Abelson, Raziel 70
Ableson, Herbert 256
Abrams, Mark 255
Acknowledging Consumption (D. Miller) 220
ACR (Association for Consumer Research), see Association for Consumer Research (ACR)
actor network theory 356
Adair, John 338
adamancy, and religious stories 459
Adkins, Natalie Ross 112, 113
advertising
Benetton advertisements 315
Burberry advertisement 317
campaigns 540
‘centerfold’ format of advertisements 308
and consumption 540
Dolce & Gabbana advertisement (2004) 314
and focus groups 255
as form 62–3
inner workings of industry 539–43
and market research 64
public images of advertising profession 539–40
qualitative research in 59–69
reader responses 60–62
cultural influences 61
rhetoric 34, 312
semiotics 34, 40–41, 435
studying advertising practice 63–5
and text 59, 60, 62, 73
text/criticism 65–7
and visuals 73
Advertising Age 539
advertising agencies 6–7
Advertising the American Dream (R. Marchand) 535
Advertising on Trial: Consumer Activism and Corporate Public Relations in the 1930s (L.L. Stole) 539
Affluent Society, The (J. Galbraith) 4
African Charter on Human and People’s Rights (1986) 47
Aherne, Aedh 443–4
Ahuvia, Aaron C. 11, 61
Albrecht, Terence L. 260
Alexander, C.S. 234
Alford, Robert R. 106
Allen, Douglas E. 112, 179–80
Allport, Gordon W. 5, 458
‘Alternative Approaches in the Study of Complex Situations’ (R. Weiss) 7–8
alterpieces 308
Altman, Robert 367, 481
Alvesson, Mats 53, 465, 467, 469, 471, 472
AMA (American Marketing Association) 84
Ambler, Tim 63, 64
American Indian ancestry 419, 420
culture 423–4
geographic locale 421–2
identification, government issued/sanctioned 422–3
Indian identity 420–21
Native-descended persons 422–3
‘process of problematization’ 420
see also DNA testing; United States
American Marketing Association 84
American Psychological Association 323
analytic questions/strategies 27–9, 391
Ancestry By DNA 428
Anderson, Paul 48–9
Andreasen, Alan R. 324
anecdotes 441
Anglogold (South African mining company) 432, 433
Anthro Design List Serve 378
anthropology
and culture 551
and documentary creation 380–81
fieldwork 246, 499
paradigm shift 500–502
participant observation 505
and photography 279
and reflexivity 347
radical 348–52
transnational 526
Anthropology News 423, 424
antitheory 227
Appadurai, Arjun 503, 524, 527
Apple Computer 102, 336
OSX operating system (Tiger) 140
print campaign (2002) 434
applied research 437
Archer, R.L. 238
archives 76
archival bias 226
Ariès, P. 3
Aristotle 3, 363
Arizona Daily Star 462
Armelagos, George 4
Arnould, Eric
and consumer culture theory 523
and critical theory 46
and cultures 87, 431
and film-making 369
and history of qualitative research methods 12
and mixed methods approach 201
and multi-sited ethnography 503, 505
Niger study 223, 224, 225
and reflexivity 346
and research contexts 111, 113, 119, 120
river-rafting study 500
ARPANET (military–academic construction) 129
Arsel, Zeynep 88, 97, 227
art 73, 74
Dutch 303, 309, 310, 318, 319
works of, insights from 446
articulation/articulation skills 148, 346–7, 353, 430
artifacts 74–5, 280, 284–5
Askegaard, S. 88, 132, 503, 524
Association for Consumer Research (ACR) 8, 12, 46, 144
Film Festivals 335–6, 340, 343
Atkinson, Paul 498, 501
attachments, mixed methods approach 203–4, 205, 208–10, 217
audiovisual literacy 335
autobiography 397, 440–52
anecdotes 441
e ssays 449–50
gifts 440–41, 446
and introspection 441, 442, 444
autodriving 235
autoethnography 442, 480–81
automotives, and symbolic function of brands 33
auton etographies 133
‘Autonomy of the Consumer’ (N.N. Foote) 5
autovideography 337–8
Avedon, Richard 309
Ayella, Marybeth 518–19
Baca-Zinn, Maxine 550
Bacharach, S.B. 291
Bagozzi, Richard P. 11, 292
Baker, Nicholson 481
Baker, Stacey Menzel 323, 326, 327, 328
Ball, Michael S. 476
Barnet, Sylvan 309
Barnett, Claude 222
Barnhart, Michelle 554
Barq (blog) 138–9
Barthes, Roland 12, 31
Bartos, Rena 221
Barzun, Jacques 71
başörtüsü (headscarf) 514
Bash, Dan 10
Bateson, Gregory 279, 282
Battle of Gettysburg, The 457, 461
Baudrillard, Jean 12
Bauman, John F. 75
Beal, G. M. 143, 146
Becker, Howard S. 106, 234, 476
Beckett, Samuel 32
Beckman, S.C. 132, 134, 135
Behar, Ruth 373–4, 381
Behavioral Science Foundations of Consumer Behavior 12
Beijing Declaration (1995) 47
Belk, Russell W. 12
and autobiography 441, 446
and consumer research 220
and critical theory 46
and documentary creation 371, 372, 381
and multi-sited ethnography 503, 530
and research contexts 120–21
and rhetoric 168
and stories 454
Beltramini, Richard F. 12
Benetton advertisements 315
Benevolent Dictators, The 221
Benson, Susan Porter 537–8
Berelson, Bernard 5
Berger, John 476
Bernbach, Bill 221–2
Bernthal, Matthew J. 112
Best, Steven 53
Betelheim, Bruno 453
Better Home and Gardens 4
Bettman, James R. 453
BIA (Bureau of Indian Affairs) 420
bias 323–8
archival 226
in consumer vulnerability research 324–8
data framing, contrasting examples 323
defined 322
disability studies, medical versus social model 323
focal versus field 324
psychology, disease versus health model 323
researcher 322
social desirability 146, 149
Index 575

Biernacki, P. 514
biography, following 528
Bion, Wilfred 257
Blackwell, Roger D. 12
‘blitzkrieg ethnography’ 398
blogs 137–9
BMW brand 33
Boas, Franz 285
bodily dysfunction, data on 230
Bonsu, Samuel K. 120–21
Booth, Charles 5
Borgerson, Janet 353
Borjas, George 550
Bouchet, Dominique 12
boundaries, pushing
methods 433–5
reporting 435–6
theory 432–3
Bourdieu, Pierre 12, 345
Bowen, Jack 9–10
brainstorming, and metaphors 293, 294, 296, 299
brand consciousness 247–8, 251
brand cultures 83–93
consumer culture theory 49, 86–8, 90–91, 181
inquiries, methods and pitfalls for 88–91
mind-share approach 83
production of brand, cultural 85–6
research 91
see also brands
brand image concept 10–11
brand management 84, 85, 89–90, 91, 102–3
brand obsessives groups 264
brands
authors 85, 86
branding practices, research into 102–3
co-creation, and interpretive communities 94–6
consumer identity projects 86–7
cultural production 85–6
definitions 84
‘Doppelgänger’ 528
ethnographical research 94
and exhibitionism 183–4
gendered representations, alternative 182
and identity construction 83, 98
interpretative strategy analysis 98–101
invisible 22, 90
logos 40
and marketing communication 100
and oppositionality 97
and social affiliation 96–7

