

! "#\$%&' & () \$*) ' + , - & \$
" & \$ & (, - , \$ % ! & \$. ! / 0 1 # \$, 1 1 ! 2 , 3 & 4 % - , \$ % !
' 5 # . - 6 4 , ! 7 6 8 8 , (, !
9 + : ! ; ! / 4 6 & . < & = > ! ' & 4 & % 6 (& ! ' 3 4 # \$ (1 > ! ; ? ! + @ 9 A A > ! B ' C !
D - & # 8 E ! - 1 & \$ () * # F 1 5 # . - 6 4 , G , . 0 !

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. ! / 0) (& 1 ' \$

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/ 234567389\$; ; \$ ' : 68 < \$ 0 = 6 : > 3 2 = \$ + 65527 ? : 6 : \$
/ 4 = & \$! ' H) 6 6 8 ! 6 I ! / 0 1 # \$, 1 1 ! & \$. ! D H 6 \$ 6 - # H 1 !
J) 2 ! C 0 (0 1 % ! @ K + L !

! "#\$%&' () * \$ & + , - . & / 0) 1 2 # 3 " # 4 & 5 " 1 1 \$ %) 2 " ' # & 6 7 2 % 3 & 8 9 : ; &
M J C E ! L G K !

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! @ A 5 \$ / 234567389\$
M 4 & . 0 & % , ! 7 , 4 % # I # H & % , ! # \$! N 6 - , \$ 0 ! ' % 0 . # , 1 > ! @ K + L !
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/ 234567389\$; ; \$) 6 3 B : 2 = \$
" G ' G ! # \$! P , % & # 8 # \$ (1 & \$. ! 7 6 \$ 1 0 - , 4 ! ' H # , \$ H , 1 > ! C 0 (0 1 % ! @ K K L !
" # \$ 6 4 ! # \$! " & 4 5 , % # \$ (! I 4 6 - ! D 8 8 , 4 ! / 0 1 # \$, 1 1 ! ' H) 6 6 8 > ! B \$ # * , 4 1 # % = ! 6 I ! C 4 # Q 6 \$ & !

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' = 6755 \$ % : 2 C 5 5 \$ & 2 7 8 3 8 @ 8 5 \$: ; \$ % = 2 = D 5 E 5 2 8 \$ * 8 @ F 3 5 7 \$ G ' % & % * H \$
/ 6 - R & = > ! S \$. # & !
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" = F I > 3 ; ; 5 \$ 0 : >> 5 D 5 J \$, = 6 4 = 6 F \$ / 234567389\$
M 4 & . 0 & % , ! H 6 0 4 1 , 1 ! # \$! " & 4 5 , % # \$ (! " & \$ & (, - , \$ % ! / 0 1 # \$, 1 1 ! J 6 8 # H = ! & \$. ! ' % 4 & % , (# H ! J & \$ \$ \$ \$ (> ! + T T U V
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' = 6755 \$ % : 2 C 5 5 \$ 0 : >> 5 D 5 \$: ; \$ 0 : E E 5 6 I 5 \$ = 2 F \$. I : 2 : E 3 I 7 \$
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/ 234567389\$; ; \$ ' : 68<\$0 = 6 : > 32 = \$ + 65527? : 6 : \$
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2*#1#6\$!6I!P , %#\$ (!&\$. ! 76\$10 - , 4! ' H# , \$H , !!
&& & & & & & & & LMML\$Q\$LMMO&

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K / TU&0) (& 1 ' * \$

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\O\$H&=V [&=, 4!Z!] , #S!N! / 4&H, VM6* &\$! 768, - &\$!7!] &44#16\$!P! ^04&) - 60\$, >! ; !
' &\$() *#>! " >!&\$. ! ' % , #I#, 8 . >!Z!X@K@KYG! \) , !4, \$&\$H, !6I! (, \$. , 4! , e0&8#=#!4, 1, &4H)!

%) ' / * 0 " & K (* \$ & ' \$! . - . U 1 K % . ' (\$

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' & \$ () * # ! " G ! X " 6 \$ 6 (4 & 3) Y G ! J & \$ % 1 > ! J 6 < , 4 > ! & \$. ! J 6 8 # % # H 1 k !

