**Cosplay in Gender Troubles**

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In the early 2000’s, Butler challenged the notion of gender through transsexualism. As the so-called “Gender Theory” echoes in France, this research questions Butler’s work through cosplay. This undergoing study refers to gender studies, geek culture, in the light of CCT and uses netnography and ethnography for data collection.

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“Owning Community: Social Class and Consumption in a New Urban Neighborhood”
Meredith Thomas, University of Wisconsin - Madison, USA
Thomas O’Guinn, University of Wisconsin - Madison, USA

This study investigates the production and consumption of traditional community in a New Urban neighborhood. We explore the ways in which social stratification may threaten or reinforce the ideal of a neo-traditional community, and the role of conspicuous consumption in influencing consumer perceptions of the collective neighborhood identity.

“Am I Fair and Lovely” Indian Children’s Perceptions of Physical Attractiveness and their Links with Materialism
Tabitha Thomas, University of Otago, New Zealand
Kirsten Robertson, University of Otago, New Zealand
Maree Thyne, University of Otago, New Zealand

We examine Indian children’s perceptions of beauty and their links with materialism. Preliminary findings reveal that children like adults in India associate beauty with being thin, tall, and fair skinned, and perceive that attractive people have more possessions than others. We recommend a social marketing campaign to promote inner beauty to help change beauty stereotypes.

Empowered: The Psychological Effect of Empowerment Messages on Consumers’ Behavioral Intentions in Crowdfunding
Carina Thürridl, Wirtschafts University, Austria
Bernadette Kamleitner, Wirtschafts University, Austria

We explore how project initiators in crowdfunding may use empowerment messages to turn consumers into investors. A 2x5 mixed factorial experiment reveals that empowerment increases psychological ownership, which in turn positively impacts consumers’ willingness to fund. Our findings are equally important for theory and practice and may inspire further research.

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Mythological Dairy Connections to Nature and Rural Life
Jack S. Tillotson, Aalto University, Finland
Diane M. Martin, Aalto University, Finland

This ethnographic study explores the mythological foundation of dairy consumption in Helsinki, Finland. Implications of the study include the need to recognize the nature/culture binary in westernized urban environments. Understanding other modes of figuration that emerge within society advances consumer research on product and brand attachment.

Social Influences in Consumer Goal Pursuit
Lauren Trabold, Manhattan College, USA
Stephen Gould, Baruch College, USA

In the current research, we examine joint vs. individual goal pursuit. We find that pursuing with a partner increases self-efficacy and goal achievement. However, we find that working with a partner, especially of the opposite sex, negatively influences goal-related product choices and increases willingness to pay.