see also brand cultures; brand image concept; brand obsessives groups
Braudel, Fernand 76, 79
Brillat-Savarin, Jean 3–4
Bristol, Terry 259, 263
Bristor, Julia M. 109
Britt, Steuart Henderson 9, 11
‘Broadening the Concept of Marketing’
(S. Levy and P. Kotler) 11
Broadway theater experiences 400
analysis 402
container, theater compared to 407
escape 406–13, 409
anticipating 404–6
from ‘day-to-day grind’ 410
to flow state 410–11
framing 402–3
planning 403–4
preparing for 404
revisiting 413–15
findings 402–17
Frequents and Infrequents 401, 402, 404, 405, 410, 413, 414, 416
metaphors 401–2
museum, theater as 407, 408, 412
as resource 411
Zaltman Metaphor Elicitation Technique,
using to understand 401, 416
Brodwin, Paul 419, 420
Brooks, Philip C. 76
Brown: The Last Discovery of America
(R. Rodriguez) 557
Brown, David D. 47
Brown, Stephen
and brand cultures 87
and history of qualitative research methods 12
and interpretive community approach 103
and introspective consciousness 188, 194
and netnography 134
Brucks, Merrie 188, 346, 441, 442, 444
Brule River, Northern Wisconsin 478
Brumbaugh, Anne M. 61
Buchenwald concentration camp 327–8
Buddhism 187, 192
Buhl, Claus 60, 120
Buraway, Michael 176, 177, 179
Burberry advertisement (2002) 317
Bureau of Indian Affairs (BIA) 420
Burke, Peter 74
Burnett, Leo 10
Burning Man Festival 110, 111–12, 180, 181
Burns, Ken 338
Burrell, Tom 222
Butler, Judith 176, 177
Calder, Bobby J. 11, 260, 262
Calvin Klein 303, 305, 308, 309, 310
scents 312
see also CK One advertisements
Camargo, Eduardo 453
Campbell, Kristin 345, 347, 354, 355, 356, 357
Campbell, Margaret C. 27
Canniford, Robert 502–3
Cantril, Hadley 5
capitalism 66
Capitalism and Material Life (F. Braudel) 76
Caprice Hotel 517
cars, and symbolic function of brands 33
Catcher in the Rye 457
Caterall, Miriam 132
Cathcart, R. 231
Catlin, John 10
Caveney, Graham 445
Cayla, Julien 283
CCT, see Consumer Culture Theory
Celsi, Richard 121
Central American Free Trade Agreement 549
Chandler, John 261, 262
Chaplin, Elizabeth 476
CHARM (Conferences on Historical Analysis
and Research in Marketing) 72
Charmaz, Kathy 20
Cheskin, Louis 9
Chicago School of Sociology 550
childhood 538, 539
Children of Sanchez, The (O. Lewis) 381
choice models, and extended case method
179–80
Chrzanowska, Joanna 257–8
Chua, Amy 555
Cialdini, Robert B. 450
Cicero 3
Cinderella 456
cinéma vérité tradition 379–80
Civil Rights Movements 552, 555
CK One advertisements 303–10, 312, 315–19
in 1994 306, 307
in 2005 313
CLalt (alternative comparison level) 178
Clark, Lincoln H. 4
Clarke, David 65, 225
class, and critical visual analysis 315
client research liaisons 365, 366
Clifford, James 499, 500, 501, 502, 526
climetics 77
closet smoking 380
cluster analysis 202, 204, 205, 206, 216
Coca-Cola Company 11
coding and categorizing techniques, grounded
theory 20
cognitive response research 190
Cohen, Joel B. 12
Cohen, Lizabeth 73
Coleman, Richard P. 10
collective photo essay (CPE) 476, 478, 481, 492
collective stereographic photo essay (CSPE)
476, 477, 481, 492
Collier, John 234–5, 476
Collier, Malcolm 234–5, 476
Collins, M. 234
colognes 312
commercial personae 539
Committee on Human Development (Chicago)
8
Commodification of Childhood, The
(D.T. Cook) 538
commodity chains, transnational 528
Commuri, Suraj 396
Comstock, Donald E. 50
conceptual frameworks, and grounded theory
26
Conferences on Historical Analysis and
Research in Marketing (CHARM) 72
confirmation standards (CS) 178
cricket, following 528–9
cricket groups 264
cricket/ambivalence construct 26
consciousness of kind, brand communities 96,
100
constant comparative method 28
construct equivalence 522
constructs, grounded theory 20, 21, 22, 23, 25,
26
Consumer Behavior (J.T. Engel, D.T. Kollat and
R.D. Blackwell) 4, 12
customer communication 148
Consumer Culture Theory 523
and brands 49, 86–8, 90–91, 181
culture, use of 111–13, 114–18
dialectical model of branding and consumer
culture 182–4
extended case method 181
mass-consumer culture (Europe) 247, 251
customer identity projects, and brands 86–7
customer practices 357
customer representations 283
customer research, and marketing 522–3
Consumer Revolution (post-war period) 4
customer vulnerability
bias, in research 324–8
harm
avoiding 326
creating 325–6
recommendations
for data collection 328
for interpretation 328–9
for policy and practice 329–30
terminology 325, 328
voices, listening to 326–8
consumer–brand relationships 25
consumer–client dialogue groups 265
consumers
daily lives of, and brands 100
disadvantaged 325
interpretive strategies of 87–8
and presentism 222, 223–6
as readers 59
and semiotics 33, 41
thoughts of 51
vulnerability of, see consumer vulnerability
Consuming Passions: The Anthropology of Eating (P. Farb and G. Armelagos) 4
consumption
and advertising 540
artifacts 284–5
bodily aspects 285–6
Islamist culture 510
and meaning 59, 327
places 283–4
sociohistoric patterning of 87
of stories 453–64
visual communities of 130
visual, researching 304
consumption behavior
impulse buying 200
and interpretive work 283–4
post-disaster buying 230
visualizing/materializing 280–83
consumption communities, research into 102
Consumption, Markets and Culture 225, 338, 343, 357
consumption research, and ethnicity 547–59
multidisciplinary developments 549–53
consumptionscapes 524
content analysis 132
contexts, research 106–25
comparison, exciting 108
dangers 108–10
description, inviting 108
discovery, stimulating 107–8
and emotions 107
experimental design, principles 121
importance 107–8
isolating groups 119
isolating processes 119–20
isolating variables/relationships 120
overabsorption in
researchers 108–9
and theory 113–18, 114–18
conversion, and religious stories 459
Cooper-Martin, Elizabeth 325
Corbin, Juliet 272
Corfman, Kim P. 263
Cornelissen, J.P. 291
cosmetics for men 36, 37, 38–9
Nivea 184
Costa, Janeen Arnold 87, 503
Coulter, Robin A. 112, 367, 368
Counter Cultures (S. Benson) 537
Coupland, Jennifer Chang 22, 28, 90–91, 112
CPE (collective photo essay) 476, 478, 481, 492
Craig, C. Samuel 522, 523
Creative Revolution 222
creativity groups 264
Creighton, Millie 284
Creswell, John W. 199
critical imagination 52–4
critical incident technique 160, 395, 396
critical pedagogy 51
critical relativism 48–9
critical theory
contradictions 52
definition problems 46–7
dialectic 49–50
and domination 47–8
imagination 50
methods, critical versus traditional 50–51, 54
negative and positive moment 50
and normative theory 47
polycentric nature 47
and poststructuralism 51–2, 53, 54
purpose 51
reflection 48–9
versus traditional social theory 46–50, 54
critical visual analysis 303–21
categories 304–12, 306–7
class 315
comparison 312
description 304, 305
Dutch art 303, 309, 310, 318, 319
form 308
gender 312
genealogy 318
genre 309–10, 318
identity 303
insights
research 318–19
theoretical 316–18
interpretation/evaluation 304, 312–16, 313–14
medium 308–9
race 315
Index

brand cultures 87

customer cultures 87
description 7
executives, with 465, 466–7

textual study 467–8

and face-to-face contact 472–3

and focus groups 256

life narratives 246

limitations 465, 471–4

multi-method context 467

openness benefit 470–71

organizational meaning, understood 468–9

philosophical approaches to 467

representativeness problem 473–4

secretion issues 471–2

self-disclosure techniques 234

similarities and differences among 466

and Social Research, Inc. 10

theory building 466

and ZMET (Zaltman Metaphor Elicitation Technique) 401

depth priorities, research 149–50

Desai, Philly 264

Descartes, René 186

descriptive intimacy 238

descriptive questions 391

Deshpande, Rohit 158

devil’s advocacy practice 365

dialectic, and critical theory 49–50

dialogical self theory 202

dialogue, and interviews 367

Dichter, Ernest 6, 9, 143

‘Psychology in Marketing Research’ 8

diffraction, concept of 347, 354, 355

Dingwall, Robert 88

disabilities studies, medical versus social model 323

Disadvantaged Consumer, The (A.R. Andreasen) 324

disaster research 231, 237, 239–40

special circumstance communities 232–3, 241
disclosure, video-elicitation 241; see also self-disclosure
disclosure reciprocity 233
discovery, contexts stimulating 107–8

