Taste Competitions in an Online Community: the Case of Yeni Gelin Evleri in Turkey

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This research aims to understand how the interplay of gender and class inflect taste displays and competitions in an online community. We conduct netnography on a Turkish facebook group, “Yeni Gelin Evleri,” in which lower-middle class newlywed women share photos and receive comments on their homes.

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The Environmental Impact of Anti-Consumption Lifestyles and Environmentally Concerned Individuals
Maren Ingrid Kropfeld, ESCP Europe, France
Marcelo Vinhal Nepomuceno, HEC Montreal, Canada
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Our findings indicate that certain anti-consumption lifestyles (i.e., voluntary simplicity and tightwadism) have lower environmental impact than being concerned with the environment suggesting that resisting consumption offers an alternative way towards more sustainable consumption. Voluntary simplicity has the lowest environmental impact of the lifestyles studied; frugality the highest.

Boomerang Effect of Conditional Promotions in Shopping Cart Abandonments
Atul Kulkarni, University of Missouri, USA
Cindy Wang, University of Oregon, USA
Hong Yuan, University of Oregon, USA

We find that shoppers’ propensity to abandon shopping carts in response to unfulfilled conditional promotions is influenced by the interaction of promotion framing and distance-to-threshold. We found support for perceived fairness (perceived attractiveness) of the promotional offer as a driver of abandonment intention when distance-to-threshold is relatively far (close).

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Doctoring Happiness: An Ethnographic Study on Plastic Surgery in Turkey
Alev Pınar Kuruoğlu, Independent Researcher, Turkey
Berna Tari Kasnakoğlu, TOBB ETU, Turkey

This ethnographically informed research investigates the entwinement of elective plastic surgery with the pursuit of happiness. We approach happiness as a “self-disciplining technique” that drives practices related to cosmetic surgery and which we argue constitutes part of broader dynamics related to being a “proper” woman living a worthwhile life.

How Thinking about Society’s Past Influences Optimism towards its Future
Canice M. C. Kwan, Sun Yat-Sen University, China
Shirley Y. Y. Cheng, Hong Kong Baptist University, China
Alex S. L. Tsang, Hong Kong Baptist University, China

Consumers would feel nostalgic not only when reminiscing about their own past but also when reflecting on a historic era of their society. This research probes into the latter type exploring its impacts on optimism toward the society’s future and decisions for the society (e.g., endorsement of risky public policy).

Resistance, Conformance, And Stigma in The Consumption of Music
Gretchen Larsen, Durham University, UK
Maurice Patterson, University of Limerick, Ireland

This paper delineates the nature of the stigma of conformity in music consumption. Such stigma is associated with too close an adherence to social norms as made manifest in popular culture and fashion. Thus this stigma is attached to that which is superficial and is seen to lack authenticity.