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J G ! " & H 8 & 4 & \$ > ! Z G ! ' % , * , \$ 1 ! & \$. ! ^ G ! h 4 & * , % ! ! X D . 1 G Y > ! P 6 0 % 8 , . (, ! 7 6 - 3 & \$ # 6 \$! % 6 ! f , - # \$ # 1 - ! & \$. !

" & 4 5 , % # \$ (G ! !

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' & \$ () * # ! " G ! & \$. ! f 4 & \$ 5 > ! J G ! " G !

C(,\$.&I64!M,\$.,4!&\$.!SS\$,41,H%#6\$&8#%,1G!\4&\$1I64 - &%#*,!76\$10 - ,4!P,1,&4H)!
76\$I,4,\$H,!&%!764\$,88!B\$#*,41#=#\$!S!)&H>;?G!!

\$

*=2D<43Z\$%#W!M)#% - &\$VM#85,1>DGkk!X@K+UYG!] #1%64#H&8!C\$&8=1#1!6I!%),!D*680%#6\$!6I!
J68#%#H&8! " &45,%#\$(!#)! ,!B\$#%,.! '%&%,1G!76\$I,4,\$H,!6\$!] #1%64#H&8!C\$&8=1#1!&\$.!
P,1,&4H)!# \$! " &45,%#\$(!#)!Z*#,43668>!B hG!\$

\$

*=2D<43Z\$%G!W!7&\$%64>!CGkk!X@K+AYG!SS\$,41,H%#6\$&8#=#\$!J68#%#H&8! " &45,%#\$(G+d!)!C\$\$0&8!
76\$I,4,\$H,!6\$!M,\$.,4>! " &45,%#\$(!&\$.!76\$10 - ,4!/ ,)&*#64G!J&4#1>!f4&\$H,G!!

!

*=2D<43Z\$%G! / &4\$)&4%>! " G>! / 46<\$8#,>! 2G!! :?7I<=Z\$*G!] OII!CG!2G! " HC8,`&\$.,4>! / G!
" HC8,`&\$.,4>!G!J6.61), \$>!G!'H),#R&0 - >!CG!7G!&\$.! ' % ,#\$I,8.>!ZGX@K+AYG!C!
76\$H,3%0&8! " 6.,8!6\$!\4&\$1I64 - &%#*,!Z,&4\$#\$(!#)! " &45,%#\$(!D.OH&%#6\$G! " &45,%#\$(!
D.OH&%6401!C116H#&%#6\$!C\$\$0&8!76\$I,4,\$H,!# \$!2,\$*,4>!7 ^G!!

!

*=2D<43Z\$%#!X@K+:YG!C33,&4&\$H,! " %&%,41E!\),!468,!6I!&33,&4&\$H,!I64!I, - &8,!368#%#H&8!\$1!# \$!
368#%#H&8! - &45,%#\$(G!CH&., - =!6I! " &45,%#\$(!@K+:G!B\$#*,41#=#\$!Z# - ,4#H5>!S4,8&\$\$.G!!

!

!:?7I<=Z\$*G!*=2D<43Z\$%G! / &4\$)&4%>! " G>!] OII!CG!2G! " HC8,`&\$.,4>! / G! " HC8,`&\$.,4>!G!W!
J6.61), \$>!G!X@K+:YG!\4&\$1I64 - &%#*,!\ ,&H)#\$(!&%!
!&%! j #88&\$6*#!B\$#*,41#=#\$!>!J,\$\$1=8*#&\$&G!!

!

*=2D<43Z\$%G!W!] 6.(,1>! ;G!X@K+LYG!C33,&4&\$H,! - &\$&(, - , \$%!# \$!368#%#H&8! - &45,%#\$(E!
D` & - # \$#\$(!3,413,H%#*,1!6I!86H&8!368#%#H&8!\$1!&\$.!H& - 3&#(\$!<645,41G!SS!
!X3G!T:YG!'34#\$(,4G!

*=2D<43Z\$%3238=>!W!7)#8.1>! " #H),88,!X@K+@YG! ')& - ,!6\$! - ,E!D`3864#\$(!)6<!1)& - ,!&\$!.!(O#8!
&II,H%!H6\$10 - 3%#6\$!6I!I&1)#6\$!346.OH!1G!

