Perceptions of Music Authenticity
Paul Barretta, University of Texas - Pan American, USA
Yi-Chia Wu, University of Texas - Pan American, USA

Perceptions of music authenticity are important to both evaluation of music, and word-of-mouth in today's socially networked world. The producers present the results of two studies through examples and evidence of an authentication process consumers use to evaluate music and musicians.

http://vimeo.com/41275415

or:

http://vimeo.com/user11508147/barrettayu

Password: BarrettaYu

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1013139/volumes/v40/NA-40

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Film Festival 2012

Same Same but Even Better!
Marylouise Caldwell, University of Sydney
Paul Henry, University of Sydney

This year The Annual USA ACR Film Festival showcased films of particularly high quality, regardless of the level of experience and the technology used. Some researchers/film-makers just starting out, used I-Pads and web-cams to collect footage and thereafter edited their clips using Windows Movie-maker or Apple I-movie. The results were very professional, suggesting that sophisticated equipment and high level skills are not necessary to create great consumer research films and win acceptance to ACR film festivals. Rather the key to successful submission remains a compelling story about consumers expressed clearly. Others who’d been in the film-making game a bit longer with greater access to funding, used high-definition cameras and Final Cut Pro to edit their films as well as create animated graphics. The resulting film festival program was one of wide diversity in terms of both content and style. The juror’s first prize The Pere-Lachaise Cemetery: Between tourist experience and heterotopic consumption by Stephanie Toussaint and Alain Decrop explored how tourists and Parisian residents make use of the cemetery, significantly showing that many use attendance as a means of paying homage to modern-day celebrities such as Jim Morrison who have been laid to rest there. Others see it as a means of maintaining a rich spiritual life that allows them to say connected with tradition, history and human kind more broadly. This film impressed both judges and reviewers because of its ability to capture the atmosphere of the cemetery and the emotion-laden yet varied responses of consumers. In contrast The People’s Choice Awards Differing Every-days: Planning and Emergence in Mundane Routines by Karolus Vitiula and Joel Hietanen looked at how young affluent Finnish consumers negotiate everyday life, a topic of deservedly increasing fascination to consumer researchers. The judges considered this work remarkable due to its sophisticated theorization and cool stylistic. The remaining films covered topics such as the impact of Middle Eastern culture on hospitality consumption, how consumers proactively rejuvenate and/or use public spaces, the impact of age on consumption, how competing sub-cultures engage in intra-brand community conflict, the re-adaptation processes of consumers upon returning home after living abroad, the impact of physical space and time on everyday on consumer behavior, what motivates high risk sport and consumers’ perceptions of music authenticity. Finally we are glad to say that ACR film festivals are thriving, being hosted all over the world, thereby providing a highly distinct and stimulating addition to the word and numeric based scholarly output otherwise found at ACR conferences. We remain indebted to Russ Belk and Rob Kozinets for founding this noble enterprise and facilitating the presentation of a huge body of filmic works that continue to inspire ACR film-makers. We wish the very best to all ACR members. Please continue to submit your best work the ACR film festivals. See you in Barcelona next July or otherwise it’s “Chicago Chicago our kind of town,” October 2013. Best wishes, Marylouise and Paul.

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Aging and the Changing Meaning of Consumption Experiences
Raquel Castano, Tecnológico de Monterrey, EGADE Business School, Mexico
Claudia Quintanilla, Tecnológico de Monterrey, EGADE Business School, Mexico
Maria Eugenia Perez, Tecnológico de Monterrey, EGADE Business School, Mexico

Like all major life transitions, aging and retirement produce new self-identities that are reflected in the way consumers give meaning to their lives. These findings highlight differences related to age on the goals accomplished through consumption and also show how temporal orientation affects the meaning of consumption experiences.

Co-Creation and Co-Production of Value: The Emergence of Competing Brand Subcultures
Jacob Hiler, Louisiana State University, USA

What happens when different subcultures both love a brand, but for very different and often mutually exclusive reasons? This research investigates what happens when these subcultures acknowledge each other’s presence, interact and influence each other’s enjoyment of the product, and ultimately attempt to influence the evolution of the product.