Everything You Always Wanted to Know About the Pre-Party* (15:00)

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This videography focuses on a cultural phenomenon—the pre-party—familiar to virtually all Swedish youth. Reading previous studies on youth and drinking leaves one confused over the apparent popularity of this consumption activity; if drinking only leads to unwanted social encounters, is fueled by negative peer pressure, and has negative consequences for one’s self and social identity, why is it such an enormously popular consumption activity? Our findings suggest that the pre-party can be understood as an important consumption ritual. The ritual becomes meaningful to its participants by providing security, community and a possibility to escape everyday life.

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Conclusion

Why is overseas trip luxury for wealthy consumers? It was found that overseas trip has binomial meaning structure. Binomial means contrasting, competing concepts appear during their overseas trip experiences and creates luxurious feelings. As business implications, manufacturers and service providers of luxurious products tend to believe that they have to provide something gorgeous and deluxe looking. We would like to suggest that luxury is created not just from gorgeous appearing things, but luxury is created from internal meaning structures of consumers. All in all, luxury is produced not just from one pillar of this two pillar diagram but also from another side of the diagram.

“Everything You Always Wanted to Know About the Pre-Party* (*But Were Afraid To Ask)”
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This videography focuses on a distinct social and cultural phenomenon in Sweden commonly known as the pre-party. This consumption phenomenon is familiar to virtually all Swedish youth from the age where people start familiarizing themselves with alcohol to the age where they have formed more or less stable relationships. There are some unique institutional characteristics that foster a milieu in which the pre-party is a necessary form for youth eager to engage in nightlife activities. First, the legal drinking age is 18 for drinking in a bar or at a restaurant and 20 if you wish to buy alcoholic beverages in the state-owned liquor store, Systembolaget. As most Swedish youngsters feel an urge to drink alcohol before the age of 18 they have to do so outside of bars or restaurants. A second institutional characteristic is the extremely high taxation on alcoholic beverages in Sweden; especially if you buy the beverages in a restaurant you have to pay more money than most youngsters can afford. Consequently the pre-party attendants save money by drinking cheap, often privately imported alcohol before going out. Previous studies on alcohol consumption has tended to emphasize the negative aspects of alcohol consumption and have, we would claim, disregarded potential positive aspects of social drinking (cf. Banister and Piacentini 2006). Reading previous studies on youth and drinking thus leaves one confused over the apparent popularity of this consumption activity; if drinking only leads to unwanted social encounters, is fueled by negative peer pressure, and has negative consequences for one’s self and social identity, why is it such an enormously popular consumption activity?

To learn more about the consumption phenomena of the pre-party, ethnographic research methods, focus groups, and an Internet survey have been used to gather empirical material. This material has been analyzed using the framework of ritual consumption (Rook 1985; Wallendorf and Arnould 1991). The study thus illuminates and enhances the understanding of the symbolic aspects of the consumption culture phenomena. Findings suggest that the pre-party can be understood as a consumption ritual containing an artifact, an audience, performance roles, and script phases: the meet & greet, the synchronization, the intoxication, the critical phase, and the ending. The ritual becomes meaningful to its participants by providing security, community and a possibility to escape everyday life.

We have chosen to structure the videography as a fictional story rather than the conventional documentary style (Kozinets and Belk 2007). The reason is that we would like to push the boundaries of the video format and explore its potential for representing consumption phenomena in creative non-fiction style (Brown 2005; Sunderland 2007).

References

“Behind Closed Doors: Opportunity Identification Through Observational Research”
Cynthia Webster, Macquarie University, Australia
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Kate Dallenbach, Victoria University, New Zealand

To thrive in today’s competitive marketplace, businesses constantly need to search for opportunities to develop. Organisations frequently draw on consumers’ experiences, creative thoughts and usage behaviours for inspiration. The rationale for using consumers for creative solutions is that different individuals have different experiences, abilities, beliefs and needs (Shane and Venkataraman 2000). Such differences lead to unique interpretations of existing functional capabilities, possible product transformations to develop new solutions and novel conjectures for applications in new product areas (Henderson and Cockburn 1994; Kirzner 1997; Zahra and Nielson 2002).