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New Perspectives on Consumer Culture Theory and Research Renáta Sedláková, Pavel Zahrádka, 2013-02-21 In the post socialist countries the subject of consumption has not received sufficient attention from the perspective of Consumer Culture Theory The opinion has long prevailed among the majority of social scientists from this region that consumer society and consumptive behaviour is a socially destructive phenomenon and one of the main causes of problems in contemporary society This impression has prevented them from scrutinizing the symbolic dimension of consumption and led them to a critical analysis of the social causes and environmental consequences of excessive consumption The examination of symbolic aspects of consumer culture or the mutual interaction of culture and marketing communication for example have remained outside the realm of academic interest The absence of comprehensive academic interest in the topic of consumer culture does not however mean that consumer culture is not a subject of research Such research instead takes place outside of the sphere of the university in the commercial sector and is primarily focused on issues of how to successfully sell products and services Due to competitive concerns commercial research into consumer culture has led to the privatization of its results which runs contrary to the ideal of science as an open and critical project The goal of this book is to create a counterbalance to this science in the shadows and overcome the mutual distrust between the academic and commercial spheres and make possible the transfer of recent discoveries between the two parties This publication is dedicated to the exploration of three areas of consumer culture research on consumer culture and consumer behaviour in post socialist countries especially in the Czech Republic new

developments in the theory of consumer culture and innovative methodological approaches to its research and finally to recent criticism of consumer culture and consumerism It emerged from the collaboration of a team of authors made up of leading European researchers in the field of consumer culture such as Kate Soper London Metropolitan University Franz Liebl Berlin University of the Arts and Rainer Gries University of Vienna as well as promising young scholars from the Czech Republic Great Britain Sweden Serbia Poland and Portugal This book will be of great interest to students and scholars of sociology cultural studies marketing and market research

Consumer Culture and Society Wendy Wiedenhoft Murphy, 2016-07-27 The author is a proud sponsor of the 2020 SAGE Keith Roberts Teaching Innovations Award enabling graduate students and early career faculty to attend the annual ASA pre conference teaching and learning workshop Consumer Culture and Society offers an introduction to the study of consumerism and mass consumption from a sociological perspective It examines what we buy how and where we consume the meanings attached to the things we purchase and the social forces that enable and constrain consumer behavior Opening chapters provide a theoretical overview and history of consumer society and featured case studies look at mass consumption in familiar contexts such as tourism food and higher education The book explores ethical and political concerns including consumer activism indebtedness alternative forms of consumption and dilemmas surrounding the globalization of consumer culture

Encyclopedia of Consumer Culture Dale Southerton, 2011-09-15 The Encyclopedia of Consumer Culture is the first reference work to outline the parameters of consumer culture and provide a critical scholarly resource on consumption and consumerism

The Politics of Consumption in the Modern Age Charris De Smet, Ilja Van Damme, Marnix Beyen, 2025-09-26 This volume explores the intersection of political history and consumption history by conceptualizing the politics of consumption as a discursive process in which consumers and acts of consumption are framed and politicized by state and market driven actors for broader societal objectives Drawing on a diverse range of case studies from the North Atlantic world between the early nineteenth century and the 1980s the authors examine how power dynamics shape consumption practices regulation and discourse The contributions in this study address key themes such as municipal governance of food markets consumer citizenship in political debates the nationalist framing of commodities anti imperial sartorial practices and the rhetoric of consumer austerity during economic crises By situating consumption within the communicative space of political ideologies the volume highlights how discourses around consumption not only reflect but also actively construct social hierarchies national identities and economic policies Ultimately the study underscores the necessity of integrating discursive approaches with material analyses to deepen our historical understanding of the politicization of consumption This book will appeal to students researchers and scholars of political history consumption studies and cultural history The chapters in this book were originally published as a special issue of History of Retailing and Consumption

Identity and Capitalism Marie Moran, 2014-11-13 This is a splendid book that dispels myths about identity and presents a cultural materialist case for the

study of such keywords and their preoccupations under the hegemony of neoliberal capitalism Professor Jim McGuigan Loughborough University Identity particularly as it is elaborated in the associated categories of personal and social identity is a relatively novel concept in western thought politics and culture The explosion of interest in the notion of identity across popular political and academic domains of practice since the 1960s does not represent the simple popularisation of an older term as is widely assumed but rather the invention of an idea Identity and Capitalism explores the emergence and evolution of the idea of identity in the cultural political and social contexts of contemporary capitalist societies Against the common supposition that identity always mattered this book shows that what we now think of routinely as personal identity actually only emerged with the explosion of consumption in the late twentieth century It also makes the case that what we now think of as different social and political identities only came to be framed as such with the emergence of identity politics and new social movements in the political landscapes of capitalist societies in the 60s and 70s Marie Moran provides an important new exploration of the articulation of the idea of identity to the social logic of capitalism from the organised capitalism of the mid twentieth century up to and including the neoliberal capitalism that prevails today Drawing on the work of Raymond Williams the cultural materialist approach developed here provides an original means of addressing the political debates about the value of identity in contemporary capitalist societies

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