

Internet Appendix A40: Consumer Behaviour

A40.1 Illustrative Pitch Template Example on the Youth Leisure Market

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(A) Working Title	Controversial Leisure: 'Legally' High Youth				
(B) Basic Research Question	Why do young people engage in leisure practices that are surrounded by controversy? How do 'Legal Highs' fit into the youth leisure market?				
(C) Key paper(s)	<ul style="list-style-type: none"> ➤ Goulding, C., Shankar, A., Elliott, R. & Canniford, R. (2009). The marketplace management of illicit pleasure, <i>Journal of Consumer Research</i>, Vol. 35 No. 5, pp. 759–771. ➤ Szmigin, I., Bengry-Howell, A., Griffin, C., Hackley, C., & Mistral, W. (2011). Social marketing, individual responsibility and the “Culture of Intoxication”. <i>European Journal of Marketing</i>, 45(5), 759 – 779. ➤ Box, D., & Lewis, R. (2013). High Risks in 'Legal' Dope, <i>The Australian</i>. 				
(D) Motivation/Puzzle	Young consumers have long been seen as rebellious and associated with problematic behaviours, or victims of 'evil markets' (eg illicit drug markets). Now there are new synthetic products which mimic the effects of mainstream illicit drugs but are technically legal, skirting around the law (eg tweaking chemicals and renaming brands; labelling 'not for human consumption'; selling as bath salts, potpourri, research chemicals, plant food, incense; online and in adult stores). Box & Lewis (2013): “These drugs are increasingly linked to psychotic behaviour, self-harm and deaths among those who take them. So what, exactly, are these Synthetics ['Legal Highs'], who is using them, and why?” The current study takes some motivation from this question.				
THREE	Three core aspects of any empirical research project i.e. the “ IDioTs ” guide				
(E) Idea?	<p>Experiential consumption and leisure studies have already examined 'low-risk' activities and marketing scholars have examined high-risk activities (e.g. Tumbat 2007, <i>Advances in Consumer Research</i>) in depth. This study proposes a further leisure 'category' to complete the holistic youth leisure picture; controversial leisure. Unlike high-risk activities (with controls and/or safety measures), with controversial leisure (physical, psychological and economic) harm comes from the excessive use, misuse and/or abuse (eg drinking alcohol to intoxication involves excessive and abusive use). Similarly, new bizarre teen trends such as condom snorting (snorting a condom up the nose and pulling it out the mouth), involve the misuse of products and/or the abuse of the body. Controversial leisure is further differentiated by evoking moral concern in the community due to the potential negative consequences to the person engaging in the activity and/or to others. This study also proposes that young consumers are faced with a number of leisure activities (ranging from low-risk to controversial) and how they choose to spend their free time depends on their needs/wants and situation.</p>				
(F) Data?	<p>Semi-structured qualitative interviews lasting between 45 and 90 minutes. Sample = 25 youth between the ages of 18 – 25. Depth interviews chosen based on the view of knowledge being situated and contextual - (re)constructed through the dialogue and interaction between the interviewer and participant rather than merely excavated. Seek the views from youth who: (a) have and (b) have not heard of 'Legal Highs'; and (c) have and (d) have not consumed 'legal high' products.</p> <p>The key strategy in sampling in qualitative research is to ensure the sample provides enough data, with the right focus, to enable the research questions to be answered. In interpretivistic research, reliability and validity are not easily assessed as the knowledge is created based on participants' subjective reality (Moisander & Valtonen 2006, SAGE). It has been argued, however, that reliability can be ensured through conducting qualitative research in a transparent rigorous manner, constantly being aware of own predispositions and subjective realities reduce to the likelihood of biased interpretations, and being faithful to the participants' lived experience and subjective realities (Sandberg 200, <i>Organizational Research Methods</i>).</p>				

(G) Tools?	<p><u>Theoretical ‘tools’:</u> adopt a qualitative research design within Consumer Culture Theory (CCT). CCT refers to a body of research that (broadly) views culture as an integral part of consumption, specifically aligning with previous CCT research relating to consumer identity projects and marketplace cultures.</p> <p><u>Interview tools:</u> A projective technique using photo-elicitation will be introduced at the start of the interviews to aide participants in their discussion. For example, numerous pictures of leisure activities that might be surrounded by controversy - stimulating deeper discussions into the leisure activities included in the stimuli as well as others the participants volunteer.</p> <p>Participants to be given a perceptual mapping task and asked to sort the images of leisure activities they might or would engage in onto the perceptual map – based on whether they think the activities are socially/physically harmful/beneficial. This should stimulate deeper discussions surrounding the subjective and situational factors that influenced participants’ leisure consumption.</p> <p><u>Analysis tools:</u> Data coded and analysed by hand – with the assistance of computer-based software (such as Leximancer) to manage the data.</p>
TWO	Two key questions
(H) What’s New?	<p>The novelty of this research lies in the concept of <i>controversial leisure</i>. The inclusion of this in consumer research will expand the thinking surrounding young consumers and how they are conceptualised in marketing and consumer research.</p> <p>Projective techniques in consumer research are underutilised. In this research they are valuable in encouraging deeper discussions with participants (especially when discussing sensitive topics). The novelty of this research thus also lies in the methods used during data collection.</p>
(I) So What?	<p>The nature of the ‘Legal High’ market (e.g. mimicking market elements, such as branding, and skirting around regulation) means the “solution” is not as simplistic as banning the products – as is often the popular regulator move in drug markets. A further understanding of how and why young consumers behave the way they do during their leisure time will provide insights into how to more effectively target young consumers with a harm minimisation approach.</p>
ONE	One bottom line
(J) Contribution?	<p>The main contribution of this study is theoretical; extending the body of literature on youth culture and leisure practices to define and explicate the category of controversial leisure.</p> <p>This study also has practical contributions for regulators and policy makers; giving them insights into youth leisure practices and marketplace interactions.</p>
(K) Other Considerations	<p>Target journal: <i>European Journal of Marketing</i>. This is an ambitious yet realistic target.</p> <p>The main risks involved in this study relate to the privacy of the participants and the nature of the data. No questions about illicit activities but some participants might volunteer this information. All materials de-identified, privacy and anonymity of the participants is paramount. The collection and analysis of data may involve listening to experiences with psychoactive substances – some of which may be graphic. Ethical clearance essential.</p>