

Reading list for Consumer Culture, (SMMV31) 7,5 hp.

The reading list was approved by the Board of the Department of Service Management and Service Studies 2020-01-29.

The reading list is valid from 2020-08-31.

- Arnould, Eric J. & Price, Linda (1993). River Magic: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research*, 20 (1), pp. 24-45.
- Arnould, Eric J. & Thompson, Craig J. (2005) Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, Volume 31, Issue 4, March 2005, pp. 868–882.
- Askegaard, Søren and Linnet, Jeppe T. (2011). Towards and epistemology of consumer culture theory: Phenomenology and the context of context. *Marketing Theory*. 11(4), pp. 381-404.
- Barnett, Clive, Clarke, Nick, Cloke, Paul, & Malpass, Alice (2005). The political ethics of consumerism. *Consumer Policy Review*, 15(2), pp. 45-51.
- Canniford, Richard (2011). A Typology of Consumption Communities, Belk, Russell, Grayson, K., Muñoz, A. and Jensen Schau, H. (Ed.) *Research in Consumer Behavior*, Vol. 13, Emerald Group Publishing Limited, Bingley, pp. 57-75.
- Cayla, Julien & Giana M. Eckhardt (2008). Asian brands and the shaping of a transnational imagined community. *Journal of Consumer Research*. 35(August), pp. 216-230.
- Cochoy, Franck, Hagberg, Johan, Petersson McIntyre, Magdalena & Sörum, Niklas (2017) Introduction. in Cochoy, Franck, Hagberg, Johan, Petersson McIntyre, Magdalena & Sörum, Niklas (red.) *Digitalizing Consumption: How Devices Shape Consumer Culture*, Routledge. London. [p. 1-19]
- Connolly, John & Prothero, Andrea (2003). Sustainable Consumption: Consumption, Consumers and the Commodity Discourse. *Consumption, Markets and Culture*, 6(4), pp. 275-291.
- Cova, Bernard (1997). Community and Consumption: Towards a definition of the “linking value” of product and services. *European Journal of Marketing*. 31(3/4), pp. 297-316.
- Fuentes, Christian, Hagberg, Johan & Kjellberg, Hans (2019). Soundtracking: Music listening practices in the digital age. *European Journal of Marketing*, (53), 3, pp. 483-503.
- Fuentes, Christian, Bäckström, Kristina & Svingstedt, Anette (2017). Smartphones and the reconfiguration of retailscapes: Stores, shopping, and digitalization. *Journal of Retailing and Consumer Services*. 39, pp. 270-278.
- Fuentes, Christian & Fuentes, Maria (2017). Making a Market for Alternatives: Marketing Devices and the Qualification of a Vegan Milk Substitute. *Journal of Marketing Management* 33(7-8): pp. 529-555.
- Graham, M., & Haarstad, H. (2011). Transparency and Development: Ethical Consumption Through Web 2.0 and the Internet of Things. *Information Technologies & International Development*, 7(1), pp. 1-18.
- Kravets, Olga, Maclaran, Pauline, Miles, Steven & Venkatesh, Alladi (2018) *The SAGE Handbook of Consumer Culture*. Sage. London. [576 p. ISBN 9781473929517]
- Muñoz, Albert M. Jr. & O’Guinn, Tom. (2001). Brand Community. *Journal of Consumer Research*. 27(March), p. 412–432.
- Murray, Jeff B. (2002). The Politics of Consumption: A Re-Inquiry on Thompson and Haytko’s “Speaking of Fashion. *Journal of Consumer Research*, 29(December), pp. 427-440.
- Petersson-McIntyre, M. (2019). Agencing femininity: digital Mrs. Consumer in intra-action. *Journal of Cultural Economy*, (in press).
- Prothero, Andrea, & Fitchett, James, A. (2000). Greening Capitalism: Opportunities for a Green Commodity. *Journal of Macromarketing*, 20(1), pp. 46–55.
- Schouten, John. W. & James H. McAlexander. (1995). Subcultures of consumption: An ethnography of the new bikers. *Journal of Consumer Research*. 22 (June), pp. 43-61.

- Fiona Schweitzer, Russell Belk, Werner Jordan & Melanie Ortner (2019): Servant, friend or master? The relationships users build with voice-controlled smart devices, *Journal of Marketing Management*. 35:7-8, pp. 693-715.
- Shove, Elisabeth & Pantzar, Mika (2005). Consumers, Producers and Practices - Understanding the invention and reinvention of Nordic Walking. *Journal of Consumer Culture*, 5(1), pp. 43–64.
- Shove, Elisabeth & Pantzar, Mika (2007). Recruitment and reproduction: the careers of digital photography and floorball. *Human Affairs* 17(2), pp.154–167.
- Thompson, Craig and Diana L. Haytko (1997). Speaking of Fashion: Consumers' uses of fashion discourse and appropriation of countervailing cultural meanings. *Journal of Consumer Research*, 24(June), pp. 15–42.
- Warde, Alan (2015) The Sociology of Consumption: Its Recent Development. *Annual Review of Sociology*. 41: pp. 117–134.
- Warde, Alan (2005). Consumption and Theories of Practice. *Journal of Consumer Culture*, 5(2), pp. 131–153.

Added: Articles that the students choose, approx. 100 pages.

Total amount of pages: approx. 1 000.