Living Abroad and Coming Back to Brazil: Analysis of the Acculturation and Re-Adaptation Process of Brazilian Consumers

Simone Vedana, UFRGS, Brazil
Teniza da Silveira, UFRGS, Brazil

This study investigates the effects of the consumer acculturation process during and after an experience of living abroad. The 21 consumers surveyed showed changes in eating habits, in the purchase decision process, in the cultural identity, in the satisfaction with products and services in Brazil, among other results.

http://vimeo.com/41282300

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Parklife
Morven McEachern, Lancaster University, UK

The concept of space and place is central to understanding everyday life. Using an ethnographic approach, this film explores the consumption experiences encountered by park users. The interconnectivity of space, rhythm and consumption help to co-create the consumption experience, thus, helping to transform the everyday into something special.

Differing Days - Planning and Emergence in Contemporary Mundane Routines
Karolus Vittala, Aalto University, Finland
Joel Hietanen, Aalto University, Finland

This videography illustrates how our everyday life is a flux of emergent relations—one in which our conventional notion of cognitive agency may have much less to do with than we tend to allow. It seems that we plan ahead only to become swept away by the moment.

The Père-Lachaise Cemetery: Between Touristic Experience and Heterotopic Consumption
Alain Decrop, University of Namur, Belgium
Stéphanie Toussaint, Université Catholique de Louvain, Belgium

This videography offers an ethnographic analysis of the Père-Lachaise cemetery, a major tourist site of Paris. The film shows how the sacred and profane dimensions of consumption are entangled in the visiting experience through a series of symbolic behaviors and rituals that make the cemetery a heterotopia.

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Arab Hospitality
Russell W. Belk, York University, Canada
Rana Sobh, University of Qatar, Qatar

We examine contemporary Arab Hospitality in Qatar and UAE at three levels: home hospitality, commercial hospitality, and hospitality toward the foreigners who comprise the majority of the populations in both countries. We find that divergences in these practices unify some and alienate others within Arab Gulf cultures.

Spaces and Temporarility
Joel Hietanen, Aalto University, Finland
Elina Koivisto, Aalto University, Finland
Pekka Mattila, Aalto University, Finland
Anastasia Seregina, Aalto University, Finland

In this video, we adapt the radical humanist non-representational perspective in order to bring about new ways of thinking and to question both the conventional social constructivist perspective and what video can epistemologically express as a spatio-temporally situated medium.

Labour of Love: Reforging Community Ownership and Identity
Matthew Alexander, University of Strathclyde, UK
Kathy Hamilton, University of Strathclyde, UK

This film focuses on consumer adoption of train stations and demonstrates how local communities can work with market forces to retain a sense of place through environment enhancements. In contrast to guerrilla community activity studies, we demonstrate how firm involvement can legitimize community actors and co-create mutual benefits.