



## **ICAR/ NACRE 2010**

**Anti-consumption and Consumer Resistance:  
Concepts, concerns, conflicts, and  
convergence.**

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### **THE INTELLECTUAL STRUCTURE OF THE ANTI-CONSUMPTION AND CONSUMER RESISTANCE FIELD: AN AUTHOR CO-CITATION ANALYSIS**

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# Purposes

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- ▶ To examine and represent the intellectual structure of anti-consumption and consumer resistance research field to better understand:
  - ▶ its origins,
  - ▶ current state of development, and
  - ▶ future trends.
- ▶ In particular approaches followed and theories used as building blocks

“Scholars devote significant effort to make sense of what has already been done, capture key lessons learned from the past, and identify directions for the future.” (*Zahra and Sharma, 2004, p. 332*)



# Motivations

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1. anti-consumption and consumer resistance have gained increasing attention in academic literature
2. great degree of heterogeneity with regard to the approaches followed and the theories used as conceptual building blocks
3. objective vs. subjective literature review



# Research Questions

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1. Is there evidence – from the citers’ perspective – of groups of authors developing themes of research that characterize and define the anti-consumption and consumer resistance field of enquiry?
  - 1.1 to identify groups of authors whose work is characterized by similar topics (study 1)
  - 1.2 to reveal the specialized area or perspectives that characterize and define anti-consumption and consumer resistance field in terms of the formal publication record (study 1)
2. Is there any difference between anti-consumption and consumer resistance background and theoretical bases in the minds of the citers? (study 2)



# Study 1: Methodology

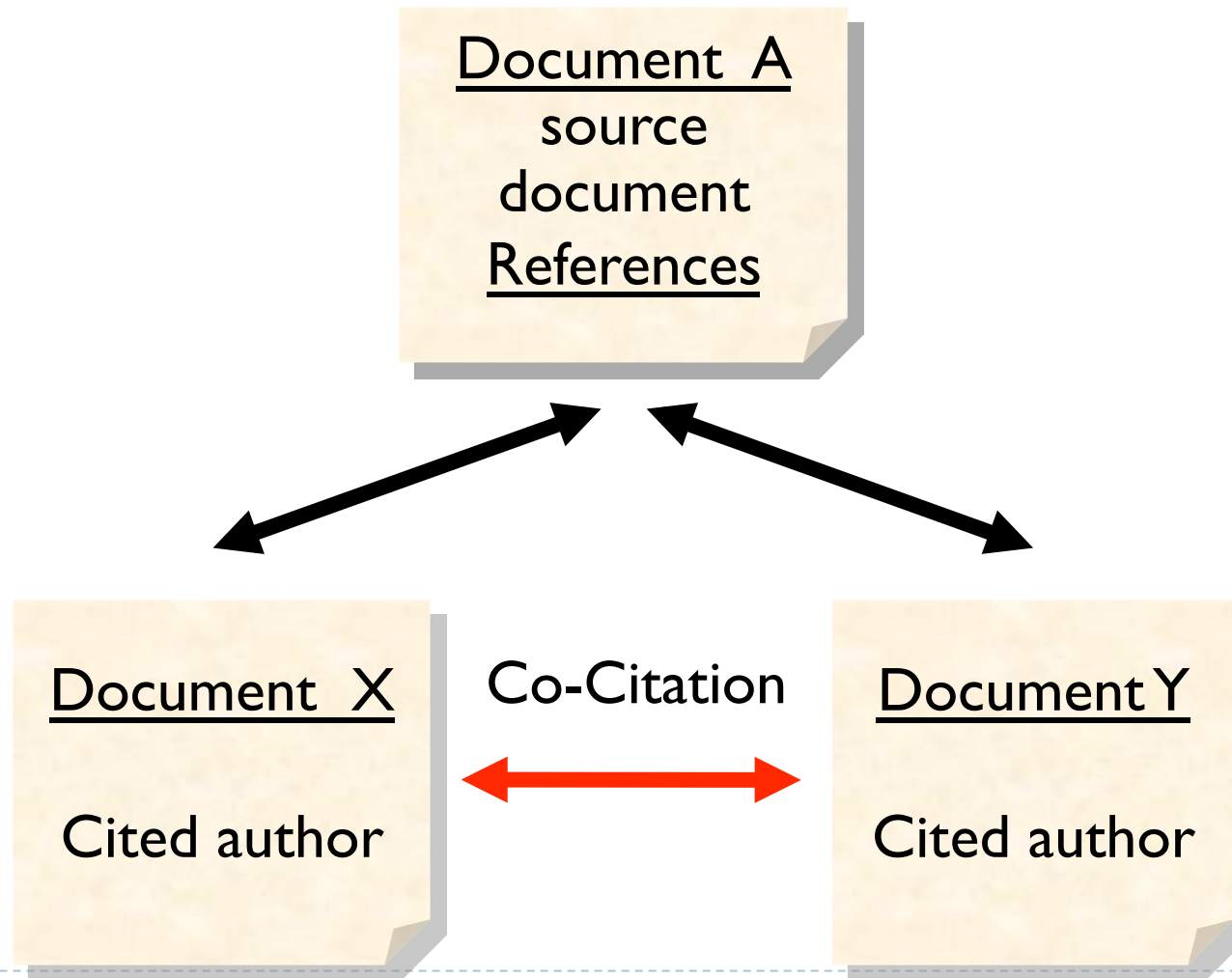
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- ▶ Author Citation Analysis (ACA).
- ▶ A good example: Hoffman and Holbrook , 1993 *JCR*
- ▶ 3 premises:
  - ▶ Authors cite authors they consider to be important to the development of their research.
  - ▶ “Heavily cited authors are likely to have exerted a greater influence on the subject than those less frequently cited” (Culnan, 1986)
  - ▶ Co-citation as proxy for similarity



