

**Summaries of Selected Sessions from the
2008 AMA Winter Educators' Conference
(Austin, TX)**

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4.6 Marketing Management, Strategy, and Channels (Special Session)

Integrating Service-Dominant Logic and Consumer Culture Theory for Strategic Insight Chair:

Eric Arnould, University of Wyoming

Discussant:

Robert Lusch, University of Arizona

Participants:

Value Co-Creation, Market and Brand Relationships in Emerging Lifestyle Segments

Gokcen Gokkuner-Balli, University of Wisconsin-Madison

Craig J. Thompson, University of Wisconsin-Madison

Authoritative Identity Performances: How Families Use Firms' Operand Resources

Linda Price, University of Arizona

Amber Epp, University of Nebraska

Attractors, Enablers and Practices of Value Creation in Brand Communities

Hope Jensen Schau, University of Arizona

Albert M. Muniz Jr., DePaul University,

Eric J. Arnould, University of Wyoming

Session Summary Writer: Garrett Coble, Oklahoma State University

Session 4.6 was one of several interesting special sessions. Its focus was on integrating service-dominant logic and consumer culture theory for strategic insight.

The first paper was presented by Eric Arnould as Gokcen Gokkuner-Balli and Craig Thompson were unable to attend. The paper's context was stay at home dads, and the paper focused on cultural barriers that exist for consumer and performances and co-creation of product/brand meaning. The research technique was qualitative in nature. This research explored what a stay at home dad is and how they are marketed to (or not marketed to). Most products targeting parents are made to appeal to moms. That creates barriers for men. Several types of coping take place among men like going to "manly" places or doing "manly" activities like camping. Since the market can act to identify and legitimize an identity, the products stay at home dads buy targeting women can add to the stigma and isolation of being a stay at home dad.

The second paper was presented by Linda Price but she gave credit for the paper to Amber Epp (the paper is part of Amber's dissertation). It looks at families and how they find identity through firm resources. An interesting comment she made was that "prospective customers don't really care about the firm, they care about the resources they can get." She looked at the context of families and how they use firms' resources to manage the interplay between individual identities and collective identity goals. One research question was "In what ways do families integrate resources to co-create value?" Amber used interviews of families (collectively). Twenty one families were interviewed. She looked for the role firms played in the stories families came up with. There were prominent identity goals that showed up. The recommendation is that firms should understand that some products are given collective identity and firms should target those needs.

The third paper was presented by Hope Schau and Eric Arnould. The paper looked at what attracts consumers to take part in brand communities and co-create value collectively, and then what nourishes these connections. She looked at nine industries and did both participant and naturalistic observation. In-depths interviews were also used. She found that it is the community of users that makes the community effective. She took us through several products and explained why they contribute to their identity. Eric used a fascinating illustration of Xena warrior princess. What they found that causes the communities to form were: 1. Open-narrative 2. Media platforms, 3. Activities, and 4. Support networks.

Robert Lusch finished this session with a discussion of how service-dominant logic is changing. Before, we looked at company and consumer. Now we can reduce errors like selling products to dads

that are targeting moms. Each presentation during this session dealt with the integration of resources by actors to enhance their well-being. Robert concluding by reminding the audience that “there are incredible opportunities here!”