!

*=2D<43Z\$%Z\$W\$%=I<=F:Z\$(!X@K++YG!\),!I&1)#6\$!&\$!.!368#%#H1!6I!R4&\$!.!M&(&G!
G!!!

!

*=2D<43Z\$%>!W! / 46<\$>! j !X@K+KYG!J8&1%#H1!&\$!.!78&H5,41E!] 6<!I&1)#6\$&R8,! (#481!&4,!364%4&=, .!
#\$!H6\$%, - 364&4=!BG'G!H#\$, - &G!

\$

K65752856\$32\$?:>F\$

kk2,\$6%,1!1%O.,\$%!

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!

J.,4!P,*#,<.,.!N6451)631!&\$!.!P,1,&4H)! '= - 361#0 - 1!

!

'&\$()*#! " G!X@K+UYG!SS\$,41,H%#6\$&8#=#\$!.!&33,&4&\$H,! - &\$&(, - , \$%!# \$!368#%#H1G!

>!M4,,\$1R646>! ; 7G!

'&\$()*#>! " !X@K+dYG!S. , %###!&\$. !H6\$10 - 3%#6\$!& - 6\$(!4, %04\$#\$(! - # (4&\$%1!#\$!%4&\$1\$&%#6\$&8!
&&\$. 1H&3, 1G!
! "##\$%K&L\$1)&M)03\$#)&6 72%3&

&

!

J, , 4!P, *#, <, . !P60\$. %&R8, !!

!

^Q&\$\$, >!_08#, !W! ' &\$()*#>! " #\$\$\$&!X@K+dYG!From Outsider to Insider: Opportunities and Challenges of Trans-disciplinar Teams for doing Transformative Consumer Research. Association for Consumer Research Conference, 2013.

!

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: 6\$VP, I, 4, . . !J4, 1, \$%\$1!!

!

*=2D<43Z%#X@K+UYG\$J4, 1, \$%, . !6\$!SS%, 41, H%#6\$&8#=#\$! " &45, %#\$(!&%!) , !26H%64&8!N6451)63!
I64!M, \$, 4!#\$! " &45, %#\$(!&\$. !76\$10 - , 4!P, 1, &4H)!XMD ; " C7Y!&%! / , \$%8, =!B\$#*, 41#=#\$!
/ 61%6\$>! " CG!!

\$

'&\$()*#>! " #\$\$\$&!X@K+dYG! \) , !P68, !6I!C33, &4&\$H, ! " &\$&(, - , \$%!#J68#%H&8! " &45, %#\$(!&\$!
Z6H&8!D8, H%#6\$1G!
7&468#\$&!M4, , \$1R646#\$\$
X32256\$\$L^{2F}\$ [>=I5\$G , : 2:6=?>5\$%5283:2H#!

!

'&\$()*#>! " #\$\$\$&!X@K+dYG!SS%, 41, H%#6\$&8#=#&\$. !C33, &4&\$H, ! " &\$&(, - , \$%!#J68#%H&8!
" &45, %#\$(E!f&1)#6\$#\$(!%) , !(=&!368#%H#&\$G!
R=!B\$#*, 41#=#6I! ; 64%)!7&468#\$&!M4, , \$1R646G!!

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'&\$()*#>! " #\$\$\$&!W! " &H&. 6! \ #II&\$=!X@K++YG! / 4&\$. #\$(!Z& . =!M&(&G!
!)61% , . !R=!B\$#*, 41#=#6I! \ , \$\$, 11, , >!h\$6` *#88, G!!

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(") ! . \$K / TU&0) (&1 ' *\$\$

'&\$()*#>!" G!X@K+L! ; 6* , - R, 4!+ : YG! 78#\$%6\$! / , (, %1! 78#\$%6\$G! ^3VD. !3# , H, !I64!
G!P , %4# , * , . !I46 - E!)%%3Egg<<<G%# - , 10\$#6\$GH6 - g63#\$#6\$g&4%#H8. g76 - - , \$%&4=V
78#\$%6\$VR, (, %1V78#\$%6\$V : 9T : LATG3)3!!