Discovery of Grounded Theory, The (B. Glaser and A. Strauss) 19

DNA testing 420, 423, 424–7

autosomal DNA 428

‘hard science’ of 419, 426

history 427–8

see also American Indian ancestry
documentaries 371–82

discovery, corporate clients, creating for 371–83

moving imagery 373, 375, 377, 379
new technologies 381
presentations 375–9
representations 379–82
Dolce & Gabbana advertisement (2004) 314
domination, and critical theory 47–8
don’t know/don’t remember situations, and consumer memory 147
‘Doppelgänger’ brands 528
Dostoevsky, Fyodor 380
Douglas, Susan P. 522, 523
Dove, Michael R. 348
drag figures 184
Draw-A-Person technique 10
Drotner, Kirsten 377
Drumwright, Minette 22
Dry Goods Economist, The 537
Durgee, Jeffrey 12, 301
Dutch art 303, 309, 310, 318, 319
Dwyer, Kevin 501
Earl, Peter 194
Ebbinghaus, Herman 147
Echo 538
Eckerstrom, Pete 462
ECM, see extended case method (ECM)
edification stories 455–6, 460
elite, producer as 221–2
Elliott, Richard 60, 101, 119
Emerson, Robert M. 499
emotional control, and domination 48
emotions 107, 195
empirical knowledge 244
emptiness, notion of 187
Engel, James F. 12
Engels, Friedrich 66
Enlightenment 3, 48
equivalence and non-equivalence 522–3
Escalas, Jennifer Edson 453
ESPN Zone Chicago 274
essays 449–50
ethics/ethical issues 134–6, 516–18
ethnicity
and consumption research 547–59
economic activity 552–3
historical work 552
interpretative notions, in situ 421
multidisciplinary developments 549–53
political science work 553
and reflexivity 551
see also culture
‘ethnics’ 548
ethnocentrism 222
ethnographic market studies, multi-sited, see MEMs (multi-sited ethnographic market studies)
ethnographic research
brands 94
film-making, see film-making
interdisciplinary 504
metaphor 363–5
multi-sited ethnography 504–5
reporting 363–5
segment-to-life 362–3
ethnographic teams 268–76
building/maintaining 269–71
demographic heterogeneity 270
disciplinary diversity 270
drafts 273, 274
fieldwork management 271–2
interpretation 272–3
methodological complementarity 269–70
peer reviews 274
personal characteristics 269
Principal Investigator 270
regime 274
selection/recruitment 269
strategy sessions 271–2
writing of analysis 273
ethnography
data production 430–32
definition 497–8
emic and etic experience 499
in-person 134
‘inside view’ 539–43
and market research 430–36
multi-sited 502–5
multilocale 502
online, see netnography (online ethnography)
research, see ethnographic research
single-site 497–502, 526
fieldwork 498–500
paradigm shift, anthropology 500–502
translocale 503–4
and truth 430
video 372
visual methods 279–80
ethnoscapes, notion of 527
etiquette 560–72
benefits 560–63
checklist 562–3
defined 560
distractions and interruptions, minimizing 567–8
face-to-face contacts with informants 566
interactions with informants
respect and deference during 566–70
specifying nature of 564–5
introductions 565–6
listening skills 567
Index

locating/making contact with informants 564
parting rituals 569–70
phases
before 563–6
during 566–70
after 570–71
promises, keeping 568–9
self-presentations 565–6
thanking participants 570
third parties, extending gratitude to 570–71
European Convention for the Protection of Human Rights and Fundamental Freedoms (1950) 47
evaluative intimacy 238
events, actions as 76
exhibitionism 183–4, 491–2
existents, character and setting as 76
experiential knowing 326
experimental design, principles 121
explanation 77
extended case method (ECM) 175–85
application 182–4
background/defining attributes 175–7
brands, and consumer culture 181
case selection 176–7
choice models 179–80
consumer emancipation 180–81
consumer research, use in 177–82
homosexuality 183, 184, 185
reflexive science 176
satisfaction models 178–9
structuration and reconstruction 177
external exploitation, and domination 47
extrospection, versus introspection 190–91
Faber, Ronald J. 201
Fabian, Johannes 347
family myths 455
family tradition 457
Family Worlds: A Psychosocial Approach to Family Life (R. Hess and G. Handel) 5
Farb, Peter 4
Febreze 378, 379, 380
Feick, Lawrence 112
feminism 66, 353–7
Fenigstein, Allan 187
Ferber, Robert 9
Ferguson, James 500, 504
Fern, Edward 259
Ferwerda, Jac. G. 476
fiction writing 446, 456–7
field observation 279
fieldnotes 280, 283, 287, 288
photographs compared 281–2
fieldwork
anthropological 246, 499
‘confessionalist’ mode 442
and data collection 367–8
multi-sited 525
nature of 497
network-based 526
and reflexivity 348
and single-site ethnography 498–500
videotaping 371
film-making
casting and scripting 366–7
editing room 368–9
field work, and data collection 367–8
multimedia presentation, preparing 368
music selection 369
pre-production planning 366
post-production, and report preparation 368–9
and segment-to-life process 365–9
shoot 367–8
time-coded transcriptions 368, 369
video clip selection 369
Final Cut Pro video editing suite (Apple Computer) 336
Firat, Fuat 11, 12, 554
Fischer, Eileen 109
Fischer, Michael J. 347, 348, 352, 501–2
‘Fitful Career of Advocacy Advertising, The’ (R. Marchand) 79
FLAG (Fits Like a Glove), choice model 179
Flanagan, John C. 160
Flint, Daniel 21
Floch, Jean-Marie 34, 36
Flusfeder, David 445–6
focus group interactions
academic perspectives 259–60
attitude polarization 259
compliance 260
groupthink 260
and market research practitioners 257–9
theories 260
see also focus groups
focus group theories
analytic approach 262
clinical approach 261
cultural/linguistic approach 262
discursive/cognitive approach 261
exploratory approach 261
group interactions 260
phenomenological approach 261
psychodynamic–humanist approach 261–2
focus groups 255–67
classification of research approaches 260
criticism 256

Russell W. Belk - 9781847204127
Downloaded from Elgar Online at 12/15/2018 05:21:39PM
via free access
Index 581

duration 263
group dynamics 256–7
implementation 262–5
interactions, see focus group interactions
minority gender members 263
origins 255–6
participant requirements 263
rise 9, 255–6
self-disclosure techniques 234
stages 258
stranger requirement 263
terminology 255
theories, see focus group theories
types 264–5
Foley, Doug 345
folklore 455
follow the people strategy 527–8
Fontana, Andrea 571
Foote, Nelson N. 4–5
foregrounding 166, 172
form 62–3, 308
Foucault, Michel 12, 166, 312
found objects, material data as 74
foundation stories 456, 457, 458, 459, 461
Fournier, Susan M.
on consumer–brand relationships 164
and ECM 178
and grounded theories 25, 26, 29
interpretive approach of 98, 159, 160
interview methods of 160
and research contexts 112
and stories 156, 158, 159–65, 167, 169, 171
Fox, Steven 221–2
fragrances 312
framing questions 391
Frankfurt School 46, 52
Fresh Lipstick (L.M. Scott) 227
Fretz, Rachel I. 499
Freud, Sigmund 51, 145, 146, 245
Frey, James H., 571
Friedman, Thomas L. 462
friendship groups 264
Friestad, Marrian 60
Frishberg, David 481
Fullerton, Ronald A. 77, 78, 79, 220
functional autonomy concept 458
functional equivalence 522

