

Four (Small) Lessons in Innovation and Research

Research presentation at the 50th Anniversary Award Ceremony for the DANISH AWARD FOR RESEARCH IN MARKETING

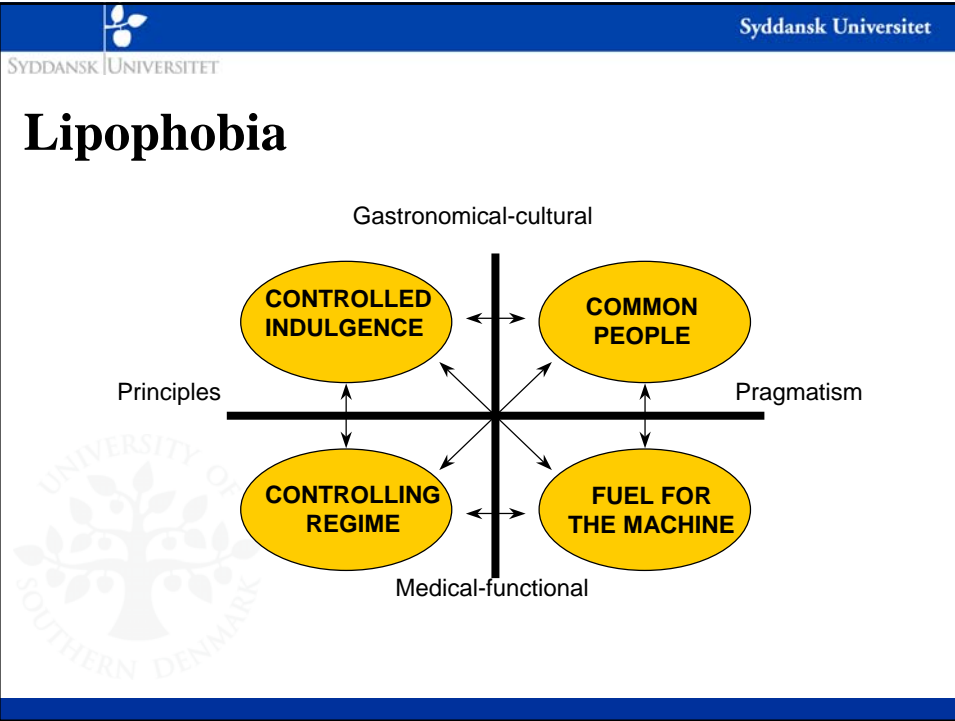
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1

In the beginning...

- Trans-disciplinary marketing team at Odense University
- Special focus on international marketing and culture
 1. Different national cultures
 2. Different life styles in and across cultures
 3. Qualitative methods
- One example encompassing all of this

2



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Lesson one: Trans-disciplinarity

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4



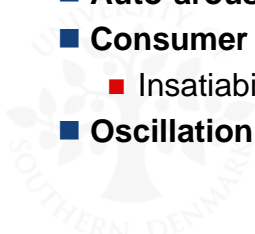
Desire: an inquiry into consumer passion

