Constructing Hybrid Identity: the Consumption of Brit-Asia Bhangra Music

Dr. Amandeep Takhar, University of Northampton, UK

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We propose that the consumption of the Brit-Asian music genre plays a pivotal role in the lives of young British Sikhs in the UK. It acts as a sub-cultural force that reinforces the British Sikh identity, but also mediates cultural and intergenerational tensions, therefore acting as a catalyst for change.

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The No-Pain, No-Gain Heuristic: The Effect of a Creator’s Tragic Biography and Construal Levels on Quality Inferences

Yeonjin Sung, Seoul National University, Korea
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Extending the effort heuristic we propose that people utilize a creator’s tragic biography as a cue for high quality judgment of the creation. We demonstrate that this effect is observed at low construal level which facilitates process focus and is attenuated at high construal level which activates outcome focus.

Caveat Voluntas: Exploring the Dark Side of Volunteering

Stefan Suppanschitz, Viena University, Austria
Verena Gruber, HEC Montreal, Canada
Jonathan Deschenes, HEC Montreal, Canada

Academics have mainly focused on the positive consequences of volunteering. This paper explores its potential negative side through a review of literature and a preliminary analysis of interviews with 14 current or past volunteers working at the Vienna Red Cross.

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We propose that the consumption of the Brit-Asian music genre plays a pivotal role in the lives of young British Sikhs in the UK. It acts as a sub-cultural force that reinforces the British Sikh identity but also mediates cultural and intergenerational tensions therefore acting as a catalyst for change.

Consuming a Transfusion of Fashion: Constructing Hybrid Identity amongst the Third Generation British Indian Community

Amandeep Takhar, University of Northampton, UK
David Chitakunye, AMA International University, Kingdom of Bahrain

This study contributes to an understanding of how migrating communities consume a transfusion of clothing and fashion. We adopt an interpretivist approach to explore how third generation British Indians consume fashion and found that fashion was consumed as an expression of their hybrid identities.

Complicitous Consumers? Deconstructing Online “Fertility Testimonials”

Jennifer Takhar, Novancia Business School, Paris, France
Kelly Pemberton, The George Washington University, USA

Our discursive analysis of American women’s online customer testimonials on two “fertility wellness” websites reveals how this advertising strategy makes women unwittingly complicitous in the medical and marketing discourses that stigmatise them as solely responsible for procreative challenges and simultaneously undermines the tenets of fourth-wave feminism.

Effects of Task Routinization on Consumer Creativity

Jasper Teow, National University of Singapore, Singapore
Li Xiuping, National University of Singapore, Singapore

Our research posits that routine tasks lead to mental rigidity. It is demonstrated that after typing a string of letters repetitively participants were more likely to employ a local processing style and performed worse in a remote association task assessing creativity. Furthermore participants’ psychological reactance moderates the effect of routinization.