

*Consumers as Co-Producers
of Shared Consumption
Environments*

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Overview

- “Neglected” consumer groups
 - Neighborhood associations
 - Sports clubs
 - Car clubs
 - Motorcycle clubs
 - Book clubs
 - Art societies
 - Collector groups
 - Hobbyist associations

Characteristics of Such Groups

- Consumer actions
 - Consume the product/experience
 - Co-produce the experience
- Consumer group dynamics
 - Initial unification to meet a goal
 - Division among subgroups
 - Differences in goals
 - Differences in means to goal achievement

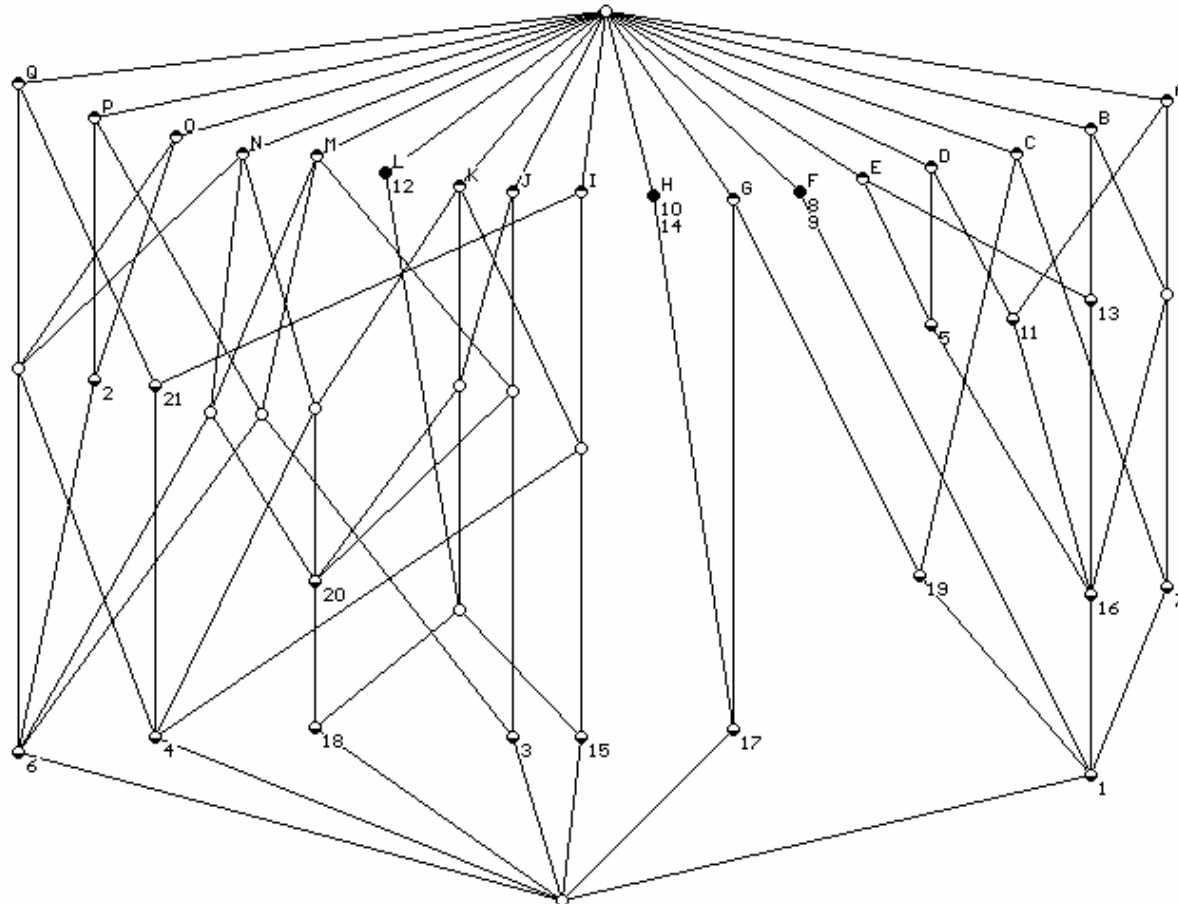
Broad Interest of Research

- Gain a better understanding of:
 - Goal structures
 - Social identities
 - Social structures within a consumer group
 - How these phenomena are embedded.
- How nested structures and identities render intergroup & intragroup relations harmonious or conflictual

