

Table 9.1 How interpretive research contexts enable theoretical contributions

Select interpretive research	Study	Contexts	Theory	Select theoretical payoff	Aspects of context that enable theoretical payoff
Consumer identity projects	Adkins and Ozanne (2005)	Illiterate consumers' marketplace behaviors	Stigma	Consumers manage their stigma through their marketplace choices and behaviors	Illiteracy is stigmatized in North America
	Bonsu and Belk (2003)	Funerals in Ghana	Identity construction	Post-mortem identity construction	Postmortem identity is a part of the life cycle in Asante
	Holt (2002)	Low income and disenfranchised consumers	Consumer resistance	While resisting marketing's cultural authority, consumers use brands as resources in identity construction	Consumer resistance to brands is evident in the socioeconomic margins in North America
	Hill and Stamey (1990)	Homeless consumers	Extended self	Consumers engage in a self-restoration process following the loss of possessions	Homeless consumers experience loss or have few possessions
	Martin (2004)	Fantasy card gamers	Consumer imagination	Consumers use multiple thematizing strategies for giving form to the evoked fantastic imaginary	Participant observation of imaginative play within a rule-governed game
	Mick and Buhl (1992)	Three brothers' interpretation of advertisements	Cultural theory of advertising	Consumers interpret advertisements through the lenses of individual life themes and projects	Siblings share sociocultural and family heritage, thus representing an internal control group
	Mick and DeMoss (1990)	Intra-personal gift giving	Gift giving theory	Self-gifts parallel dyadic gifts on three dimensions, but also develop and sustain self-concept	Gifts to the self in four circumstantial and motivational conditions
	Schau and Gilly (2003)	Personal websites	Presentation of self in everyday life	Consumers draw on virtual resources to construct and display novel selves to online publics	Self-presentation unconstrained by resources or standards of evidence
	Schouten (1991)	Consumers of aesthetic plastic surgery	Identity construction	Role transitions trigger consumers' reconstruction of their selves	Aesthetic surgery is an extreme case of identity reconstruction
Tian and Belk (2005)	Workplace possessions	Extended self	Disconfirms the concentric spheres model of the consumer self	Work environment exposes conflicting aspects of self in North America	

Marketplace cultures	Celsi, Rose and Leigh (1993)	Skydivers	Consumer risk	Consumers normalize perceptions of risk through process of risk acculturation	Regardless of level of experience, skydiving is a highly risky consumption activity
	Holt (1995)	Baseball spectators in Chicago Wrigley Field bleachers	Consumption practices	Consumers apply a range of action frameworks to their consumption encompassing play, integration, experience and classification	Consumption activity at baseball games is temporally, spatially and socially bound, exposing the variety of consumption practices
	Kates (2002)	Urban gay men	Subculture theory	Subcultural consumption is shaped by tensions internal to the subculture and contests over legitimacy	Gay subculture is a non-elective internally heterogeneous social collectivity
	Kates (2004)	Urban gay men and their brands	Cultural branding theory	Brand's social fit with a community alters the salience of brand attributes	The interplay of a non-brand community with high profile brands
	Kozinets (2001)	Star Trek fans	Subculture theory	Consumption practices are structured by mass media articulations between producers, microcultural and wider cultural meanings and practices	Star Trek is a commercial, mass media ideological product
	Kozinets (2002)	Burning Man Festival	Consumer resistance	Consumers emancipate from the marketplace through construction of a hypercommunity	The Burning Man Festival is an anti-consumption, temporary community
	Muñiz and O'Guinn (2001)	Consumers of Volvos, Macintosh and Ford Bronco	Community	Brands organize communal consumer relationships in both face-to-face and computer-mediated environments	Brands provide a resource for focalizing community sentiment
	Muñiz and Schau (2005)	Apple Newton users	Subculture theory	Brands energize mytho-religious narrative production in perpetuating the brand community, its values and beliefs	Deletion of a valued brand from a corporate portfolio threatens extinction
	Schouten and McAlexander (1995)	Harley Davidson consumers	Subculture theory	Subcultures form symbiotic relationships with marketplace institutions, expressing patriotism through their bikes	Selecting a subculture organized around a brand
Sociohistoric patterning of consumption	Allen (2002)	Students' higher education institution choices	Consumer choice theory	Identifies an embodied, intuitive and sociohistorically situated consumer choice process	Sampling extreme values along a continuum of cultural capital endowments

Table 9.1 (continued)