# Study 1: example of ACA

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# Study 1: method prescriptions (adapted from McCain, 1990)

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## ▶ Six steps:

1. identify the most prominent authors involved in anti-consumption and consumer resistance research;
2. retrieving co-citation frequencies for each pair of authors;
3. compiling the raw co-citation matrix; and
4. the matrix of Pearson's correlations;
5. performing the multivariate analysis; and
6. interpreting the findings.



# Study 1: sample selection (1)

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- ▶ Authors present in at least one of the two following subsets (a+b):
  - a. authors cited at least three times from all the articles published in 2 special issues on anti-consumption and consumer resistance [*Psychology & Marketing* (2002) and *Journal of Business Research* (2009)];
  - b. authors who have written articles whose title, abstract, or keywords contain the terms “anti-consumption” and “consumer resistance”.

The Social Science Citation Index (SSCI) of Thomson-ISI, with a time span from 1986 to 2009, was used for this purpose.



## Study 1: sample selection (2)

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- ▶ A list of **124 authors** was obtained.
- ▶ Given the interest in defining the core of the discipline the list was reduced to the most cited by filtering authors by **30 citations**.
- ▶ The filtered sample contained **47 authors**



# Study 1: The list of the 47 authors

Ajzen I	Fournier S	Ogilvie DM
Aquino K	Friedman M	Penaloza L
Auty S	Gecas V	Petty RE
Belk RW	Gramsci A	Richins ML
Bhattacharya CB	Gregg R	Schouten JW
Bourdieu P	Herrmann RO	Shaw D
Dobscha S	Hogg MK	Sirgy MJ
Eagly AH	Holt DB	Solomon MR
Elgin D	Jacoby J	Spiggle S
Elsbach KD	Klein JG	Thompson CJ
Englis BG	Kleine RE	Veblen T
Escalas JE	Kotler P	Venkatesh A
Etzioni A	Kozinets RV	Wilk RR
Firat AF	Lasn K	Witkowski TH
Fiske J	Markus HR	Zavestoski S
Foucault M	Muniz AM	



# Study 1: data analysis (1)

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- ▶ Each of those 47 authors was paired with every other author and the co-citation frequency of each pair was computed.
- ▶ This resulted in a 47 by 47 matrix of co-citation counts.