Galbraith, John 4
Gallop, Jane 285–6
Galton, Francis 145
Gardial, Sarah Fisher 21
Gardner, Burleigh B. 7, 9, 10, 143
Garsten, Christina 502, 504
gated community syndrome 232–3
Geertz, Clifford 176, 177, 345, 348, 435, 501
gender
and brand cultures 87
and critical visual analysis 312
and fiction 456
and fieldwork 498
mixed gender focus groups 263
postmodern theory 176
gendered play, and exhibitionism 183–4
genealogy, historical 318
General Foods 6
genre 171, 309–10, 318
geographic locale 421–2
Ger, Güliz 11, 503, 524, 530, 531
Giddens, Anthony 48
Giesler, Markus 131, 140
gift societies 223
Gift, The (D. Flusfeder) 445–6
gifts 440–41, 446
Gilly, Mary C. 28, 120
Giroux, Henry 312, 315
Glamour magazine 305
Glaser, Barney G. 19–20, 21, 22–3, 107
Glazier, Stephen 295
GLBT (gay, lesbian, bisexual and transgender)people 542
Glennie, Paul 220
Glick, Ira O. 11, 453
globalization 521–6, 531, 551
glocalization 524, 528, 529
Goffman, Erving 312
Goh, Charlene 103
Golden-Biddle, Karen 171
Goldenberg, J. 294
Goldman, Alfred E. 9, 257
Gooding-Williams, Sara 200
Goodson, Ivor 160
Goodyear, Mary 261
Gould, Stephen J. 133, 346, 441, 444
Goulding, Christina 499
Gozzi, Raymond 364
Graff, Henry F. 71
great-grand-tour prompts 395
Grayson, Kent 41, 42
Grayson, M. W. 453
Great Gatsby, The 457
greetings cards 447–9
Greimas, Algirdas Julien 36, 38
Grewal, Inderpal 500
Grier, Sonya A. 61
grounded theory 19–30
analytic strategies 27–9
coding and categorizing techniques 20
conceptual frameworks 26
constant comparative method 28
constructs 20, 21, 22, 23, 26
dimensions and properties 25
evaluation 29
literature, consulting 28
modernism 20
negative case analysis 28–9
objectivist origins 20
origins/assumptions 19–21
positivist heritage, responses to 20–21
prior research 21
products, theoretical 23
propositional statements 26–7
prototypical contributions 23–7, 24
questions answered by 21–3
and storytelling 161
substantive 21
typologies 24, 25–6
group portraits 309, 318, 319
groupthink, concept of 260
Grover, Rajiv 28
Gruner, Kjell 23
Guba, Egon G. 339, 387–8
guided conversation 367
Gumpert, G. 231
Gunn, Sandy 9
Gupta, Akhil 500, 504
Gusterson, Hugh 505
Gwynn, Robert 10

Habermas, J. 54
Hackley, Chris 64, 65
Haire, Mason 143
Hamlet 456
Hammersley, Martyn 498, 501
Handel, Gerald 5, 10
Handelman, Jay M. 97
Hannerz, Ulf 498–9, 502, 503, 504, 505, 525
Haraway, Donna 47, 345–7, 353–8
Haray, Donna 47, 345–7, 353–8, 502
Harding, Sandra 357, 358
Harley Davidson products 98, 110
Harré, Rom 397
Hausman, Angela 200
Hayakawa, S.I. 8
Hayano, David 133
hegemonic brandscape 97
Heilbrunn, Benoit 40
Heisley, Deborah D. 11, 235, 284
Hennen, Peter 176, 177, 182
Henry, Harry 9
Henry, William E. 7, 8, 143, 453, 460
Heretical Consumer Research 46
Her, Rodney 553
Herzog, Herta 6, 9
Hess, Robert 5
Hidden Persuaders, The (V. Packard) 4

Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey
(R.E. Belk) 12
Hill, Ronald Paul 75, 325
Hirschman, Elizabeth C. 12, 446
and experiential consumption 400
and historical research 75, 227
and interpretive communities 95
and research contexts 109
and stories 453, 454
historical research, qualitative 70–82
analysis, and writing 76–8
art 73, 74
implications 79–80
marketing journals, manuscript preparation 78–80
overview of methods 71
source material 72–6
topic selection 71–2
history
in consumer research 220
and critical theory 48
family 455
and hard truth 457
historical writing 77
of qualitative research methods, see history
of qualitative research methods
research, see historical research, qualitative
see also oral history
history of qualitative research methods
marketing research, role 5–6
pioneers 9–10
post-World War II 7–8
qualitative inquiry, roots 3–5
recent history 11–12
rise of qualitative research 6
United States, migration from Europe (1930s) 6–7
A History of Private Life: Passions of the Renaissance (P. Ariès) 3
Hobart, Donald M. 5
Hofstadter, Richard 66
Hofstedee, Geert 549
Hogan, Ellen 75–6
Hogg, Margaret 132
Holbrook, Arthur A. (father of Morris) 478
Holbrook, Arthur T. (grandfather of Morris) 478
Holbrook, Morris B. 7, 12, 400, 443, 446
and introspective consciousness 188, 194
photoessays 450
Phoenix, visit to (2005) 481–9
and stories 453, 454
Hollander, Stanley C. 70, 71, 77, 78
Holocaust, The 457
Holt, Douglas B. 11, 12, 49, 221, 528
and brand cultures 87, 88
and cross-cultural research 523
and ECM 181, 182, 183, 184
How Brands Become Icons 60, 227
and reflexivity 357
and research contexts 110
on ‘Urban Culture’ 222
Homburg, Christian 23
Honderich, Beland 10
Honea, Heather 156, 158–65, 166, 167, 169
Hopkins, Harry 75
horizontal collaboration 368
Horkheimer, Max 46
Horn, Roy 487
Horne, D.A. 231
Horowitz, Daniel 4
How Brands Become Icons (D.B. Holt) 60, 227
Howard, J.A. 12
Howe, Tina 481
HSR (Human Subjects Review) 563
Huffman, Cynthia 416
Human Equation in Marketing Research, The
(D. Leonhard) 147
Human Subjects Review (HSR) 563
humanistic tradition 63
Hunger and Work in a Savage Tribe
(A. Richards) 4
Hunt, S.D. 291
Huss, Hasse 505
Husserl, Edmund 388
hyper-community, notion of 181

iChat AV3 140
icons, and sign–object relations 39, 40, 41, 43
IdeaFisher (computerized brainstorming
software package) 295–6
identity 83, 98, 303
ideology concept 61
idiographic knowledge 158, 162, 163
Ikea 184
imagination, and critical theory 50
impression management 472
impulse buying research 200
IMS (instant messaging system) 140
Index of Status Characteristics 10
indexes, and sign–object relations 39, 40, 41, 43
India, and retrospective anchoring 396
Indiana Jones 108
Industrial Revolution 78
informants
coming face-to-face with 566
differences among 100–101
interaction with, specifying nature of 564–5
introductions/self-presentation 565–6
locating 564
making contact with 564
oral history research 247–8
storytellers as 158
university students as 514–15
infrareflexivity 347, 352–3
‘inside view’ 534–46
ethnographies 539–43
histories 535–9
instant messaging system (IMS) 140
Institutional Review Board (IRB) 271, 563
Internet 130, 131
interpretative communities 94–104
brand-related, in consumer research 96–8
examples 95
brands in field, analysis 98–101
co-creation of brands 94–6
definition 95
future research 101–3
interpretative strategy analysis (of brands)
98–101
brand cultures 87–8
consumers’ daily lives 100
informants, emerging differences among
100–101
local politics 100
and reading 95
ritualistic exchange 101
tropes, learning 101
interpretive questions 391
interpretivist theoretical perspective 157–8
interviews
depth, see depth interviews
and dialogue 367
face-to-face 472–3, 566
filmed 337
life story 160
non-directive 7
role of interviewer 246
semi-structured 367
team 513
introspection/introspective consciousness
186–97
autobiography 441, 442, 444
controversy, scientific versus non-scientific
193
exercises/experiments 188–91
and extrospection 190–91
metacognitive introspection, versus narrative
193–6
self-focus 192–3
subjectivity versus objectivity 191–2
introspective research, mixed methods in, see mixed methods approach (introspective research)
IRB (Institutional Review Board) 271, 563
isolating groups, and contexts 119
Iyer, Earswar S. 200

J. Walter Thompson Collection (Duke University) 221
Jakobson, Roman 32, 33, 34, 435
James, William 10
Jefferson, Thomas 219, 222, 223, 224, 226
Jensen, J. 295
John W. Hartmann Center for Sales, Advertising and Marketing History (Duke University) 76
Johnson, Gerianne 260
Johnson, J.M. 518
Johnson, John 222
Jones, Caroline 222
Jones, D.G. Brian 71, 76

Journal of Consumer Research 6, 220
consumption data 280
and critical theory 46
establishment 12
projective methods 152
and reflexivity 346, 357
research contexts 111, 113
stories, and marketing research 156
videography 339
Journal of Macromarketing 72
Journal of Marketing 6, 9, 73, 109, 143, 453–4
Journal of Marketing Research 6, 130
Journal of Material Culture 285
journals, marketing 78, 79–80
Joy, Annamma 12, 505

Kamasutra 543
Kant, Immanuel 388
Kaplan, Abraham 292
Kaplan, Caren 500
Kassarjian, Harold H. 6, 9
Kates, Steven M. 97, 103, 119
Kotex campaign 230
Kotler, Philip 11
Kottak, Conrad P. 388
Kover, Arthur J. 102–3, 541
Kozinets, Robert V. 12
and brand cultures 87
and documentary creation 371, 372, 381
and ECM 180, 181
and interpretive community approach 97, 98, 103
and netnography 130, 131, 133, 134, 136
and research contexts 110, 111
Kruskal’s stress measure, data analysis 205, 206
Kuwahara, Takeo 477

