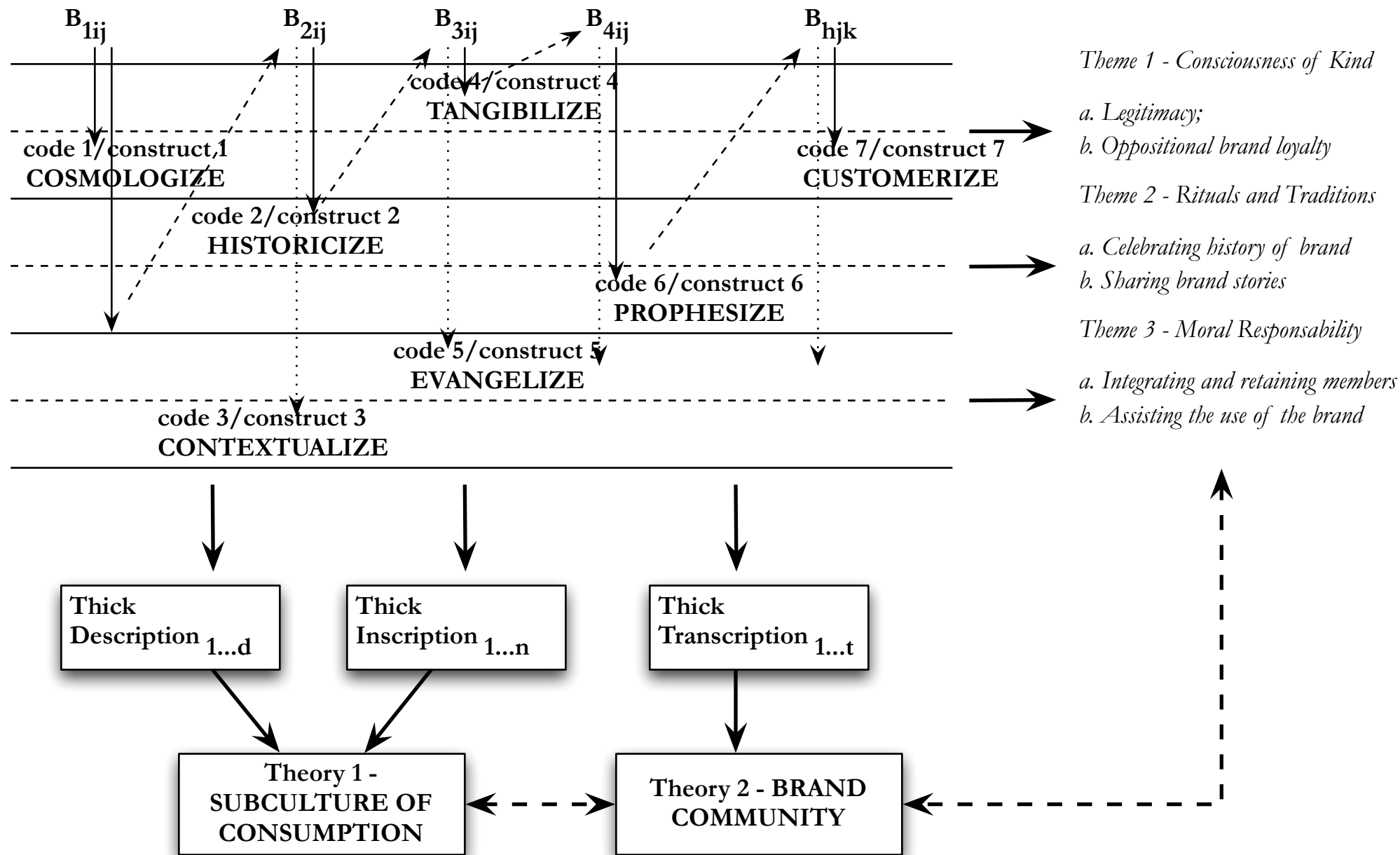


FIGURE 2

Coding, troping, and representation in consumer-oriented ethnography. TCSC & TC's Brand Community
 source: Arnould, Wallendorf 1994; Arnould in Stern 1998, p. 107



B_{hij} , $h = 1 \dots m$, where m = number of behaviors the ethnographer identifies as part of the constellation; units in the sample of behaviors ($i = 1 \dots n$); $j = 1 \dots x$, where x = the number of ethnographic data collection methods employed.