Contents

List of contributors xi

PART I  CONCEPTUAL FOUNDATIONS 1

1 Tribes, Inc.: the new world of tribalism 3
Bernard Cova, Robert V. Kozinets and Avi Shankar

Introduction 3
Consumer tribes are activators 7
Consumer tribes are double agents 9
Consumer tribes are plunderers 13
Consumer tribes are entrepreneurs 16
Conclusion: tribes are open, aporic, and incorporated 20
References 23

2 Tribal aesthetic 27
Michel Maffesoli

References 34

3 Marketing the savage: appropriating tribal tropes 35
Robin Canniford and Avi Shankar

Introduction 35
The fall and rise of surf-culture 36
Hollywood beach films 39
Endless summers and cultural napalm 42
Appropriating tribal tropes 45
References 47
# PART II  TRIBES AS ACTIVATORS

4  **The consumption of cultural heritage among a British Royal Family brand tribe**  
*Cele C. Otnes and Pauline Maclaran*  
Methods  
Findings  
Discussion  
References

5  **The evolution of a subculture of consumption**  
*John W. Schouten, Diane M. Martin and James H. McAlexander*  
Introduction  
The original study in retrospective  
Market forces and subculture change  
A critical turn  
Conclusion  
Acknowledgements  
References

6  **Metro/Fashion/Tribes of men: negotiating the boundaries of men's legitimate consumption**  
*Diego Rinallo*  
Introduction  
Marketplace actors and the cultural production of fashionable masculinities  
Method  
When men look at other men: reading strategies of straight and gay consumers  
The risky consumptionscape of straight men  
The gaydar is dead: long live the gaydar!  
Discussion and conclusion  
Acknowledgements  
References

7  **The linking value of subcultural capital: constructing the Stockholm Brat enclave**  
*Jacob Ostberg*  
Theoretical positioning  
Subcultural capital  
Methodological procedures  
Results: the reflexive construction of subcultural capital  
Concluding remarks  
References
## PART III  TRIBES AS DOUBLE AGENTS

### 8 Sociality in motion: exploring logics of tribal consumption among cruisers

*Douglas Brownlie, Paul Hewer and Steven Treanor*

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>109</td>
</tr>
<tr>
<td>Tribes in motion</td>
<td>110</td>
</tr>
<tr>
<td>A (sub)cultural approach to consumption</td>
<td>111</td>
</tr>
<tr>
<td>Tribal membership practices</td>
<td>113</td>
</tr>
<tr>
<td>Car practices</td>
<td>114</td>
</tr>
<tr>
<td>Methodology</td>
<td>115</td>
</tr>
<tr>
<td>The cruise: as a way of being together</td>
<td>116</td>
</tr>
<tr>
<td>Stylization and customization</td>
<td>117</td>
</tr>
<tr>
<td>Individualism and affiliation</td>
<td>120</td>
</tr>
<tr>
<td>Aloofness and fluid hierarchies</td>
<td>121</td>
</tr>
<tr>
<td>Discussion</td>
<td>123</td>
</tr>
<tr>
<td>References</td>
<td>124</td>
</tr>
</tbody>
</table>

### 9 Hunting for cool tribes

*Clive Nancarrow and Pamela Nancarrow*

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunting for cool</td>
<td>129</td>
</tr>
<tr>
<td>Postmodern tribes</td>
<td>129</td>
</tr>
<tr>
<td>Tribes and distinction</td>
<td>130</td>
</tr>
<tr>
<td>Subcultural or tribal capital</td>
<td>131</td>
</tr>
<tr>
<td>So what is cool?</td>
<td>132</td>
</tr>
<tr>
<td>Defining cool</td>
<td>135</td>
</tr>
<tr>
<td>The commodification of cool and the cultural capital of consumption</td>
<td>135</td>
</tr>
<tr>
<td>Messengers of cool</td>
<td>136</td>
</tr>
<tr>
<td>Coolhunting</td>
<td>137</td>
</tr>
<tr>
<td>A case study: looking for cool</td>
<td>139</td>
</tr>
<tr>
<td>Conclusion</td>
<td>141</td>
</tr>
<tr>
<td>References</td>
<td>142</td>
</tr>
</tbody>
</table>