Land of Desire: Merchants, Power and the Rise of a New American Culture (W. Leach) 538
Langenhove, Luk van 397
Langer, R. 132, 134, 135
Language in Action (S.I. Hayakawa) 8
Lanting, Frans 476
Larsen, Hanne 12
Lasn, Kalle 450
Latinos, Inc. (A. Davila) 541
Latinos/as (United States) 547, 549, 550–51, 553
Latour, Bruno
multi-sited research of 502, 504
and reflexivity 347, 352, 353, 355, 356, 357
Latshaw, Stanley 5
Lawrence, Mary Wells 222
Lazarsfeld, Paul F. 6
Leach, William 538
leading edge groups 264
Lee, Raymond M. 511, 515
Legacy of Conquest (P. Limerick) 547
Klein, Duelli 511
Klein, Naomi 88, 450, 528
Kleining, Gerhardt 10
knowledge
empirical 244
experiential knowing 326
idiographic 158, 162, 163
management 28
nomothetic 158
problems of 541
researcher’s role in producing 501
situated 347, 354–5, 357
structure 147
Koehn, Nancy F. 88
Koenig, Harold F. 201
Kollat, David T. 12
Korzybski, Alfred 8
Kotex campaign 230
Kotler, Philip 11
Kotter, Conrad P. 388
Kover, Arthur J. 102–3, 541
Kozinets, Robert V. 12
and brand cultures 87
and documentary creation 371, 372, 381
and ECM 180, 181
and interpretive community approach 97, 98, 103
and netnography 130, 131, 133, 134, 136
and research contexts 110, 111
Kruskal’s stress measure, data analysis 205, 206
Kuwahara, Takeo 477

Land of Desire: Merchants, Power and the Rise of a New American Culture (W. Leach) 538
Langenhove, Luk van 397
Langer, R. 132, 134, 135
Language in Action (S.I. Hayakawa) 8
Lanting, Frans 476
Larsen, Hanne 12
Lasn, Kalle 450
Latinos, Inc. (A. Davila) 541
Latinos/as (United States) 547, 549, 550–51, 553
Latour, Bruno
multi-sited research of 502, 504
and reflexivity 347, 352, 353, 355, 356, 357
Latshaw, Stanley 5
Lawrence, Mary Wells 222
Lazarsfeld, Paul F. 6
Leach, William 538
leading edge groups 264
Lee, Raymond M. 511, 515
Legacy of Conquest (P. Limerick) 547
Legoux, Renaud 285
Leigh, Thomas 121
Leonhard, Dietrich 9, 147
Levi-Strauss (brand) 184
Levi-Strauss, Claude 36, 455
Levy, Sidney
  and family myths 455
  and gifts 441
  and netnography 133, 137
  and projective methods 143, 144, 145, 152
  and self-disclosure techniques 235
  and stories 453–4
Lewis, Oscar 381
life narratives, histories and stories 160, 161, 245–6, 252, 442
life review 75
Likert scales 160
Limerick, Patty 547
Lincoln, Yvonna S. 19, 20, 339, 387–8
linguistic relativism 52
linguistic turn 247
linkages 77
Lippsmann, Walter 5
Lipsitz, George 554
Lipson, J.G. 516–17
listening skills 567
literature review, marketing journals 78–9
Living with Television (S. Levy and I.O. Glick) 11
localism 467
Locke, John 31
Locke, Karen 29, 171
logo design 39–40
Lonely Crowd, The (D. Reisman) 4
longitudinal research
  change, focus on 390–91
  consumer behavior studies 392–3
  definition 387–8
  immersion, nature 390
  in marketing 389–93
  recommendations 391
  versus retrospective approaches 387–9
  time span/total time in field 390
LucasArts, Star Wars Galaxies online environment 140
lucid dreaming 188–9
Lugard, Frederick John D. 548
Lury, Celia 540
Lux, David S. 71–2, 220, 227, 244
luxury, meaning 224
Lynch, Michael 347, 352
McAlexander, James H. 98, 201, 371–2, 503
McCracken, Grant 12, 60
McDonald, Susan S. 257
McDonald’s 141
  Supersize Me video critique 338
Macfadden-Bartell Corporation 10
McGrath, Mary Ann 12, 441
MacInaron, Pauline 132
MacLaughlin, Thomas 66
McMillan, Hugh 9, 10
McQuarrie, Edward F. 12, 40–41, 62, 453
macro-imaginings 54
Madhavan, Ravindranath 28
Madonna 315, 316
Malinowski, Bronislaw 4, 391, 431, 437, 498, 525
Manchanda, Rajesh V. 156, 158–65, 166, 167, 169, 171
Manchester School of social anthropology 175
Mandela, Nelson 396
Manifest Destiny doctrine 549
manifesto preparation, marketing journals, see journals, marketing
Marchand, Roland 79, 535–7, 541, 543
Marcoux, Jean-Sebastien 285
Marcus, George E.
  ethnography 436
  multi-sited 502, 503, 504, 525, 528
  reflexivity, consumer behavior 347, 348, 352, 501
market segmentation research 362–3
marketing
  and clinical research 153
  and consumer research 522–3
  ‘gong native’ problem 109
  longitudinal research in 389–93
  and projective methods 153
Marketing Association Summer Educators’ Conference 11
marketing concept, broadening 11
marketing journals, see journals, marketing
Marketing Letters 156
Marketing News 153
marketing research
  and advertising 64
  and ethnography 430–36
  and focus groups 257–9
  historical, see historical research, qualitative
  Peirce, tradition of 39
  role 5–6
  Saussurian tradition in 32
  semiotics, illustrations 39–42
  stories, use in, see stories, and marketing research
  see also ‘Psychology in Marketing Research’ (E. Dichter) 8
marketplace cultures, and brands 87
Martineau, Pierre D. 8, 9, 10
<table>
<thead>
<tr>
<th>Term</th>
<th>Page References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martinez, Wilton</td>
<td>380</td>
</tr>
<tr>
<td>Marx, Karl/Marxism</td>
<td>51, 66</td>
</tr>
<tr>
<td>Marx, Michael (BarqMan)</td>
<td>138–9</td>
</tr>
<tr>
<td>masculinity, perceptions</td>
<td>36, 38</td>
</tr>
<tr>
<td>Mass Observation accounts</td>
<td>247</td>
</tr>
<tr>
<td>mass-consumer culture, Europe</td>
<td>247, 251</td>
</tr>
<tr>
<td>mass-mediated marketplace ideologies</td>
<td>87–8</td>
</tr>
<tr>
<td>Massive Inc.</td>
<td>131</td>
</tr>
<tr>
<td>material culture studies</td>
<td>505</td>
</tr>
<tr>
<td>Mazursky, D.</td>
<td>294</td>
</tr>
<tr>
<td>Mazzarella, William</td>
<td>431, 543</td>
</tr>
<tr>
<td>MDS (multi-dimensional scaling)</td>
<td>202, 205, 215, 216, 217</td>
</tr>
<tr>
<td>Brad, case of</td>
<td>206, 212–14</td>
</tr>
<tr>
<td>Mead, Margaret</td>
<td>279, 282, 391</td>
</tr>
<tr>
<td>media studies</td>
<td>235</td>
</tr>
<tr>
<td>meditation</td>
<td>189, 194</td>
</tr>
<tr>
<td>medium, and critical visual analysis</td>
<td>308–9</td>
</tr>
<tr>
<td>Megill, Allan</td>
<td>77</td>
</tr>
<tr>
<td>Meisel, Steven</td>
<td>303, 309, 315</td>
</tr>
<tr>
<td>member checks</td>
<td>136, 205–6</td>
</tr>
<tr>
<td>memory</td>
<td>147–8, 161, 172, 245</td>
</tr>
<tr>
<td>MEMs (Multi-sited Ethnographic Market Studies)</td>
<td>521–33</td>
</tr>
<tr>
<td>biography, following</td>
<td>528</td>
</tr>
<tr>
<td>commodity chains</td>
<td>528</td>
</tr>
<tr>
<td>conflict, following</td>
<td>528–9</td>
</tr>
<tr>
<td>cross-cultural perspective</td>
<td>522</td>
</tr>
<tr>
<td>emergence of multi-sited research</td>
<td>525–6</td>
</tr>
<tr>
<td>global market realities</td>
<td>523–5</td>
</tr>
<tr>
<td>life, following</td>
<td>528</td>
</tr>
<tr>
<td>marketing, and consumer research</td>
<td>522–3</td>
</tr>
<tr>
<td>metaphors</td>
<td>528</td>
</tr>
<tr>
<td>people, following</td>
<td>527–8</td>
</tr>
<tr>
<td>research design</td>
<td>529–30</td>
</tr>
<tr>
<td>research strategies</td>
<td>526–7</td>
</tr>
<tr>
<td>and single-site studies</td>
<td>529</td>
</tr>
<tr>
<td>trustworthiness/glocal reflexivity</td>
<td>530–31</td>
</tr>
<tr>
<td>men, cosmetics for</td>
<td>36, 37, 38–9</td>
</tr>
<tr>
<td>Milne, George R.</td>
<td>200</td>
</tr>
<tr>
<td>Miles, Virginia</td>
<td>9</td>
</tr>
<tr>
<td>Miller, Daniel</td>
<td>26, 220, 285, 353</td>
</tr>
<tr>
<td>Miller, Marc L.</td>
<td>563</td>
</tr>
<tr>
<td>Mingo, Frank</td>
<td>222</td>
</tr>
<tr>
<td>Microsoft</td>
<td>140</td>
</tr>
<tr>
<td>micro-imaginings</td>
<td>53–4</td>
</tr>
<tr>
<td>Microsoft</td>
<td>140</td>
</tr>
<tr>
<td>Miles, Virginia</td>
<td>9</td>
</tr>
<tr>
<td>Miller, Daniel</td>
<td>26, 220, 285, 353</td>
</tr>
<tr>
<td>Miller, Marc L.</td>
<td>563</td>
</tr>
<tr>
<td>Milne, George R.</td>
<td>200</td>
</tr>
<tr>
<td>The Militia Company of Captain Dirck</td>
<td>310, 311</td>
</tr>
<tr>
<td>Jacobsz, Roosecrans</td>
<td>(C. Ketel)</td>
</tr>
<tr>
<td>'mind-share' approach, and brand cultures</td>
<td>83</td>
</tr>
<tr>
<td>Mingo, Frank</td>
<td>222</td>
</tr>
<tr>
<td>mini-groups</td>
<td>264</td>
</tr>
<tr>
<td>Mintz, Sidney</td>
<td>528</td>
</tr>
<tr>
<td>mixed methods approach (introspective</td>
<td>198–218</td>
</tr>
<tr>
<td>research)</td>
<td>198–218</td>
</tr>
<tr>
<td>attachments</td>
<td>203–4, 205, 208–10, 217</td>
</tr>
<tr>
<td>Brad case (multiple selves), see multiple selves (Brad case)</td>
<td>206–15, 212, 214</td>
</tr>
<tr>
<td>cluster analysis</td>
<td>202, 204, 205, 206, 216</td>
</tr>
<tr>
<td>matrix</td>
<td>199–200</td>
</tr>
<tr>
<td>multiple selves (Brad case)</td>
<td>206–15, 212, 214</td>
</tr>
<tr>
<td>quantitative and qualitative methodologies</td>
<td>199, 201, 216, 217</td>
</tr>
<tr>
<td>self concept, studying</td>
<td>201–6</td>
</tr>
</tbody>
</table>
Index 587

