

MARKETING RESEARCH SEMINAR SERIES

Speaker:

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Brief Bio:

Marcus Phipps is a Senior Lecturer in the Department of Management and Marketing at the University of Melbourne. His research interests focus on routines, practices, sustainability and transformative consumer research. He has published his work in a variety of journals including the Journal of Consumer Research, Journal of Public Policy and Marketing, and the European Journal of Marketing.

Topic: Navigating the Complexities of Tiny Spaces

Abstract:

From the romance of nature (Canniford and Shankar 2013) to the spectacle of fantasy retail (Kozinet et al. 2004, Maclaran and Brown 2005), a plenitude of space is seen as a way to enhance the overall consumption experience. This presentation investigates consumers who deliberately seek to limit their space. The tiny house movement is a social and architectural trend that advocates living simply in small spaces. Drawing from in-depth interviews with tiny home owners, blogs, and ethnographic notes from meet-ups and festivals, this research explores the unique emotional relationship of living in a very small space. Findings show how spatial constraints lead to a renegotiation of how household practices are traditionally organized. The private can become public, essentials deemed luxuries, and new emotional spaces are discovered both inside and outside of the household.

Date: Friday September 6th, 2019
Time/Place: 10:30am to 12:00 noon in Room N201
RSVP: ssinclair@schulich.yorku.ca (Sheila Sinclair, Administrative Assistant, Marketing)