

# Waiting lines as a Liminal Space-Times for Identity Negotiation: The Case of Beneficiaries' Queuing for Food Aid in France

**Anis Jounaid**

Université Paris-Est Créteil

**Amine Abdelmajid**

University of Paris Est Creteil

Cite as:

Jounaid Anis, Abdelmajid Amine (2024), Waiting lines as a Liminal Space-Times for Identity Negotiation: The Case of Beneficiaries' Queuing for Food Aid in France.

*Proceedings of the European Marketing Academy, (122626)*

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



# Waiting lines as a Liminal Space-Times for Identity Negotiation: The Case of Beneficiaries' Queuing for Food Aid in France

## **Abstract**

In this research we look at queuing of beneficiaries in front of the distribution centers of aid organization as a liminal phase where users' social identities are played out and negotiated between a normalized outside and a stigmatized inside. By means of an immersion in two food aid organizations, we developed an understanding of the queuing experience by the users of these aid organizations. Our findings reveal three dimensions attributed by the users to queuing (social, normative and constrained), which make it a liminal space-time of negotiation of their social identities.

**Subject Areas:** *Consumer Behavior; Distribution*