### 10 Temperance and religiosity in a non-marginal, non-stigmatized brand community

*Hope Jensen Schau and Albert M. Muñiz Jr*

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The way of the rockstar</td>
<td>146</td>
</tr>
<tr>
<td>Our approach</td>
<td>147</td>
</tr>
<tr>
<td>My life/your world: religiosity in the TPATH fan community</td>
<td>148</td>
</tr>
<tr>
<td>Concluding thoughts</td>
<td>160</td>
</tr>
<tr>
<td>References</td>
<td>161</td>
</tr>
</tbody>
</table>
## Contents

11 **Imprinting, incubation and intensification: factors contributing to fan club formation and continuance**  
*Paul Henry and Marylouise Caldwell*

- Introduction 163
- Method 164
- Findings 165
- Conclusion 171
- References 172

### PART IV TRIBES AS PLUNDERERS

12 **Harry Potter and the Fandom Menace**  
*Stephen Brown*

- This just in 177
- Authorpreneurship 178
- Back story 178
- Real story 180
- The triwizard iTribes 181
- Get a life 183
- The auror, the auror 185
- When good fans go bad 189
- References 191

13 **Inno-tribes: *Star Trek* as wikimedia**  
*Robert V. Kozinets*

- A brief history of *Star Trek* 196
- *Star Trek* as wikimedia 197
- Prosuming's final frontier 198
- Gays, grays, and ego plays 200
- Death by canon, or the death of canon? 202
- *Star Trek* fans as inno-tribes 204
- Considerations 206
- References 209

14 **Seeking community through battle: understanding the meaning of consumption processes for warhammer gamers' communities across borders**  
*David J. Park, Sameer Deshpande, Bernard Cova and Stefano Pace*

- Introduction 212
- Consumption tribes 213
- Warhammer 214
- Understanding gaming brand community: a case of warhammer gamers in the US and France 217
Warhammer community: in between postmodernism and poststructuralism 219
Conclusion 222
References 222

PART V TRIBES AS ENTREPRENEURS 225

15 'Gothic' entrepreneurs: a study of the subcultural commodification process 227
Christina Goulding and Michael Saren

Introduction 227
The research background 228
The research methods 229
The stages of subcultural commodification 231
Some conclusions and implications 238
References 240

16 Marketing, prosumption and innovation in the fetish community 243
Roy Hanger

Introduction 243
Defining the fetish brand community 244
Methodology 248
ManiFest a fetish carnival 249
Marketing and innovation in the fetish tribe 253
Conclusions 255
Acknowledgements 256
References 256

17 The war of the eTribes: online conflicts and communal consumption 260
Kristine de Valck

Introduction 260
Netnographic study 262
Findings 263
Discussion 270
References 273

18 Brand communities and their social antagonists: insights from the Hummer case 275
Marius K. Luedicke and Markus Giesler

Analytical framework 276
The Hummer case 278
Empirical evidence 280
19 New consumption communities and the re-enabling of 21st century consumers
Isabelle Szmigin, Marylyn Carrigan and Caroline Bekin

The production consumption balance 296
Reconnecting consumption and production 297
Re-enabling the consumer 299
Conceptualizing new consumption communities 301
A closer look at the consumption circle 302
A conceptual framework for understanding new consumption communities 304
Conclusions 309
References 310

20 Internationalization of a craft enterprise through a virtual tribe: 'Le Nuvole' and the pipe-smoker tribe
Stefano Pace, Luciano Fratocchi and Fabrizio Cocciola

Introduction 312
Tribal marketing and virtual internationalization 313
The virtual tribe of pipe-smokers and 'Le Nuvole': a small workshop becomes international 317
Conclusions 323
References 325

Index 329