# Study 1: Co-citation matrix (extract)

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<b>Author</b>	Ajzen	Aquino	Auty	Belk	Bhattacharya	Bourdieu	Dobscha
Ajzen	780	24	1	70	12	1	1
Aquino	24	27	0	9	9	0	0
Auty	1	0	9	1	2	0	0
Belk	1098	28	3	158	95	1	16
Bhattacharya	70	9	1	358	30	5	21
Bourdieu	12	9	2	30	68	0	11
Dobscha	1	0	0	5	0	25	0



## Study 1: data analysis (2)

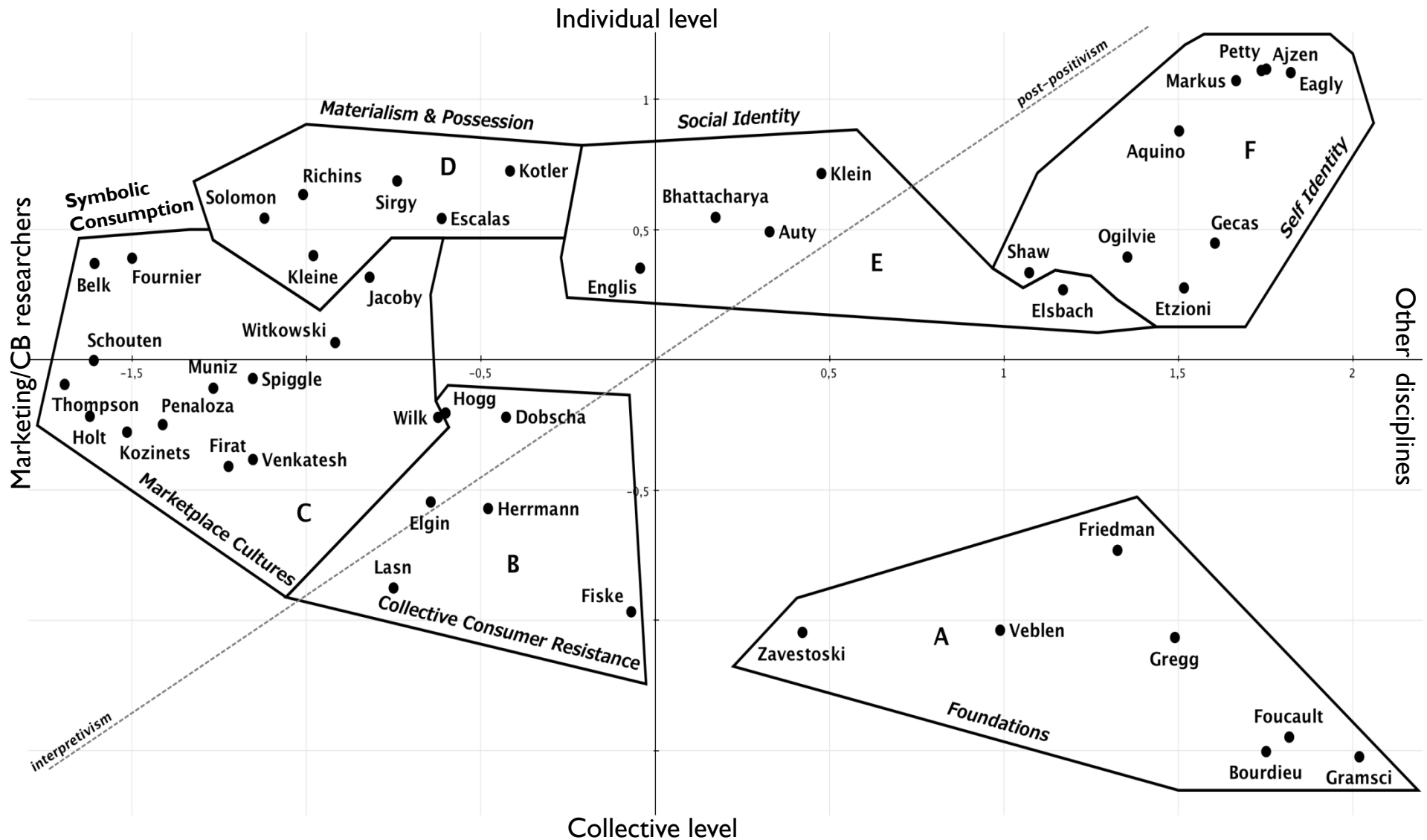
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- ▶ The raw co-citation matrix was converted into a matrix of Pearson's correlation coefficients (Rowlands, 1999).
- ▶ Three complementary multivariate analyses were conducted to display the inter-author relationships in our correlation matrix :
  1. non-metric multidimensional scaling was employed to map relationships between the authors;
  2. cluster analysis was used to group the authors in terms of similarities of topics; and
  3. factor analysis was used to associate single authors with a given factor which represent a research approach.



