions related to Chinese food products have

increased world-wide and threaten an increasingly important source of revenue for Chinese agricultural and food manufacturing revenues (Chen 2013; Kim 2013).

### **Consumer Response to Contamination of a National Brand Food: The 2007 Peanut Butter Recall (panel)**

*Rafael Bahtavoryan, Texas A&M University, USA*

*Victoria Salin, Texas A&M University, USA*

*Oral Capps, Jr., Texas A&M University, USA*

The effect of negative publicity on consumer demand for brands is examined in the context of recall of a peanut butter brand due to pathogen contamination. The recall was associated with negative impacts for the implicated brand and positive effects on the leading competitor brand. The case demonstrates that consumer response is an incentive for companies to prevent safety lapses and that the problems of one brand do not necessarily harm rivals within the category. Further, the pricing strategy observed by the leading brand in the absence of its rival during the recall is consistent with the exercise of market power in a relatively concentrated market.

### **The Globalisation of Marketing Ideology (panel)**

*Chairs: Giana Eckhardt & Rohit Varman*

*Discussants: Fuat Firat, Russ Belk, Lisa Peñaloza, Janice Denegri-Knott*

One of the most pervasive forms of globalization in the past three decades is the globalization of the socio-organizational concept of "marketing." More than the idea of finance—whose globalization is visible mainly in the large financial centers—the idea of marketing has seeped into everyday discourses in all corners of the world. While the globalization of markets and business practices are studied widely, the focus of this panel is to step back and look at the fundamental processes at work in the globalization of the very idea of marketing. This idea has permeated all global contexts—including those that appear to be outside the ambit of capitalist business.

### **Religion & Marketing: Is There a Crisis in the Imagination of Macromarketers? (panel)**

*Chair: Raymond Benton, Jr.*

*Discussants: Jeaney Yip, Tom Klein, John D. Mittelstaedt, Mark Peterson, Giana Eckhardt, Jonathan A. J. Wilson, Pauline Maclaran, Linda Scott, Stefan Schwarzkopf*

The theme for this year's Conference is "Macromarketing and the Crisis of the Social Imagination." It is my hope that this panel encourages reflection, deep thought, and new streams of creative scholarship in macromarketing. The panel

was motivated by the coming together of three things, two of which have long shuffled around the back forty of my mind.<sup>1</sup> One of the two has to do with economics and religion; the other has to do with brands and branding. The third was a chance encounter with an article by David Burns and Jeffrey Fawcett (2012).

### **Transformative Service Research roundtable**

*Chairs: Thorsten Gruber & Per Skalen*

*Discussants: Heiko Gebauer, Johanna Gummerus, Linda Nasr*

Transformative Service Research (TSR) is defined as service research that strives to create uplifting changes and improvements in the well-being of individuals (consumers and employees), families, social networks, communities, cities, nations, collectives, and ecosystems (Anderson, Ostrom, and Bitner 2010). As such, instead of focusing on profits, market share and consumer satisfaction, TSR is also interested in other (not necessarily conflicting) outcomes such as access, mitigating vulnerability, well-being, happiness, quality of life, equity, and decreasing disparity. According to Ostrom et al.'s (2010) award winning pivotal article in the Journal of Service Research "Moving Forward and Making a Difference: Research

Priorities for the Science of Service", one of the overarching research priorities for the future is "improving well-being through transformative service". The aim of the Roundtable Discussion at the 39th Annual Macromarketing Conference is therefore to critically discuss what TSR can bring to the Macromarketing community and +vice versa.

### **Revisiting Macromarketing Management: Is the View Worth the Trip? (panel)**

*Chairs: Stanley Shapiro and Christine Domegan*

*Panellists: Mark Peterson, Ben Wooliscroft, Cliff Shultz, Michael Baker, Roger Layton, Shona Bettany*

The brief note that follows: a) includes the abstract of a paper presented at the 2013 Macromarketing Conference that argued in favor of the possible resurrection of the concept of macromarketing management; b) also reproduces the track description designed to further explore the current relevance or lack thereof, of macromarketing management that appeared in this Conference's Call for Papers; and c) calls attention to some of the most pertinent issues and concerns raised by those who reviewed either the original version of the paper presented at the 2013 Conference or the first revision of that paper.