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1 (, . "\$K / TU&0) (&1 ' *\$

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'&\$()*#>!" G!Xf64%)H6 - #\$(YG!C88!) , ! '%&4!#!\$! - =!' 5=G!] &43, 4! 7688#\$1G!Xf#H%#6\$YG!!

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* . U . 0 (. ! \$U . 0 (/ " . *J\$K" . * . ' () (&1 ' *\$

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* [632D\$LMLMS

- ' 5# . - 64, !7688, (, !] S!d : LJ!C4H) #* &8! ' %64=% , 88#\$ (G!J46I, 1164!_64. &\$&! 2 = - G!M0, 1#!
Z, H%04, !<#%)!h&% , !M4&\$, =>! ; &%&8# , ! \ &=864>!&\$. !P&H) , 8! ' , 8# (- &\$!6\$! ; , * , 4! 26\$, E!+KK!
= , &4!6I!368##H1!&\$. !R , =6\$. ! , `)#R#%!

!

- " , 886\$! ' , - #&4E!J4, 1, \$%&%#6\$!6\$! ; , * , 4! 26\$, E!+KK! = , &4!6I!368##H1!&\$. !R , =6\$. !
, `)#R#%!

!

\$

Y=>>\$LMN\\$\$

- M, \$. , 4!&\$. !] & - #8%6\$!X \) , ! " 01#H&8YG!S\$!7&%=!] #8801! ' H4#R\$, 4! ' , - #&4>!] & - #8%6\$!&\$. !
] #3V] 63G!!

\$

* [632D\$LMN\ \$

- 2 &*# . 16\$!7688, (, E!DH6\$6 - #H1!P, 1, &4H)! ' , - #&4!6\$!N) =!] #88&4=!Z61#E!M, \$. , 4!&\$. !
J68##H&8! " &45, %#\$ (!#\$!%) , !B\$#% , . ! ' %&% , 1!&\$. !%) , !@K+A!J4, 1# . , \$%#&8!D8, H%#6\$G!\$

\$

- " 6 . , 4&% , . !J&\$, 8!6\$!N6 - , \$0!C (, \$. &!&%! ' 5# . - 64, !7688, (, !\$

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Y=>>\$LMN]\$

- CH& . , - #H! " #S0% , >!NC " 7!P& . #6g!S\$1# . , !] # () , 4!D . !

!

- M, %!B3>! ' %&\$. !B3E!P# () %1>!P, 136\$1#R#8## , 1!&\$. !7##Q, \$1) #3G!J&\$, 8! . #IH011#6\$!&%! \ &\$ (!
" 01, 0 - !I64!CHH, 8, 4&%64! ' , 4#, 1!<#%)! ' & - !204&\$%>!D4#H!M6%% , 1 - &\$G!S168 . , ! / 4#, 8 - &# , 4!
&1! " 6 . , 4&%64G!!

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\$
Y=>>\$LMNS\$

- 'B ; ?!C8R&\$=!/" h \!d+@E! " &45,%#\$(!P,1,&4H)!78&11E!\&85!6\$a0&8#%&#* ,!P,1,&4H)! " ,%)6.1!#\$! " &45,%#\$(!

!

- '5#. - 64,!D\$H64,!J4,1,\$%\$!6\$!N)=!] #88&4=!Z61%G!!

!

*[632D\$LMNS\$

- 'B ; ?!C8R&\$=!J68#H&8!76 - - 0\$#H\$!78&11E!\&85!6\$!J68#H&8! " &45,%#\$(!!

!

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Y=>>\$LMN^\$

- f4&\$H,1!?60\$(!\&\$(! " 01,0 ->! ; 6* , - R,4!+>!@K+AG!\&85!6\$!M,\$. ,4!#\$(%) ,!@K+A! 34,1#.,\$%&8!H& - 3&#(\$G!!

!

- \D2`!'&4&%6(&'34#\$(1! ; 6* , - R,4!d>!@K+A!

!

- f4&\$58#&\$!&\$.! " &41)&88!7688,(>!^H%6R,4!L>!@K+AG!\&85!6\$!M,\$. ,4!#\$(%) ,!@K+A! 34,1#.,\$%&8!H& - 3&#(\$G!!

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Y=>>\$LMN_\$

- '5#. - 64,!D\$H64,!!

