

INTRODUCTION TO THE SOCIOLOGY OF CONSUMPTION

ALAN WARDE

Historically, sociologists have never paid a great deal of attention to consumption. When not considered the mere reflection of production it has been treated as a derivative of distribution, a matter of the availability of resources rather than of who consumes what. When attention was devoted to actual consumption behaviour, it was most often as a branch of social pathology, concerned with social problems of insufficient nutritious food, excess alcohol, inadequate health care, too many cigarettes. Only rarely did the sociological classics examine consumption for its own sake. But recently this has changed, hence the opportunity to compile a special edition containing articles that represent the range of new scholarship in the area.

There are many reasons for the developing interest in consumption, some social and political, some sociological. Class dealignment and low levels of working class electoral support for the Labour Party in Britain have prompted examination of alternative social divisions. Some political pundits have attributed changing working class behaviour to the absorption of consumerist motivations – facilitating the second coming of the embourgeoisement thesis. Another prominent vision has been of 'the end of work', of western societies in which the significance of labour, or at least paid work, is much reduced as a determinant of everyday life with consequently increased scope for leisure. The quite different scenario of the emergence of post-Fordism anticipates that flexible production will coincide with a shift from mass consumption to specialised niche consumer markets, a tendency fed by postmodernist sensibilities. Certainly an increasing number of products and services for sale expands opportunities for consumption. 'Yuppies', popularly characterised by their prodigious spending power and distinctive life-style, stand as a motif of a decade fascinated by consumer culture and sophisticated advertising. The same decade has, by contrast, seen the privatisation and re-commodification of public services, with potentially momentous effects. A crisis of the welfare state is also a crisis of consumption.

In response, sociological analysis of consumption has concentrated in two, as yet largely unconnected, fields. The first is a revival in the study of consumerism, which raises issues of the formation of taste, the pursuit of status and aspects of the experience of personal gratification. It lends itself to the analysis

The Sociology Of Consumption An Introduction

Alan J. Kidd, David Nicholls



The Sociology Of Consumption An Introduction:

The Sociology of Consumption Peter Corrigan, 1997-08-22 This lucid introduction to the sociology of consumerism examines the relationship between production and consumption in late capitalist societies The historical and theoretical discussion provides the student with the tools to examine key themes in the sociology of consumption After a detailed historical overview of the advent of consumer society Peter Corrigan examines theoretical accounts of consumption and consumer practice including Veblen and conspicuous consumption Mary Douglas on the world of goods Jean Baudrillard on the system of objects and Pierre Bourdieu on cultural capital This historical and theoretical discussion provides the student with the tools to examine key themes in the sociology of consumption *The Sociology of Consumption* Peter Corrigan, 2003

SOCIOLOGY OF CONSUMPTION : AN INTRODUCTION. PETER. CORRIGAN, 1997 **Consumer Culture and Society** Wendy Wiedenhof Murphy, 2016-07-27 Consumer Culture and Society offers an introduction to the study of consumerism and consumption from a sociological perspective Author Wendy Wiedenhof Murphy 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 Consumption Alan Aldridge, 2003-09-19 This book provides a clear and concise introduction to the concept of consumption and to the wide ranging debates about the nature and consequences of consumer society Community and social class appear to be in irreversible decline Job insecurity has grown and fewer people see work as giving meaning to their lives Instead they turn to consumption for social standing a sense of identity and personal fulfilment We appear to be living through a profound transition from a society based on production to a new social order the consumer society from which there is little chance of escape The book analyses the relationship between the rise of consumerism and the transformation of the world of work including the new demands for emotional labour It concludes by examining the limitations of consumer organizations and consumer protection in a promotional culture dominated by global brands and saturated with advertising corporate sponsorship and product placement This lively book will be essential reading for students and researchers in sociology and cultural studies **Development and Society**, 2004 *Schooled Bodies?* Majella McSharry, 2009 This book explores how adolescents in contemporary western culture are schooled on issues of embodiment Despite an apparently growing lay consensus that adolescence is the time when concerns relating to the body are especially concentrated and complex sociological literature rarely makes any connection between the sociology of the body and the sociology of adolescence With its in depth conversations with adolescents themselves and its exploration of theoretical and empirical discourses the book bridges this gap *Schooled Bodies* is unique in offering a methodologically

detailed account of the complexities encountered by the adolescents in their pursuit of a sense of embodied validation The in depth study allows readers to journey into the worlds of teenagers from varied backgrounds as they reveal embodied narratives that shift frequently between happiness and heartache Working with these adolescents and their everyday encounters with theoretical perceptions means that the bodies in this book are not mere canvases that have sociological understandings done to them Instead the participants are agents who themselves actively negotiate investigate and instigate sociological understandings