MMOGs (massively multiplayer online games) 131, 135, 140
mobile imagination 354
models 308, 315, 316, 318
modernism 20
Monieson, David D. 71
Montaigne, Michel de 477
Montejano, David 552
Monticello (Thomas Jefferson's house) 219, 223, 226
Mook, Douglas G. 110
Moore, Harriett Bruce 9
Moore, Mary Tyler 487
Moore, Michael 336, 338, 340
Moreau, P. 293, 300
Morgado, Marcia A. 40
Morris, David J. 77
Morrow, Raymond A. 47
Moss, Kate 308, 315, 316
motherhood 538, 539
Motivation and Market Behavior (R. Ferber and H.G. Wales) 9
motivation research 6, 8–9, 143
primary motivations 146
Motley, Carol M. 61
movie-making, see film-making
Mullins, Sam 247
Multi-sited Ethnographic Market Studies, see MEMs (Multi-sited Ethnographic Market Studies)
multiple selves (Brad case) 206–15, 212, 214
‘athletic self’ 215
‘closed self’ 207
cluster analysis dendogram 211
‘critical self’ 207
‘experience with women’ self 207–10
‘open self’ 207
‘spiritual self’ 210–15
Muniz, Albert 96, 97, 100, 101, 102
Murray, Jeff B. 49–50, 499
Myerhoff, Barbara 381
Myers, John 11
myths, family 455

Nader, Laura 348
Nader, Ralph 324
narrative introspection 194
narrative threat, projective reactions to 458–9
narratives
in historical writing 77
and introspection 186, 193–6
mixed methods strategy 202
organizing, in marketing history 77–8
retrospective 394–7
theory 167

and thought watching 195
written 234
Natarajaaj, R. 292
needs, and metaphors 294–6, 301
needs–metaphor–ideation process 295–6
negative case analysis 28–9
neo-Marxist theory 47
neo-Weberian theory 47
neopositivistic research methods 64, 467
netblography 136–7
netnography (online ethnography) 129–42
blogs 137–9
boards 130, 131
coffee connoisseur communities 133
data analysis and collection 132–4
depth IMterviews 136, 140
dungeons 130–31
e-mail 132
lists 131
member checks 136
modifications 139–41
multi-method nature 132
published works, and online communications 135
research ethics 134–6
rings 131
rooms 130
X-Phile communities 133
network, defined 353
neurolinguistic programming 362
Nevett, Terence 77, 79
Nevins, Allan 245
New York Times Magazine 462
Newman, Joseph 9
Niger, study by E. Arnould 223, 224, 225
Nike brand 33, 34, 35, 528
Nike Tire Line 295
Nikon D-70 digital SLR camera 481, 482
9/11 396, 459, 461
Nisa (M. Shostak) 381
Nisbett, Richard E. 187, 188, 190
Nissan 336, 371–2
Nixon, Sean 540
nomothetic knowledge 158
non-self, idea of 187
normative theory 47
norms and values, and domination 48
Noschis, Kaj 284
Nowak, Ted 255, 256

objectivism, and positivism 157
objectivity, versus subjectivity 191–2
Odyssey (consumer behavior) 108
Office of Strategic Services (OSS) 6
Ogilvy & Mather 230

Russell W. Belk - 9781847204127
Downloaded from Elgar Online at 12/15/2018 05:21:39PM
via free access
Index