# Study 1: results (1)

**RQ 1.1** - identify groups of anti-consumption and consumer resistance authors whose work is characterized by similar topics



# Study 1: results (2)

**RQ 1.2** - to reveal the specialized area or perspectives that characterize and define anti-consumption and consumer resistance field in terms of the formal publication record

1 Consumer Culture Theory		2 Postmodern Consumer Research		3 Social Psychology		4 Advertising Theory (Persuasion)		5 Cultural Studies		6 Social Economics		7 Personality Psychology (Self-Concept)		8 Organizational Psychology		9 Voluntary Simplicity	
Muniz	.84	Firat	.81	Ajzen	.96	Solomon	.85	Foucault	.96	Friedman	.89	Gecas	.82	Elsbach	.90	Zavestoski	.77
Schouten	.81	Venkatesh	.81	Petty	.96	Englis	.78	Gramsci	.88	Veblen	.88	Ogilvie	.81	Bhattacharya	.89	Elgin	.75
Fournier	.79	Penaloza <sub>2</sub>	.71	Eagly	.95	Sirgy	.75	Fiske	.82	Etzioni	.68	Markus <sub>2</sub>	.71			Gregg	.59
Kozinets <sub>1</sub>	.79	Herrmann	.71	Shaw	.72	Richins	.70	Bourdieu	.81								
Jacoby	.78	Lasn	.65	Markus <sub>1</sub>	.66	Kleine	.64										
Thompson <sub>1</sub>	.71	Witkowski	.64	Klein	.65	Auty	.63										
Holt <sub>1</sub>	.66	Holt <sub>2</sub>	.61	Aquino	.65	Kotler	.61										
Belk <sub>1</sub>	.61	Thompson <sub>2</sub>	.56			Belk <sub>2</sub>	.61										
Escalas	.59	Kozinets <sub>2</sub>	.53														
Spiggle	.55																
Wilk	.55																
Dobsha	.53																
Penaloza <sub>1</sub>	.51																

Total variance explained: 77.5%

<sup>a</sup> Subscripts: 1=first appearance; 2= second appearance

## Study 2: methodology

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- ▶ To answer RQ 2, all papers with titles, abstracts, or keywords containing the expression “anti-consumption” and all papers containing the expression “consumer resistance” were retrieved from the SSCI of Thomson-ISI.
- ▶ 21 contributions on “anti-consumption” and 39 on “consumer resistance”.
- ▶ Each of those works was assigned to a research perspective previously identified, by counting the times each of the 47 authors in the sample was cited.



