Consumers' Cultures' Prosumers' Passion
Robert V. Kozinets, Schulich School of Business, York University, Canada

In this presentation, the passion of creative collectivities of consumers is theoretically nested within a hierarchical system in which they differentiate themselves through it from the passive consumption of other members of the same collectivity, and of consumer culture cast in general terms. Consumer-aided content creation is now the order of the day, and this research examines collections of conspiring consumers who create and distribute actual mass culture, attempting to unpack why this occurs, how it is taking form, and what the implications are for scholars of consumer research and marketing.

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**SESSION SUMMARY**

The central aim of this special session is to examine and reflect on the future of consumer tribes. This session makes a big claim, that consumer tribes will become the new marketers of the 21st century, standing alongside traditional marketers. It sees them as the leading edge of a force that hopelessly obscures the production consumption divide. Consequently, this special session is dedicated to investigating their role in the marketplace not just as grouping of consumers but as collectives of prosumers. This is a major issue for consumer researchers and marketers who look at consumer agency and the way marketplace subcultures are performing and operating.

**ABSTRACTS**

“Consumers’ Cultures’ Prosumers’ Passion”
Robert V. Kozinets, York University, Canada

In this presentation, the passion of creative collectivities of consumers is theoretically nested within a hierarchical system in which they differentiate themselves through it from the passive consumption of other members of the same collectivity, and of consumer culture cast in general terms. Consumer-aided content creation is now the order of the day, and this research examines collections of conspiring consumers who create and distribute actual mass culture, attempting to unpack why this occurs, how it is taking form, and what the implications are for scholars of consumer research and marketing.

“Community Made: From Consumer Resistance to Tribal Entrepreneurship”
Bernard Cova, France & Bocconi University, Italy
Daniele Dalli, Pisa University, Italy

Thanks to the Internet, consumers are self-made, self-governing subjects, e.g. they are empowered consumer and more and more anti-marketers. Recent experiences have highlighted how hard it can be for some companies to interact with this type of empowered consumers gathered into tribes. Through the elaboration of immaterial labour made up of interpersonal communication and cultural creativity, consumer tribes are poised to become collective actors in the marketplace, much in the same that way that companies already are. Communal elements and market forces interact with each other and, according to the characteristics of the socio-historical context, consumers either may succeed in controlling the value they produce, or they are partially exploited and the market takes control of that value.

“Sub-cultures and Consumer Tribes: Mapping Inter-Community Relations in Marketplace Cultures”
Robin Canniford, University of Exeter, UK
Avi Shankar, University of Bath, UK

Current descriptions of community such as subcultures of consumption, brand communities, hyper communities, neotribes, and new social movements provide differing concepts of interpersonal relations in consumer cultural settings. In this paper we advance a process-oriented theory to address a series of gaps in these concepts, namely a sense of how different descriptions of culture relate to one another in time and in space. In particular we suggest that whilst disparate categories of community provide useful theoretical toolkits to describe social action, we lack a systematic understanding of how one form of community may have emerged from another form of community, or how two different communities may be involved in concurrent processes of negotiation and conflict. In order to address this problem we consider a historical-ethnographic study of market-place culture.