O’Guinn, Thomas C.
and interpretive communities 96, 97, 100, 101, 102
and mixed methods approach 201
and stories 453
Olsen, Barbara 87, 244
Olsten Staffing Services 504
oppositionality, and brands 97
oral history
‘across-person’ analysis 248
brand consciousness in UK, evolution 247–8
and frugality, as way of life 248–50
interviews 72, 75, 246, 248
life narratives, individual 161, 245–6, 252
micro-history tradition 245
origins 245
retail innovation 250–51
status 246–7
symbolic brand consciousness 251
OSS (Office of Strategic Services) 6
Ottes, Cele 12
Owen, Mike 261, 262
Oxford Ancestors (DNA testing laboratory) 427
Ozanne, Julie L. 49, 50, 112, 113
Packard, Vance 4, 9
Padilla, Amado 549
paintings, and historical research 73, 74
Pampers disposable diapers/nappies 301
Panther-Yates, Don 424
paradigm debate, research 157–8
parasocial relationships 235
Parlin, Charles Coolidge 5
participant observation 501, 505
participants 158, 570
parting rituals 569–70
Patterson, Freeman 476
Pavia, Teresa M. 87
PDA (Personal Digital Assistant) 296
PE (photo essays), see photo essays
peddlers, in United States 223
Peirce, Charles Sanders 31, 42–3, 397, 435
tradition of semiotics, in marketing research 39
illustrations 39–42
Peñaloza, Lisa 327, 347, 357, 505
‘penny press’ 226
People’s History of the United States, A (H. Zinn) 219
Pepys, Samuel 133
periodicals 226
periodization 77–8
Personal Digital Assistant (PDA) 296
personality assessment, qualitative 6
personality studies 9
persuasion 458
Pew Internet and American Life Project poll 140
Pharaoh’s dream 3
phenomenological research 160, 193
Phillips, Barbara 62
Phoenix, visit to (Holbrook, 2005) 481–9
travel photos 483–4
photo essays 476–93
animals 485, 486, 489, 490, 492
birds 487, 488, 489
body position 488–9
cauliflower 482, 485
exhibitionism 491–2
justifications (SPI/PE)
autoethnography defense 480–81
I-am-a-camera defense 479–80
postpositivist defense 479
‘who cares?’ defense 481
minutiae 489–91
Phoenix, visit to (Holbrook, 2005) 481–9
postcard pose 482
rock formation 482
subjective personal introspection, see SPI
(subjective personal introspection)
travel photos 483–4
voyeurism, and sensitivity 491
see also photography/photographs
photelicitation 234
photography/photographs
anthropology 279
ethical issues 516–17
evaluation of, in consumer research 287, 288
fieldnotes compared 281–2
and psychology 476
publications on 476
social scenes 284
see also photo essays
Physiology of Taste, The 3
pictures, writing 280
pioneers, qualitative research 9–10
Plato 3
Plymouth Plantation 78
Politz, Alfred 6
Polykoff, Shirley 221
polyptychs 308
polysemy, problem of 94
portraits 309, 318, 319
positivism
and critical theory 48
and history of qualitative research methods 20
and introspection 188
and mixed methods approach (introspective research) 198, 200
and storytelling 157, 158, 168
visual/material ethnographic studies 281
‘Postmodern Anxiety: The Politics of Epistemology’ (S. Seidman) 52–3
postmodernism 247, 353, 354
poststructuralism 51–2, 53, 54, 188
Potter, James W. 368
PowerPoint slides 375, 376
pragmatism 19, 199, 357
pre-packaged goods 250
pre-tasking groups 264
presentism, and consumers 222, 223–6
preserved objects, material data as 74
Price, Linda L. 12, 369
and mixed methods, introspective research 201
and multi-sited ethnography 503, 505
and research contexts 112, 120
river-rafting study 500
primary source material 72–6
Pringles crisps 301
privacy issues, and self-disclosure 149
producer, as elite 221–2
‘Product and the Brand, The’ (B.B. Gardner and S.J. Levy) 10
product design 39–40
production era concept 79
professional shoppers 240–41
projective methods 143–55
ambiguous stimuli 145
articulation skills 148
consumer communication 148
consumer memory 147–8
data commonalities 146
data modality and quantity 150–51
growth 143
indirect questioning 145
in management 152
and marketing 153
non-verbal 148
origins 143, 144
popularity, drop in 143
psychological uses 152
renewed interest 143–4
research ‘depth’ priorities 149–50
scientific status 151–3
self-disclosure proclivities 148–9
situational dimensions 146–7
stimulus commonalities 145–6
symbolic analysis 11
task variety/diversity 144, 145
verbosity 148

propositional statements, and grounded theory 26–7
Psychological Corporation 6
psychology
disease versus health model 323
and focus groups 257
and introspection 187, 189
see also introspection/introspective consciousness
and photography 476
positive psychologists 323
projective methods 152
see also ‘Psychology in Marketing Research’ (E. Dichter); thoughts
‘Psychology in Marketing Research’ (E. Dichter) 8
pure research 437

qualitative research
in advertising 59–69
consumers, conducting among 329
data collection 322
and grounded theory tradition 19–20
see also grounded theory
history of application to marketing, see
history of qualitative research methods
pioneers in 9–10
and quantitative methods 199, 201, 217
clustering 216
rise of 6
quantitative methods 199, 201, 216, 217
question framing 72
Rabinow, Paul 501
race, and critical visual analysis 315
Radical Faeries 176, 177
Raggatt, Peter T.F. 203
Rainwater, Lee 10, 143
Ramachandaran, Vilanayur 345
RAP (retrospective anchoring and profusion) 396
Rassuli, Kathleen M. 71
rationing, wartime 248–9
Ratneshwar, S. 416
reader response theory 60–62, 95
realism 51, 52
reality 536; see also truth
reciprocal empathy 238
reconvened groups 265
Reeves, George 9
reflection, and critical theory 48–9
reflexive science 176
Index

reflexivity
  brand communities 96
diffraction 347, 354, 355
establishment 346
  and ethnicity 551
feminism 353–7
glocal 530–31
infra reflexivity 347, 352–3
metare flexivity 352
  and multi-sited ethnography 501, 505
  positional 352
radical 347
  in anthropology 348–52
turn to 345–8
types, similarities and differences 349–51
in writing 346
Reisman, David 4
relationships, construct of 25
religious figures, and foundation stories 457
Renzetti, Claire M. 511, 515
report preparation, film-making 368–9
reporting 363–5, 435–6
research integrity 157
research presentation, stories 162–3
research process, rhetoric 168
Researcher Self 193
researchers
  on advertising 540
  bias of 322
  and critical visual analysis 303
cross-cultural 522
  and ethnographic teams 269
  see also ethnographic teams
  and etiquette, see etiquette
knowledge, role in creating 501
language of 167
orientation of, and mixed methods approach
  (introspective research) 199
overabsorption in contexts 108–9
and sensitive issues 512–13
sub jectivity 192, 286–7
Resor, Helen and Stanley 221
respondents, storytellers as 158
retail floor, life on 537
retail innovation 250–51
retail programs 241
retrospective anchoring 396
retrospective recall 246
retrospective research
  versus longitudinal 387–9
methods 394–7
narrative reasoning, retrospective investigations 394
time investigations 394
Reynolds, Michael 53
Richards, Audrey 4
Ricoeur, Paul 348, 388
right brain 146
Ritchie, Donald A. 75
Ritson, Mark 60, 101, 119
‘River Magic’ (E. Arnould and L. Price) 201
Robertson, Roland 524
Robertson, Thomas 11
Robin Hood 456
Rodriguez, Richard 557
Rogers, Carl R. 7
Rogers, Everett 143, 146, 453–4
Rogers, Margaret 10
romanticism 467
Romeo and Juliet 456, 457
Rook, Dennis 11
Rootsweb-DNA-Genealogy website 421
Rorschach technique 10, 145, 151–2
Rosaldo, Renato 551
Rosales, Rodolfo 553
Rose, Dan 285
Rose, Jonathan 453
Rose, Randall L. 12, 121
Rosenzweig Picture-Frustration test 145
Rouch, Jean 338
Ruch, Dudley 10
Ruth, Julie A. 394, 396
Sack, Richard 284
Saint Augustine 31
Saldaña, Johnny 387
Salvador, Tony 285
sample equivalence 522
sampling, purposive 202–3
Sanders, Cameron 383
Sanjek, Roger 499
Santa Ana wind conditions 232
Sartre, J.P. 239
satisfaction models, and extended case method 178–9
Saussure, Ferdinand de 31, 36, 41, 42, 43, 435
  tradition of semiotics, in marketing research 32
  illustr ations 33–9
Savitt, Ronald 79
Sayre, Shay 12, 194, 231
scents 312
Schau, Hope Jensen 28, 120
Schlosser, Ann E. 263
Schon, Donald A. 293, 364
Schouten, John W. 12
  and documentary creation 371–2
  and humanities 481
and interpretive community approach 98
mixed methods 201
and multi-sited ethnography 503
poetry of 436
and reflexivity 346
and videography 339
Schroeder, Jonathan E. 88, 286
Schwartz, Barry 252
Science and Sanity (A. Korzybski) 8
Scott, Linda M. 60, 88
Fresh Lipstick 227
search engines 130
segment-to-life research 362–3
Seidman, Steven 52–3
self awareness 187
self concept, mixed methods approach
(introspective research) 201–6
Brad, case of (multiple selves), see multiple selves (Brad case)
data collection 203–4
data recording/analysis 205
member checks 205–6
multiple selves, see multiple selves (Brad case)
paradigms/methodologies 201–2
purposive sampling 202–3
research strategy 202
theory/assumptions 202
self-consciousness 187
self-disclosure 148–9
defined 233
difficulties 241
techniques 233–5
self-examination 186
self-focus, degrees of 192–3
self-service 250, 251
self-sufficiency 223, 248
semiosis 43
semiotic square 38
semiotics 31–45
advertising 34, 40–41, 435
consumers 41
consumer mythology 34, 36
eye everyday products, and ownership 41–2
language, two aspects of 36
and linguistics 31, 32
and market segmentation research 364
origins 31
paradigm of 31, 32
and playwrights 32
product and logo design 39–40
Saussurian tradition, marketing research 32
illustrations 33–9
sign–object relations 39, 40
socio-semiotics 34, 36
‘structural’ understandings of 304
terminology, origination of 31
senses and feelings, watching 190
sensitivity 149, 491
Sentence Completion technique 10
Sex (Madonna) 315
Shakespeare, William 32
Shaw, Linda L. 499
Sherry, John F. 11, 12
and anthropology 523
and autobiography 442
and brand cultures 87
and cross-cultural research 523
and gifts 441
and humanities 481
and interpretive community approach 103
and longitudinal studies 398
poetry of 436
and projective methods 144
and reflexivity 346
and stories 453
and videography 339
Sheth, J.N. 12
Shields, Brooke 309
shoppers, professional 240–41
shopping aids 241
Short Cuts (R. Altman) 367
Short Guide to Writing About Art, A
(S. Barnet) 309
Shostak, Marjorie 381
Shoveling Smoke (W. Mazzarella) 543
Shrum, L.J. 453
Shulman, David 41, 42
Sieber, J. 231
sign–object relations 39, 40, 41, 43
signifier, phonetic, and mental image 32
signs 31, 43, 49–50
Sirico, Robert A. 462
situational knowledge 347, 354–5, 357
slogan generation 150
Smith, Dorothy 347
Smith, George Horsley 9, 256
Smith, Gregory W.H. 476
Smith, N. Craig 325
Smith, Ruth Ann 71–2, 220, 227, 244
Smith, Sidonie 444
social actions, cultural impact 49
social affiliation, and brands 96–7
social hierarchy, and domination 47
socially responsible buying 22
socio-semiotics 34, 36
Socrates 186
Index

