



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

Consumption in and of Space and Place

Andreas Chatzidakis, Royal Holloway University of London UK

Morven McEachern, University of Salford UK

Although consumer research has been exposed to a variety of different philosophical perspectives and disciplinary traditions, spatial perspectives remain relatively absent. We explore spatial, geographical and other perspectives that account for the less obvious impacts of space as well as more recent advancements on the consumption of space and place.

[to cite]:

Andreas Chatzidakis and Morven McEachern (2013) , "Consumption in and of Space and Place", in E - European Advances in Consumer Research Volume 10, eds. Gert Cornelissen, Elena Reutskaja, and Ana Valenzuela, Duluth, MN : Association for Consumer Research, Pages: 335-335.

[url]:

<http://www.acrwebsite.org/volumes/1014080/volumes/v10e/E-10>

[copyright notice]:

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at <http://www.copyright.com/>.

Consumption in and of Space and Place

Chair

Andreas Chatzidakis, Royal Holloway University of London, UK
Morven McEachern, University of Salford, UK

Participants:

Russell Belk, York University, Canada
Stefania Borghini, Bocconi University, Italy
Adriana Campelo, Cardiff University, UK
Fiona Cheetham, University of Huddersfield, UK
Alain Debenedetti, Université Paris-Est (IRG), France
Massimo Giovanardi, Stockholm University School of Business, Sweden
Olga Kravets, Bilkent University, Turkey
Gretchen Larsen, Kings College London, UK
Pauline Maclaran, Royal Holloway, University of London, UK
Killian O'Leary, University of Limerick, Ireland
Luca Visconti, ESCP Europe, France

Although consumer research has been exposed to a variety of different philosophical perspectives and disciplinary traditions, spatial perspectives (e.g. Harvey, 2003) remain relatively absent. Perhaps due to the difficulty of understanding "space", with its unique quality of being either too obvious or too implicit and taken-for-granted (Vice, 1997), consumer researchers have, until recently (e.g. Visconti et al. 2010), ignored more nuanced and sophisticated understandings of the concept. In the main, space continues to be treated as something absolute, physical, or a "thing in itself" that forms either the background setting, or the object (e.g. public parks, entertainment venues etc) of consumption activity. This contrasts sharply with more dynamic and relativistic perspectives that have originated from disciplines such as geography and spatial studies. Accordingly, the aim of this roundtable discussion is to foreground more nuanced understandings of space in consumer research. First, acknowledging that all consumption is in space and place we want to discuss spatial, geographical and other perspectives that have attempted to account for the less obvious and "taken-for-granted" impacts of space. Second, we want to build on the well-attended special session at the last EuropeanACR on "problematizing public space consumption" (Visconti, 2010), to consider more recent advancements and problematizations on the consumption of space and place.

All consumption activity is in space and place, yet with the exception of the literature into retail atmospherics and servicescapes (e.g. Sherry, 1998; Bitner, 1992; Wakefield and Blodgett, 1994), there has been very little research on the broader spatial parameters of consumption. For instance, within geography and spatial studies, aside from the traditional understanding of space as location or background setting, authors such as Agnew (2005) highlight at least two additional, equally fundamental variants, that is space as locale and sense of place. Space as locale encapsulates the role that space plays as a setting or backdrop for a variety of social relations and activities, the "...where of social life and environmental transformation. Examples would be settings from everyday life such as workplaces, homes, shopping malls, churches, etc." (Agnew, 2005, p.89). On the other hand, sense of place embraces the more affective and phenomenological aspects, individual and group identifications with places and feelings of "belonging to a place, either consciously or as shown through everyday behavior" (Ibid., p. 89). Largely resonant with seminal contributions by other spatial theorists such as Lefebvre, Soja and Harvey, Agnew's triadic understanding of space points to the need to move beyond the material, taken-for-granted dimensions of space, to consider more phenomenological and social-relational dimensions. An example of this is in a consumer context is Chatzidakis et al.'s (2012) study on how forms of consumer-oriented activism are affected not only by the built environment but also by notions of a place identity and spatio-temporally embedded social relations.

Space and place as the object of consumption has been the focus of an increasing number of studies, focusing on contexts such as the consumption of flagship stores (Kozinets et al. 2002), theme parks (O'Guinn and Belk, 1989) and festival shopping malls (Maclaran and Brown, 2005). More recently, drawing on spatial theorists such as Lefebvre (1991) and de Certeau (1982), there has been an implicit theoretical shift away from the consumption of space and place to consider processes of co-production and social contestation. For instance, Visconti et al. (2010) focus on how public art is contested by artists, urban planners and city dwellers whereas drawing on Lefebvre (1991), McEachern et al. (2012) explore the ways in which the urban park experience is co-created by park managers, park users and non-human entities.

References

- Agnew, J. (2005). Space: place. In Cloke, P. and Johnston, R., (eds.) *Spaces of Geographical Thought: Deconstructing Human Geography's Binaries*. London: Sage, pp. 81–96.
- Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees, *Journal of Marketing* 56 (2), pp. 57-71.
- Chatzidakis, A., Maclaran, P. and Bradshaw, A. (2012). Heterotopian Space and the Utopics of Ethical and Green Marketplace Behavior. *Journal of Marketing Management*, 28 (3/4), pp. 494-515.
- de Certeau, M. (1984), *Practices of Everyday Life*, Translated by S. Rendall, Berkeley: University of California Press.
- Harvey, D. (2004). Space as a Keyword. In *Marx and Philosophy Conference*, May, Institute of Education, London.
- Kozinets, R. V., Sherry J. F., Storm, D., Duhachek A., Nuttavuthisit, K. and DeBarry-Spence, D. (2002). Themed Flagship Brandstores in the New Millennium: Theory, Practice, Prospects. *Journal of Retailing*, 78 (1), 17-29.
- Lefebvre, H. (1991) *The Production of Space*, Translated by D. Nicholson-Smith, Oxford: Blackwell.