

**Who owns my embodiment? How embodiment ownership affects well-being,
resource accumulation and marginalisation.**

Track co-chairs: Dr Andrew Lindridge and Dr Anoop Bhogal-Nair

1. Promotional paragraph

The body embodies differing cultural, economic, political, and social interventions, manifesting through art, consumption, and medicine. Complimenting this has been an ongoing dispute over who owns one's body and the related embodiment. Consumption literature has focussed on tattooing, plastic surgery and other consumer lifestyle self-enhancements, yet ignores those aspects of embodiment transcending into the margins of society: disabilities, transgender, diseased bodies, aging bodies, the incarcerated and obesity. This track explores our understanding of who owns embodiment and how others, supported by the market, also embody values on our bodies, marginalising individuals as outliers to the market ideal.

2. Standardised biographies

Dr Andrew Lindridge

Reader in Marketing

Andrew's research interests focus on the marginalized consumer, i.e. consumers who feel unable or unwilling to identify with the consumer market, or who the market intentionally excludes owing to cultural, economic, political, religious, or social reasons. His research has received numerous awards and has appeared in a variety of refereed journals, including: *The European Journal of Marketing*, *Journal of Business Research*, and *The Annals of Tourism*. Andrew is currently the Editor for *Qualitative Market Research: An International Journal*, and an Associate Editor for *The Journal of Marketing Management*.

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Dr Anoop Bhogal-Nair

Senior Lecturer in Marketing & Consumption

Anoop's research interests focus upon understanding how consumers negotiate and consume both their sense of physical being and their self-identity within the spaces they occupy. Her interests remain rooted in: (a) understanding how young Indian women negotiate the contours of modernity and tradition in contemporary Indian society, and (b) how ethnic minority consumers negotiate hyphenated identities in Britain. Anoop's research has appeared in *Advances in Consumer Research* and has been presented at a variety of conferences, including: *The Association for Consumer Research (ACR)*, *Transformative Consumer Research (TCR)* and *Consumer Culture Theory (CCT)*.

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3. Revised track description

Since ancient times, the body has embodied differing aspects of cultural, economic, political and social interventions, manifesting through varying lenses including art, consumption, and medicine

(Foucault, 1971). Complimenting these lenses, has been an ongoing and increasing argument over who owns one's body and the related embodiment. An apt example is the MeToo movement, where a woman's ownership of her body is contested through who owns the right to embody it through their own values. Yet, transnational capitalism demands flexible embodiment to allow for flexible accumulation of resources as and when a situation requires, with embodiment often negotiated through market forces. We pose two questions: first, who owns an individual's embodiment when the individual is marginalised by society by physical difference, and second, what happens to those consumers' well-being whose embodiment doesn't comply with society and the markets' ideals of embodiment, thereby denying them flexible accumulation of resources?

Whilst, consumption literature has focussed on tattooing, plastic surgery, skin colour or other consumer lifestyle self-enhancements (Askegaard et al, 2002; Farber, 2006; Jha, 2016; Mowen et al, 2009; Patterson & Schroeder, 2010) research is notably absent on those aspects of embodiment transcending into the margins of wider society, such as: disabilities, transgender including cross-dressing, diseased bodies, aging bodies, deformities, the incarcerated, and obesity. Considering the relevancy of these topics with the questions posed, this proposal represents a critically important theme for TCR researchers.

Track Goal

This track explores and deepens our understanding of embodiment and how others supported by the market also embody values of ownership over our bodies, potentially marginalising those individuals who do not fit the market ideal. The track team will explore four key objectives: (i) how embodiment marginalises consumers, (ii) who is using embodiment to marginalize, (iii) how embodiment non-compliance affects resource accumulation and well-being, and (iv) the implications for society.

Tentative Track Structure

Pre-conference: Foundation Building

The selected participants will represent a variety of backgrounds, bringing to the group a plethora of experiences and approaches to understanding marginalisation and well-being. We will invite each track participant to engage in pre-conference work so that the time spent at the conference will be fruitful and productive. We envisage that each group member will play an active participatory role prior to, during and post conference. One component of the pre-conference activities will be to review relevant literature pertaining to embodiment and well-being, marginalisation and market forces. Broader themes, with the use of case examples, will also be covered, for example, the 'Me Too' movement and 'Dark is Beautiful' campaign.

A) Shared understanding: building a shared understanding of the marginalised embodiment experiences and the market mechanisms that perpetuate this, is a key aspect of this track's conceptual and theoretical development. Participants will be asked to identify or select from a list of embodiment issues two relevant key papers, in addition identifying a relevant case from lay sources (e.g. Me Too, disability and the fashion industry). These materials will be circulated to participants via a group e-mail list created by the co-chairs.

B) Contexts: Track participants e-mail list will be used to facilitate the sharing of ideas and documents. Co-chairs will encourage all participants to share a range of materials – TED talk videos, documentaries, news reports, opinion pieces etc. We consider these range of materials as important stimuli for engaging in critical discussions. Furthermore, understanding the broader

context from which these cases emerge is equally important in helping to develop a conceptual framework.

C) Gathering Insight: Prior to the conference, each track member will be expected to develop their previously identified embodiment issues and agree to undertake some empirical research. This could be in the form of interviews with people indicative of their chosen embodiment theme, online/ netnographic research or archival research. (Participants are expected to obtain ethical approval from their university prior to gathering this research). We are welcoming to a range of methodological approaches - tried and tested and those more novel. This approach is aimed to maximise the track opportunities to develop a paper submission to the conference's special issue of the Journal of Public Policy and Marketing.

Conference activities

Track chairs will summarise the results of the pre-conference activities and aim to provide a draft journal paper outline by the end of the conference.

The conference goals are to:

- establish the positioning and draft for a paper submission to the conference special issue in *The Journal of Public Policy and Marketing*, and
- to develop a conceptual and theoretical framework for the journal paper submission.

Post-conference activities

- **Competitive Paper Submission:** We will collectively write a competitive paper submission to document our conceptual framework during and following the conference. All team members will be expected to contribute to the pre-conference data collection, conference drafting of the journal paper during the conference, and any further follow up data collection and paper writing up. This will be synthesised and edited by the track co-chairs prior to the submission of the manuscript.
- **Continuous Engagement:** Our hope is that we continue the dialogue beginning at TCR and think about alternative ways in which our discussions/findings can be disseminated. This could be through the development of related project or funding opportunities.

References

- Askegaard, S., Gertsen, M. C. and Langer, R. (2002) 'The body consumed: Reflexivity and cosmetic surgery', *Psychology and Marketing*, 19(10), pp. 793-812.
- Farber, L. (2006) 'Skin Aesthetics', *Theory, Culture & Society*, 23 (2-3), pp. 247- 250.
- Foucault, M. (1971) 'Orders of Discourse', *Social Science Information*, 10 (2), pp. 7-30.
- Jha, M. R. (2016) *The Global Beauty Industry: Colorism, Racism, and the National Body*. New York: Routledge.
- Mowen, J.C., Longoria, A. and Sallee, A. (2009) 'Burning and cutting: Identifying the traits of individuals with an enduring propensity to tan and to undergo cosmetic surgery', *Journal of Consumer Behaviour*, 8 (5), pp. 238-251.
- Patterson, M. and Schroeder, J. (2010) 'Borderlines: Skin, Tattoos and Consumer Culture Theory', *Marketing Theory*, 10 (3), pp. 253-267.