Giving Yourself a Gift This Christmas

Theeranuch Pusaksrikit, University of the Thai Chamber of Commerce, Thailand

This research aims to examine the immigrants’ self-gift behavior while they experience their Christmas event in the UK. Employing the critical incident technique, it attempts to see how effective self-gift giving as a tool to express the identity and how self-gifts can help to increase the immigrants’ emotional well-being.

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6. Emotional Suppression as a Moderator for the Impact of a Transgression on Consumers’ Satisfaction

Tatiane Silva dos Santos, Universidade Federal do Paraná
Paulo Henrique Muller Prado, Universidade Federal do Paraná
Danielle Mantovani, Universidade Federal do Paraná
José Carlos Korelo, Universidade Federal do Paraná

This research demonstrates that consumers who are better able to suppress the negative emotions experienced a lower decrease in their satisfaction evaluation of the relationship with the seller after a transgression than those who had a lower negative emotion suppression capacity behavior.

7. Lone no more: The Sociable Ethical Consumer

Minhye Lee, University of Leicester, U.K.*
Andrea Davies, University of Leicester, U.K.
Matthew Higgins, University of Leicester, U.K.

Based on 6 months ethnographic participant observation and in-depth interviews with a self-defined ethically conscious consumer group in Korea this study reconceptualises ethical consumption and problematises contemporary views of the ethical consumer. Theoretical and methodological implications for the practice of qualitative research in a Korean context are also advanced.

8. Giving Yourself a Gift this Christmas

Theeranuch Pusaksrikitt, University of the Thai Chamber of Commerce, Thailand*

This research aims to examine the immigrants’ self-gift behavior while they experience their Christmas event in the UK. Employing the critical incident technique, it attempts to see how effective self-gift giving as a tool to express the identity and how self-gifts can help to increase the immigrants’ emotional well-being.


Jackie Clarke, Oxford Brookes University, UK*
Jillian Farquhar, University of Bedfordshire, UK

In this paper we look to develop initial understanding of the collective consumption practices of multiple occupancy households who share dwelling spaces. The rationale for this research is rooted in the growth of alternative modes of dwelling in the UK where non-family groups share living space and as a consequence are involved in communal decision making about household consumption of both goods and services. The findings are from the preliminary analysis of two focus groups held in different locations (Oxford and Luton) and concentrate on the emergent categories of experience, international dimensions, and fluidity.

10. Evoking Informant Self-Reflexivity: A Case of Courtship within the British Sikh Community

Amandeep Takhar, University of Bedfordshire, United Kingdom*
Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa*

Our longitudinal study contributes to reflexivity theories by focusing on evoking informant self-reflexivity. The findings reveal that techniques such as “reiterative questioning” encourage informants to delve deeper into their emotions about courtship. We argue that evoking informant self-reflexivity is as significant to the interpretive research process as researcher reflexivity.