Solomon, Michael 12
Solomon, S. 294
Sontag, Susan 282, 476
Sony Everquest 131, 140
SoundForge, software of 336
source material
  assembling primary sources 76
  audio data as 72
  primary versus secondary sources 72
  types of primary resources 72–6
South Africa, and retrospective anchoring 396
special circumstance communities 232–3, 241
Spenser, David 265
SPI (subjective personal introspection) 194–5, 477
  photo essay, SPI-based 476, 478–9
Spradley, James 272
SPSS (Statistical Package for the Social Sciences) 205
Spurlock, Morgan 336, 338, 340
‘spy’ cameras 337
SRI (Social Research, Inc.) 7, 10–11
Stamey, Mark 325
standpoint theory 353–4, 357
Stanley, B. 231
Star Trek 139
Stefani, Dennis 362–3
Stern, Barbara B,
  and advertising 60
  and autobiography 444
  and brand cultures 88
  and reflexivity 346
  and stories 453
Stern, Howard 230
Stevens, Lorna 264
Stewart, George 10
Stockdale, David 247
Stole, Inger L. 539
Stoller, Paul 348, 352
stories, and marketing research 156–74
  action stages 170
  analysis, varieties/levels 453–4
  assumptions, ontological/epistemological 157
  categories 161
  consumption of 453–64
  data analysis 161–2
  data collection 159–61
  definitions 157–8
  earliest 455–6
  edification 455–6, 460
  family myths 455
  foundation 456, 457, 459, 461
  memory 161, 172
  need for exchange of 454–5
  paradigm debate 157–8
  power and voice 166–8
research presentation 162–3
research process, rhetoric 168
rounding off 165–72
storytelling 395–6
studies, differences across 158–65
telling of 169–72
theoretical perspective/theory building 157–8, 164–5
truth 456–8
‘untold stories’ 167
Storming of the Bastille, The 457, 461
Story of Jesus, The 457, 458
Stouffer, Samuel A. 5
strategy sessions 271–2
Strathern, Marilyn 501
Strauss, Anselm L. 19–20, 21, 22–3, 25, 272
style, critical visual analysis 309
subjective personal introspection, see SPI
  (subjective personal introspection)
subjectivity 191–2, 286–7
Sullivan, Andrew 462
Sullivan, David 222
Sullivan, Mercer L. 176, 177
sumptuary laws 224
supermarkets 250, 335
supermodels 308, 315, 316, 318
survey research, degrees of freedom in 145
surveys 233
Sykes, Brian 427–8
Sykes, W. 234
symbolic analysis, and brand image 11
symbols 39, 86
Szondi test 10
Tallbear, Kim 424, 425
Tashakkori, Abbas 199
TAT (Thematic Apperception Technique) 8, 10, 145, 152
Taussig, Michael 288
teamwork, see ethnographic teams
technical criterion, videography 341–2
Technorati (blog measurement firm) 137
Teddie, Charles 199
testimonios (personal testimony) 552
text, and advertising 59, 60, 62
text messaging 140
theater, escape to 407
theatricality criterion, videography 341
Thematic Apperception Technique (TAT) 8, 10, 145, 152
theoretical criterion, videography 340–41
theoretical sensitivity 107
theory
  advertising 65–7
Index

Vakratsas, Demetrios 63, 64
Van Maanen, John 345, 442, 501
Veblen, Thorstein 7
Venkatesh, Alladi 12, 523, 553
verbalized introspection 193
vernacular theory 66
video revolution 336–7
video-elicitation 235–42, 237
accurate portrayals 236
anonymity, guaranteed 236
disclosure outcomes 241
evaluation 241–2
merchandise 239–40
mutually beneficial programs 241
named 235
and possessions 239
pre-testing 236
private viewing 236
realistic videotape, producing 238
shoppers, professional 240–41
subject preparation 236
video script, non-leading 236
viewers’ experiences 238–9
videography 335–43
affordability 336
autovideography 337–8
challenge and opportunities, in research 342–3
collaborative 338
film studies degree 337
home movies 338
quality, judging 339–42
technical criterion 341–2
theatricality criterion 341
theoretical criterion 340–41
topical criterion 340
varieties 337–8
vignettes 234, 235
Vihma, Susann 39–40
virtual communities of consumption 130
visual consumption, researching 304
visual literacy 335
visual techniques, self-disclosure 234–5
voyeurism, and sensitivity 491
vulnerable, meaning 325

Wacquant, L.J.D. 345
Wagner, Jon 476
Waldorf, D. 514
Wales, Hugh G. 9
Wall Street Journal 462
Wall, W.D. 389
Wallendorf, Melanie 12
and autobiography 441, 442, 444
and consumer behavior 227, 346
and introspective consciousness 188, 444
and research contexts 112
Walther, Joseph B. 260
Wanamaker, John 538
Warde, Alan 540
Warhol, Andy 309
Warner, W. Lloyd 7, 8, 10, 11, 143, 453, 460
Wassermann, R. 352
Watcher Self 194, 195
watching
of senses and feelings 190
subjective versus objective 191
of thoughts 189–90, 195
Wathieu, L. 252
Watson, Julia 444
web logs (blogs) 137–9
Weick, Karl E. 167
Weinberg, Bruce 133, 137
Weiss, Robert 7–8
Wells, William D. 9, 227
Wetherell, Margaret 260
Whiteside, Henry O. 9
Whyte, William H. 5
Wilde, Oscar 380
Williams, H.L. 389
Williamson, Judith 65
Willmott, Hugh 53
Wilson, Timothy DeCamp 187, 188, 190
Winogrand, Garry 476
Wintel Windows 336
Witkowski, Terrence H. 75–6, 220, 227
Wolcott, Harry F. 329
Woodruff, Robert W. 21
Woolf, Virginia 444
Woolgar, Steve 347, 352, 356
Word Association technique 10, 145
Word Menu (S. Glazier) 295
working hypotheses, and topic selection 71–2
Workingman’s Wife (L. Rainwater, R.P. Coleman and G. Handel) 10
Workman, Jr, John 23
Worth, Sol 338
Wright, Peter 60
Wrigley Company 11
written narratives, self-disclosure techniques 234

Yin, Robert 27
Young, Elizabeth 445
Young, James Webb 221
Young Women’s Christian Association (YWCA) 179
YWCA (Young Women’s Christian Association) 179
Zakia, Richard D. 40, 41
Zaltman, Gerald 10, 11
    and data collection 367
    and ethnographic teams 272
    and photo essays 477
    and projective methods 144, 147, 148
Zaltman Metaphor Elicitation Technique, see
    ZMET (Zaltman Metaphor Elicitation Technique)
Zeisel, Hans 6
Ziller, Robert C. 476

Zinkhan, George 481
Zinn, Howard 219
Zizek, Slavoj 553
ZMET (Zaltman Metaphor Elicitation Technique) 10, 144, 368
analyses 401–2
Broadway experiences, see Broadway theater experiences
defined 400
metaphors 401–2
see also metaphors