Consumer Culture Roberta Sassatelli, 2007-05-17 Roberta Sassatelli has written a thorough and wide ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption *Consumer Culture* is an appealing and lucid introduction to the major themes historical and contemporary theoretical and empirical surrounding the growth nature and consequences of consumer culture It will be of professional interest as well as serving a student audience Alan Warde University of Manchester Showing the cultural and institutional processes that have brought the notion of the consumer to life this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within While rooted in sociology Sassatelli draws on the traditions of history anthropology geography and economics to give A history of the rise of consumer culture around the world A richly illustrated analysis of theory from neo classical economics to critical theory to theories of practice and ritual de commoditization and A compelling discussion of the politics underlying our consumption practices An exemplary introduction to the history and theory of consumer culture this book provides nuanced answers to some of the most central questions of our time

Journal for the Study of British Cultures, 2004

Gender, Civic Culture and Consumerism Alan J. Kidd, David Nicholls, 1999 The essays in this volume deal chiefly with issues of class and gender which are seen as mutually constitutive of social identity Historical interest in the idea of modernity is represented in studies of socio spatial relations of urban culture and in the emergence of gender laden conceptions of the modern suburban culture of domesticity and consumerism Art and art patronage are dissected as cultural motifs suggestive both of gender and rank The detailed cultural aesthetic of the middle classes is explored from the learned societies of the late 18th century to the amateur operatic societies of the 20th century suburbs A key focus is the changing and uncertain representation of masculine identities in relation to class

Beyond the Commons Anthony T. McCann, 2002

Youth and Social Change in Eastern Europe and the Former Soviet Union Charles Walker, Svetlana Stephenson, 2013-09-13 Two decades have now passed since the revolutions of 1989 swept through Eastern Europe and precipitated the collapse of state socialism across the region engendering a period of massive social economic and political transformation This book explores the ways in which young people growing up in post socialist Eastern Europe and the former Soviet Union negotiate a range of identities and transitions in their personal lives against a backdrop of thoroughgoing transformation in their societies Drawing upon

original empirical research in a range of countries the book's contributors explore the various freedoms and insecurities that have accompanied neo liberal transformation in post socialist countries in spheres as diverse as consumption migration political participation volunteering employment and family formation and examine the ways in which they have begun to reshape different aspects of young people's lives In addition while social change is a central theme of the issue all of the chapters in the collection indicate that the new opportunities and risks faced by young people continue both to underpin and to be shaped by familiar social and spatial divisions not only within and between the countries addressed but also between East and West This book was originally published as a special issue of Journal of Youth Studies Changing Consumer Cultures of Modern Egypt Mona Abaza,2006 In a collage of images the author attempts to convey the transformation of consumer culture and how it is related to the urban reshaping of the city of Cairo to meet with the demands of globalisation Evidently Cairo's urban reshaping is taking place by pushing away the unwanted slums residents which constitute the majority of the city's population **The High School Curriculum and Syllabi of High School Subjects ...** ,1925

Consumption and Everyday Life Mark Paterson,2023-06-27 With an emphasis on everyday life this respected text offers a lively and perceptive account of the key theories and ideas which dominate the field of consumption and consumer culture This third revised and expanded edition is a major update of the text of the second edition adding new chapters on youth culture and consumption retail psychology gender and consumption the globalization of food and digital consumption and platform capitalism Theoretical perspectives are introduced such as theories of practice critical theory semiotics and psychoanalysis Examples from film literature and television are used to illustrate concepts and trends in consumption and a wide range of engaging and up to date case studies of consumption are employed throughout Historical context is provided to help the reader understand how we became consumers in the first place Written by an experienced teacher the book offers an accessible and thought provoking introduction to the concept of consumption for students in sociology cultural studies human geography history anthropology and social psychology **International Programs of the California State University** California State University. Office of International Programs,2002 *Contemporary Marketing Thought* Barnett Greenberg,Danny N. Bellenger,American Marketing Association,1977 **The British National Bibliography** Arthur James Wells,2002 Childhood and Markets Lydia Martens,2018-07-13 This book explores how young children and new families are located in the consumer world of affluent societies The author assesses the way in which the value of infants and monetary value in markets are realized together and examines how the meanings of childhood are enacted in the practices narratives and materialities of contemporary markets These meanings formulate what is important in the care of young children creating moralities that impact not only on new parents but also circumscribe the possibilities for monetary value creation Three main understandings of early childhood those of love protection and purification and their interrelationships are covered and illustrated with examples including food feeding tools nappies travel systems and toys The book concludes

by re examining the relationship between adulthood and the cultural value of young children and by discussing the implications of the ways markets address young children also examines the realities of older children in consumer culture Childhood and Markets will be of interest to students and scholars of sociology childhood studies anthropology cultural studies media studies business studies and marketing **The Detroit Educational Bulletin** ,1928

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