**Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings**
Kent Grayson and Radan Martinec

Although consumer demand for authentic market offerings has often been mentioned in consumer research, the meaning of the term "authentic" has not been sufficiently specified. Thus, some important differences among authentic market offerings have not been recognized or examined. This article uses Peirce's semiotic framework to distinguish between two kinds of authenticity-indexical and iconic. We identify the cues that lead to the assessments of each kind and, based on data collected at two tourist attractions, we show that these cues can have a different influence on the benefits of consuming authenticity. Our results also contribute to an understanding of the negotiation of reality and fantasy as part of consumption.

**The Dynamic Impact of Variety among Means on Motivation**
Jordan Etkin and Rebecca K. Ratner

Previous research has demonstrated that consumers' intrapersonal and interpersonal motives affect their preferences for variety (Kahn and Ratner 2005). The present work is designed to be the first to consider the reverse direction of causality: that variety impacts motivation toward goal pursuit. This research introduces the idea that the perceived degree of variety among means toward goal attainment impacts motivation toward pursuing the goal, and that the relationship between variety and motivation changes over the course of goal pursuit as progress is made towards goal attainment. The present findings demonstrate that whereas high perceived variety among means toward goal attainment increases motivation when perceived goal progress is low, low perceived variety among means toward goal attainment increases motivation when perceived goal progress is high. The present research is therefore intended to make contributions to the literatures on goals, motivation, and variety.

**Postassimilation Ethnic Consumer Research: Qualifications and Extensions**
Soren Askegaard, Eric Arnould, and Dannie Kjeldgaard

To summarize our contribution, we find that Greenlandic consumer acculturation is supportive of the postassimilationist model proposed in previous research. However, acculturative processes in the Danish context lead immigrants to adopt culturally particular identity positions somewhat different from those reported in previous postassimilationist consumer research. Further, transnational consumer culture emerges as an acculturative agent not identified in previous research on consumer ethnicity. In addition, we question the performative model of culture swapping. Finally, our analysis supports ideas about postassimilationist ethnicity as culture consumed (Fjal 1995).