

Culture of Services

Session 7-5 Popular Services

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Popular services

We have discussed so far relatively upscale services.

- Customers are tested; less “service” is provided; relaxation is combined with tension, etc.

But, how about popular services?

- Does the concept of struggle apply to such services?

Coffee shops

Short, tall, grande, venti, enorme...

Grande soy mocha chip chocolate
sauce matcha cream frappuccino

Tall double shots low-fat no-foam
extra hot extra caramel sauce latte



Casual Italian restaurants

Obscure names on the menu:

- Pizza Melanzane
- Pizza Salsiccia Piccante
- ...

Why do they put such obscure names?

- These names need to be obscure!

How about McDonald's?

McDonald's appears to be designed to be easy and friendly.

- Anyone can come and receive the same service.

The discussion so far is not relevant to McDonald's?

- Not so fast...

Initial encounter

What was the initial encounter with McDonald's like?

Recalling his youth, Prof. Kincheloe wrote,

“ McDonald's helped shape my evolving identity and eventual entrance into the modern ... America of the middle and late 1960s. (pp. 20-21)

Kincheloe, J. L. (2002). *The Sign of the Burger*. Philadelphia: Temple University Press.

Entering the modernity

McDonald's symbolized modernity for those who had "love-hate relationship" with the premodern culture:

“ My original view had been constructed by the struggle to come to terms with the embarrassment of my origins in light of McDonald's: It represented the modernist validation I sought. (p. 27)

Kincheloe, J. L. (2002). *The Sign of the Burger*. Philadelphia: Temple University Press.

McDonald's as a struggle

McDonald's was the symbol of a new culture that negated people with premodern connection.

- People tried to prove themselves.
- McDonald's is still a new culture for small children.

McDonald's success should be attributed to the symbolic culture that negated people.

Summary

Popular services also involve intersubjective struggles

- as long as they are about value co-creation.

If customers are implicated in the service, their value is an issue.

- Customers cannot maintain the safe distance from the service.