The Impact of Marketer-Consumer Collaborations in the IoT

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The Internet of Things (IoT) introduces new types of interactions between consumers and devices.

These interactions create a whole that is more than the sum of the parts – a set of recurrent “assemblages” (Hoffman and Novak 2015).

Just as the web needed new frameworks for understanding consumer experience (Hoffman and Novak 1996), the IoT will need new frameworks to understand the consumer experience that emerges from these interactions.
Previous work has developed a framework for conceptualizing emergent experience in the consumer IoT (Hoffman and Novak 2015; 2016).

This work draws on assemblage theory and assumptions about a flat, object-oriented ontology (Bogost 2012; Bryant 2011; Harman 2002).

Assemblage theory explains the processes by which the identity of the whole emerges from ongoing interaction among heterogeneous parts (e.g. DeLanda 2002, 2006, 2011, 2016; Deleuze and Guattari 1987).

Assemblage theory puts the emphasis on the processes among ongoing interaction and is not human-centric (Hill, Canniford and Mol 2014).
Assemblage Theory in Consumer Research

In the past few years, concepts from assemblage theory have been applied to an increasingly broad range of consumption, consumer behavior and marketing topics:

› Dissipation of a brand’s audience (Parmentier and Fischer 2015)
› Outsourced family caregiving (Epp and Velageleti 2014)
› Long-distance family practices (Epp, Schau and Price 2014)
› Consumption experiences (Canniford and Shankar 2013)
› Heterogeneous consumption communities (Thomas, Price and Schau 2013)
› Consumption-driven market emergence (Martin and Shouten 2014)
› Doppelganger brand images (Geisler 2012)
› Consumer Culture (Canniford and Bajde’s 2016) recent edited book
› Consumer IoT (Hoffman and Novak 2015, 2016)
Key Ideas from our IoT Conceptual Framework

Anchored in the context of smart home assemblages to fix ideas.

The smart home is an assemblage of components, including both consumers and objects, that interact with each other through their paired capacities.

Key processes explain how interaction among independent parts can lead to assemblages.

Nested within the smart home assemblage are assemblages of consumer experience (CX) and object experience (OX).

The CX assemblage emerges from interactions between the consumer and other entities.

An assemblage’s identity consists of its properties and capacities and the expressive roles its components play through their capacities.
Recurrent Processes Operate Over Time to Create and Stabilize the Identity of the Smart Home Assemblage
Territorialization, reterritorialization and deterritorialization can change CX assemblages by stabilizing or destabilizing their identities.

**Territorialization:**

- Identity formation process that **sharpens the spatial boundaries** of the CX assemblage (e.g. physical locations of consumers and devices) and past and future time horizons defining its temporal boundaries.

- **Increases internal homogeneity** of the CX assemblage through practices of inclusion, exclusion, routinization, habitual repetition and motivation.
Territorialization and Coding Processes Stabilize and Destabilize Emergent Consumer Experiences

The need and ability to literally program smart devices leads to a strong role for coding in consumer IoT environments.

**Coding:**

- Identity consolidation processes including *routines, procedures and if-then programming* rules to formalize rituals, fixing the identity of the CX assemblage.

- Coding reinforces territorialization and decoding reinforces deterritorialization.
Impact of Consumer-Marketer Collaborations Through the Lens of Territorialization Processes

Birth

1. Market Formation and Adoption
   - (starter kits, routine use)

2. Consumer-Initiated Destabilization
   - (DIY segment, innovators)

3. Marketer-Initiated Destabilization
   - (software updates, new products)

4. Stabilized Identity
   - (segments of singularities)

Exit/Death
Market Formation and Adoption

Clear boundaries and homogeneity

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Birth

Exit/Death
Consumer-Initiated Destabilization

Consumer introduces fluid boundaries and heterogeneity
An Optimal “Experience Channel?”
Marketer-Initiated Destabilization

Marketer introduces fluid boundaries and heterogeneity
Marketer-Initiated Destabilization

Stable identity will emerge, but recurrent processes of territorialization and coding mean smart home assemblages are dynamic, ongoing and always in formation.