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	Arnould (1989)	Consumers in Niger	Theory of the diffusion of innovations	Reveals boundary conditions of the Eurocentric model of adoption of innovation	Tracing consumers' movement between local and global spheres of consumption uncovers processes
	Askegaard, Arnould and Kjeldgaard (2005)	Greenlandic immigrants to mainland Denmark	Consumer acculturation	Transnational consumer culture represents a third acculturation agent in addition to host and home cultures	Cultural immigration without legal or political confounds found in other immigration studies
	Bernthal, Crockett and Rose (2005)	Credit card usage	Practice theory	Credit card acquisition and utilization practices reveal the role of credit in the regulation of consumer lifestyles and their structuring by cultural capital	Sampling extreme values along a continuum of economic and cultural capital endowments
	Commuri and Gentry (2005)	Households where women earn more than men	Household resource allocation theory	Multiple cultural models of resource allocation structure household pooling consumption decisions; separate gender ideology from economic resources	Households where women are the primary wage earners
	Crockett and Wallendorf (2004)	African-American shoppers everyday provisioning	Ideology	Store patronage shapes and reshapes competing normative political ideologies	African Americans in racially homogeneous and heterogeneous neighborhoods
	Curasi, Price and Arnould (2004)	Families' cherished possessions	Family (collective) identity	The role of inalienable wealth in the creation and preservation of family identity	Sample multiple generations at the family unit level
	Henry (2005)	Financial management decisions	practice theory	Cultural capital resources structure marketplace empowerment, including perceptions of agency	Sampling extreme values on a continuum of cultural capital

Mass-mediated marketplace ideologies and consumers' interpretive strategies

Holt (1997)	Consumer lifestyles in small town/rural setting	Consumer lifestyle	Critique of VALS; lifestyles are constructed in relation and opposition to other lifestyles	Sample lifestyle practices for varied collectivities within a bounded rural setting or shared market space
Joy (2001)	Gift giving in Hong Kong	Social exchange theory	Gift giving practices constitute a continuum of social relationships	Comparison of gift giving practices across cultural contexts and social groups
Joy and Sherry (2003)	Museum visitors in North America	Consumer judgment	Shows how consumers' aesthetic judgments are structured by somatic and corporeal processes	Museums are loci for practices of aesthetic consumption in the West
Oswald (1999)	Haitian immigrant family in the United States	Consumer identity	The role of immigrant social class in ethnic identity construction through consumption	Immigrants from a single country across social class distinctions
Coulter, Price and Feick (2003)	Eastern European women	Brand involvement	Differentiates involvement with brands from brand involvement, and changes in ideology have cascading effects on interpersonal relationships, consumption and brand involvement	Quasi-experimental before–after design allows observation of unfolding consumer brand involvement and commitment
Holt and Thompson (2004)	Two US men	Masculinity	Through consumption choices middle- and working-class men accommodate competing ideological frameworks of masculinity in pursuit of a utopian ideal	Contrasting cases of men's prototypical consumption practices
Kozinets et al. (2005)	American Girl Place, Chicago	Ideology	Via their interaction with the brand, families enact and reinterpret national ideologies and family history	Isolates intergenerational groups of female family members in a consumption process
Maclaran and Brown (2005)	Powercourt, a Dublin shopping center	Utopia theory	Utopian processes structure consumer–marketer servicescape experiences accounting for divergence in satisfaction judgments before and after reconstruction of the mall	Quasi-experimental before–after design in an iconic, postmodern shopping mall

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Select interpretive research	Study	Contexts	Theory	Select theoretical payoff	Aspects of context that enable theoretical payoff
	Peñaloza (2001)	Western Stock Show and rodeo	Servicescape theory	Marketers and consumers' cultural memories and multiple cultural representations reproduce the mythic tropes structuring the servicescape	The West evokes powerful mythic and historical associations for Americans
	Ritson and Elliott (1998)	Adolescents at English high schools	Cultural theory of advertising	Consumers use advertising as a cultural resource in their interpersonal interactions	Observing groups active in interpersonal identity formation and very involved in popular media
	Rose and Wood (2005)	Survivor II, Temptation Island, and the Mole TV show viewers	Authenticity	Authenticity depends on imaginative familiarity; paradoxical relationships between the exotic and the familiar	Reality TV represents itself as authentic
	Thompson (2004)	Natural health consumers	Cultural theory of advertising	Advertisements can be power discourses that allocate authority and animate constellations of consumer beliefs and behavior	Adversarial authority-based advertising about fundamental question of well-being
	Thompson and Arsel (2004)	Starbucks and local competitors	Cultural branding theory	Between-brand differentiation evolves via a dialectic between efforts to 'own' the category and consumer–marketer resistance	Hegemonic global brand and local competitors
	Thompson and Hirschman (1995)	Self narratives of 30 male and female consumers	Self concept theory	Demonstrates the role of ideology in self concept	The body is a fundamental site for the play of social, cultural and historical influences