



Research Frontiers in Consumer Culture Theory

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October 2004

Consumer Culture Theory

- ✦ Consumer culture is the central construct.
- ✦ Consumer culture denotes a social arrangement in which the relations between lived culture and social resources, between meaningful ways of life and the symbolic and material resources on which they depend, are mediated through markets.
- ✦ CCT explores
 - the reciprocal relationship between social and cultural contexts and the purchase and consumption behaviors in which are embedded
 - the heterogeneous distribution of consumption meanings,
 - The reciprocal relationship between self-hood and consumer culture
 - the multiplicity of overlapping cultural groupings emergent within the broader socio-historic frame of globalization and market capitalism
 - and the various modes of interaction between consumers, firms, and other stakeholders in the marketplace

Demythologizing

- ✦ Myth 1: Consumer culture theorists study weird contexts.
- ✦ Myth 2: CCT research is of limited relevance to a broader theory of consumption.
- ✦ Myth 3 CCT does not address the concerns of managers and public policy makers.



Sources of CCT

- ✦ early Baudrillard: the semiotic field
- ✦ Bourdieu: resource endowments and deployment
- ✦ De Certeau: Practices
- ✦ Douglas and Isherwood: categories and blueprints
- ✦ G. Simmel: subject-object cultivation
- ✦ V. Turner: ritual action
- ✦ G. McCracken: the movement of meaning



A Brief History

✦ **Periods**

✦ 1980-1990: Paradigm shift

✦ 1990-2000: Exploration

✦ 2000-: Theoretical and strategic codification

✦ **Some People Who Did It**

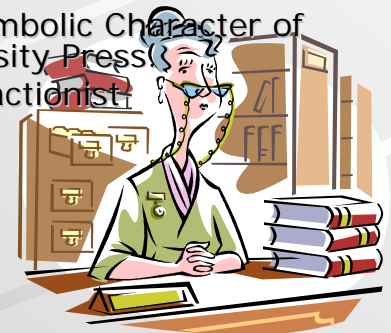
✦ Anderson, Belk, Hirschman, Holbrook, Holman, Levy, O'Guinn, Olsen, Peter, Rook, Sherry, Solomon, Wallendorf, Zaltman

✦ Askegaard, Bouchet, Elliot, Ger, Heisley, Holt, Joy, McAlexander, Mick, Murray, Otnes, Ozanne, Peñaloza, Price, Schouten, Scott, Stern, Thompson + anthropology-inspired consultants and consulting firms

✦ Allen, Baker, Crockett, Fournier, Geisler, Grayson, Kates, Kozinets, Maclaran, Muniz, Schau, Schroeder

Some References: Just Ask for More!

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Questions?

