Disney Dreams in China (23:05)

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This research explores the meanings of “Disney Magic” in the new Disneyland theme park – Hong Kong Disneyland (HKDL). Our study investigates the translation of Disney Magic in HKDL and the degree to which it is perceived this way among consumers. It finds that for mainland Chinese visitors, Disney Magic is the key template for their experiences at the theme park and they come with a set of expectations conditioned since childhood exposure to Disney movies and cartoons. They seem willing to follow the carefully structured and mapped fantasy realization of their childhood dreams and report that they attain the ultimate goal of their trip – happiness.

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FILM FESTIVAL

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“Cross Border Shopping: Family Narratives”
Raquel Castano, Tecnologico de Monterrey, Mexico
Maria Eugenia Perez, Tecnologico de Monterrey, Mexico
Claudia Quintanilla, Tecnologico de Monterrey, Mexico

Cross border shopping is a common practice for Mexicans who live in cities near the US frontier. Through the examination of family rituals that are passed down from generation to generation and which construct family identity, and in the context of the concepts of globalization and malinchismo, this videography provides a framework on the experience of cross border shopping. Essentially this experience is constructed on narratives that move beyond the simple description of experienced events to provide explanatory frameworks and emotional evaluation of what these events mean to the individual. In-depth interviews with three generations of Mexican women were conducted.

“Hoarding Behavior & Attachment to Material Possessions”
Tresa Ponner, University of Sydney, Australia
Hélène Cherrier, University of Sydney, Australia

In a society where buying new products is cheaper and easier than repairing, it is not surprising that much of consumer behavior has focused on the pleasures associated to a ‘throw away society’. Intriguingly, informants in this study spoke about the utter joy they received in finding, keeping and passing on objects. They defined themselves as functional hoarders, individuals who accumulate objects privately...