# Study 2: data

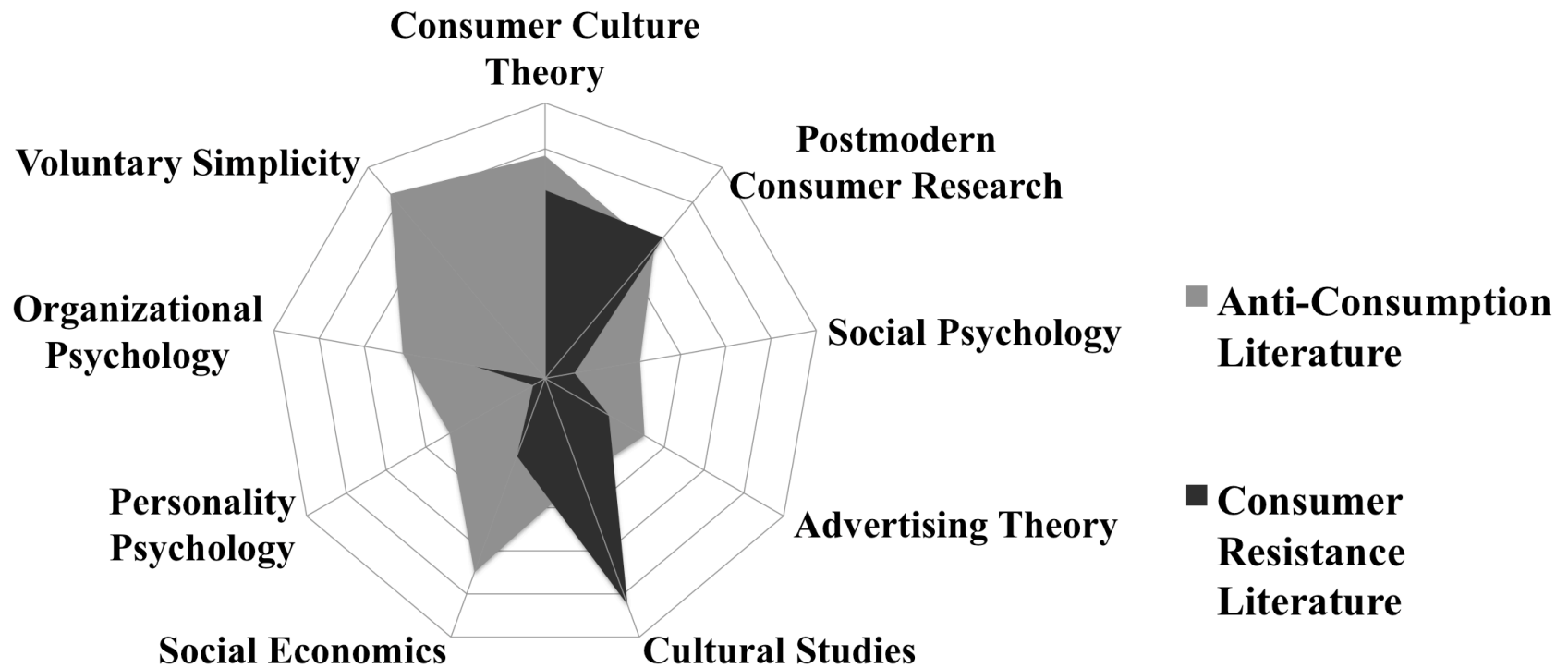
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<b>Anti-Consumption Literature</b>		<b>Consumer Resistance Literature</b>	
Thompson	11 citations	Thompson	10 citations
Kozinets	10 citations	Firat	10 citations
Zavestoski	9 citations	Penaloza	10 citations
Belk	8 citations	Belk	8 citations
Holt	7 citations	Focault	8 citations
Klein	7 citations	Kozinets	8 citations
Penaloza	6 citations	Holt	8 citations
Shaw	6 citations	Herrmann	6 citations
Friedman	6 citations	Bourdieu	6 citations
Ogilvie	4 citations	Fiske	4 citations



# Study 2: results

RQ 2. - Is there any difference between anti-consumption and consumer resistance background and theoretical base in the minds of the citers?



# Conclusions (Study 1)

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- ▶ Anti-consumption and consumer resistance research:
  1. two level of analysis (individual and collective);
  2. six main research topics (**collective consumer resistance**, marketplace cultures, materialism and possession, *social identity and self-identity*); enriched by
  3. nine research perspectives or approaches.
- ▶ No so defined and structured as field of research (Hogg, Banister e Stephenson, 2009)
- ▶ Multidisciplinary field (see MacInnis and Folkes, 2010)
- ▶ Generalizability of results
- ▶ Possibility to positioning own research and find new perspectives to use (advantage for researchers)



## Conclusions (Study 2)

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- ▶ CCT & Postmodern Consumer Research dominate both literatures
- ▶ **Anti-consumption** studies are more multidisciplinary and founded on Voluntary Simplicity, Social Economics, and Psychology perspectives, whereas **Consumer Resistance** studies have a strong background in Cultural Studies.
- ▶ **Anti-consumption** more individual and related to a consumption act, whereas **Consumer Resistance** could be seen in opposition to a system, and outside of it (see Poster, Weber, Marx, Gramsci,...)



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## Limitations

- ▶ Citations analyzed represent only articles published in scholarly journals (not books) indexed into SSCI of Thompson ISI (ie. Consumption, Markets and Culture misses)
- ▶ Static view and bias on the past (more than 30 citations)
- ▶ Impossible to distinguish between “good citations” and “Bad citations”

## Future Directions

- ▶ Social Network Analysis on the 47 authors
- ▶ Two or more co-citation maps for different time span
- ▶ To use Scopus !?



Thank you for  
your attention

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