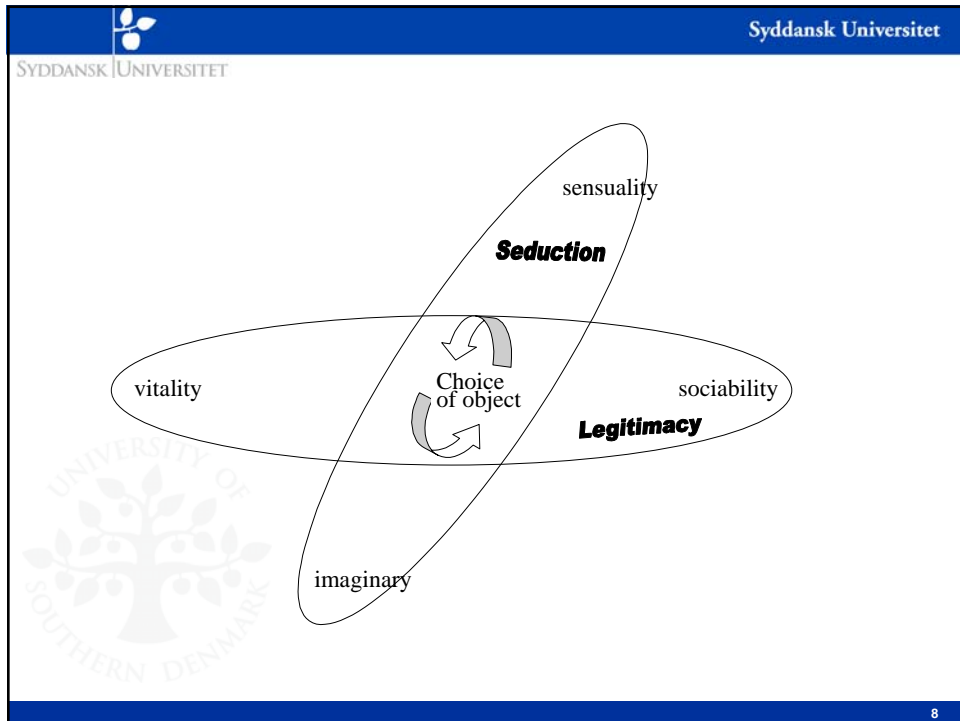
- **Starting 1994**
- **A multi-sited, multi-method study**
 - More than 500 informants
 - Journals, interviews, projectives
 - In Turkey, USA and Denmark
- **Beyond needs and wants as consumer motivations**
- **In line with recent neuroscientific criticism of body-mind dualism**



Desire is...

- **Mimetic**
 - Desire is a relationship to the “Other”
- **Cyclical**
- **Desire to desire**
 - “controlling the uncontrollable”
- **Auto-arousing (ecstatic)**
- **Consumer culture in a nutshell**
 - Insatiability
- **Oscillation of vitalizing energy and dangerous excess**





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Lesson two: Stamina

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9

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Globalization?

- **Ethnic consumer groups**
- **Greenlandic immigrants (!!??)**
 - A window of opportunity
- **Acculturation processes beyond assimilation**
- **Post-assimilationist Ethnic Consumer Research**
 - Home culture and host culture and all the negotiations in between
- **And global consumer culture as a third acculturative factor!**

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10

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Lesson three: Freedom

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11

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Global segments?

- "philosophers' stone" of international marketing
- The Global Youth Segment
 - "young people are everywhere the same"
- Wither cultural differences?
 - Was Levitt wrong or right?
- Global youth culture as a site of consumption
 - Not a segment but a site with "roles"
 - Global brands are the accessories to these "roles"
 - Roles played in local contexts: **Glocal** youth


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12

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Lesson four: Sharing

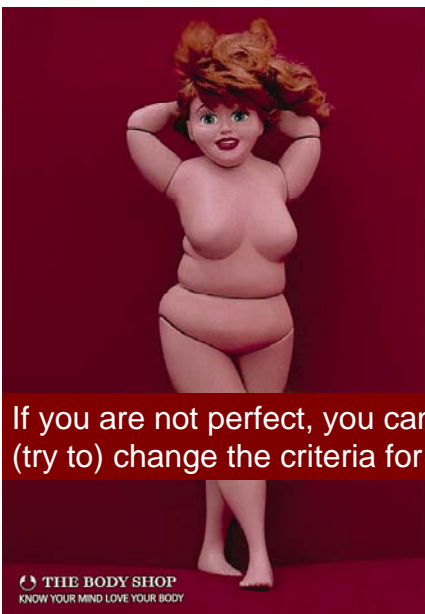


13

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Added value



If you are not perfect, you can always (try to) change the criteria for perfection

THE BODY SHOP
KNOW YOUR MIND LOVE YOUR BODY

14