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".*.)"0,\$+)"'(*\$\$

!

n:KKK! S.,&Z&R!" &5#\$(!7688&R64&#* ,!%6!I61%,4!H4,&#* ,!H688&R64\$!1R,%< ,,\$! I&H08%=<#%)!24G!Z,#(!N#8%6\$!XJ1=H)686(=Y!Xf0\$. ,. YG!!

!

n+KKK! /4#.(,!D`3,4#,\$H,!7#*#H!D\$(&(, - ,,\$%!76041,!2 ,*,863 - ,,\$%!J, .&(6(=!M4&\$! Xf0\$. ,. Y!

!

n+>KKK!! +T^)!Z6\$(!C - ,,\$. - ,,\$%!J46c,H%&! 'H)8,1#\$(,4!Z#R4&4=!&P&.H8#II,!7688,(!,6\$! J&\$%1>!J6<,4!&\$.!J68#H1G!X2#.!\$6%4,H,* ,!IO\$.#\$(YG!!

!

n+UL+! f&H08%=!2 ,*,863 - ,,\$%!M4&\$!o!'5#. - 64,!7688,(!,6!.6!4,1,&4H)!6\$!%) ,!R665!6\$! M,\$. ,4!&\$.!J68#H&8! " &45,%#\$(!#\$(%) ,!B\$# ,.!%&%,1!Xf0\$. ,. YG!!

!

n+:KK!! 76041,!2 ,*,863 - ,,\$%!'%#3,\$. !I64! . ,*,863#\$(!f?D!H6041,!6\$!16H#&8!c01%#H,! %63#H1!10H)!&1!(,,\$. ,4!&H,!&\$.!ZM/\!#110,1!#J68#H1!H&88,!' ,`#\$(!J68#H1! Xf0\$. ,. YG!!

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\$ \$ \$ \$

*.U.0(.!\$)0)!.%&0\$,1'1"*L\$)X)"!*L\$)'!\$'1%&')(&1'*\$

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C<&4.! N#\$\$,4E!@K+L!^0%1%&\$.#\$(!2#11,4%&%#6\$!C<&4.>!B\$#*,41#=#6I!;64%)!7&468#\$&!M4,,\$1R646!

!
C<&4.! @\$!38&H,!<#\$\$,4!I64!"&45,%#\$(!"&\$&(,-,\$%0'&-3!^0%1%&\$.#\$(!\,&H),4!'H)68&4!26H%64&8!76-3,%##6\$>!@K+LG!!

!
C<&4.! N#\$\$,4E!/ ,1!'%0.,\$%C<&4.!&%!76\$10-,4!708%04,! \),64=!N6451)63>!@K+dG!!

!
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(")&'&'+JX1"V*,1K*\$&'\$, &+, ."\$.! / 0) (&1 '\$

- D\$(&(#\$(!^\$8#\$,!Z,&4\$,41!<#%)!J)=8#1,!/ &\$\$,4!_08=!@K@K!
- P, - 6%,!I&H08=!10 - - #%!X^\$8#\$,Y!_08=!@K@K!
- N6451)63E!\,&H)#\$(!^\$8#\$,E!\63!+K! - 6*,1!!
- \,&H)#\$(!S\$H801#*,!D`H,88,\$H,!&%!'5#. - 64,!7688,(,!#\$(! "&=!@K+:

!
!

- M,\$.,4!#\$!" &45,%#\$(!&\$.!76\$10 - ,4!P,1,&4H)!XMD; " C7Y!o!f60\$.#\$(!" , - R,4!&\$.! C.#164=!/6&4.! " , - R,4!@K+9!o!34,1,\$%G!!

!

" . - & . X . "\$

- P,*#,<,.!I64!J68#%#H1!
- P,*#,<,.!I64!C.* ,4%#1#\$(!&\$.! '6H#,%=! a0&4%,48=!
- P,*#,<,.!I64!_604\$&8!6I!" &45,%#\$(!" &\$&(, - ,,\$%!
- P,*#,<,.!I64!_604\$&8!6I!%) ,!C116H#&%#6\$I64!76\$10 - ,4!P,1,&4H)!
- P,*#,<,.!I64!_604\$&8!6I!" &H46 - &45,%#\$(!
- P,*#,<,.!