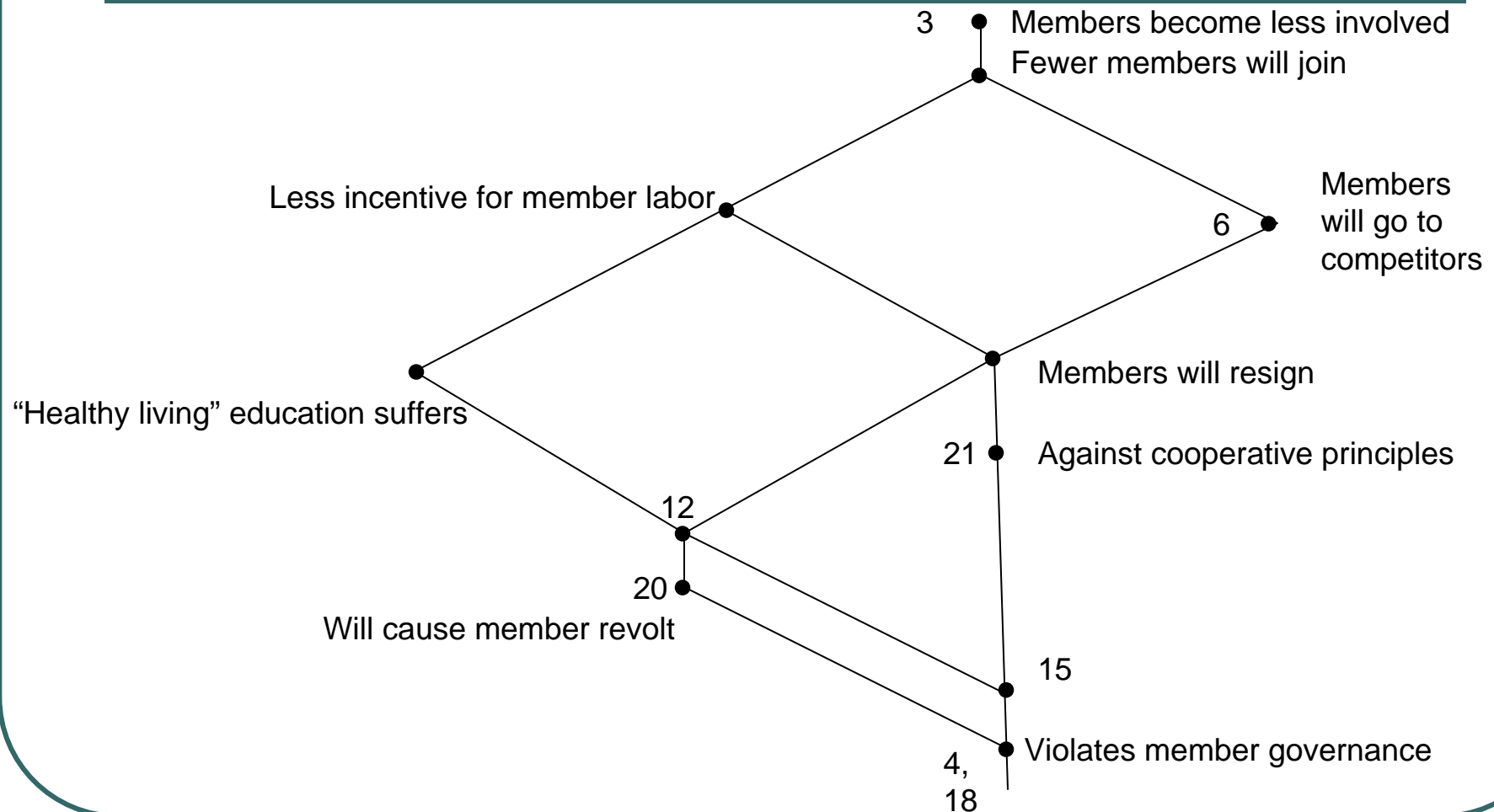
Methods

- Setting
 - Health food consumer cooperative
 - Sales \$7 Million/year
 - 4000+ members
- Respondents
 - 21 “Influentials”
- Data
 - “Passive participant” observation
 - Depth interviews
 - Archival records
 - Structured measures (personal interviews & self-administered questionnaires)

Lattice Structure of Subgroups



Lattice Analysis of Idealists' Beliefs: Reduction in the Member Services Budget (Decision Alternative)



Traits (Goldberg)

Agreeableness (A) and Intellect (I)(in minus out)

Traits	Prototypes	Subgroup	Others
Positive (A) (agreeable, generous, pleasant, considerate, trustful)	4.65	2.58	1.55
Negative (A) (selfish, rude, uncooperative, unkind, harsh)	-4.29	-2.86	-1.14
Positive (I) (bright, innovative, sophisticated, imaginative)	2.98	1.78	0.82

Emotions (Russel) (in minus out)

Emotions	Prototypes	Subgroup	Others
High and Low arousal/Pleasant (thrilled, happy, delighted, relaxed, calm, at ease)	+	+	+
High and Low arousal/Unpleasant (angry, annoyed, tense, sad, depressed, miserable)	-	-	-

Traits and Emotions within Subgroups

In-clique minus out-clique Evaluations

Positive Traits (A)	1.36
Positive Traits (I)	1.44
Pleasant Emotions	2.01
Negative Traits (A)	-0.74
Unpleasant Emotions	-0.53