

The Consumer Cultural Investigation of

METAMORPHOSES

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...or the benefits that come from studying change, emergencies, transformations, and consumer cultural becomings of all kinds.

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The goal: to deduce historical processes of change and transformational mechanisms of/within consumer culture

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Metamorphoses - historically rooted in
the study of consumer identity politics

How does a particular historical constellation of
cultural norms and meanings (macro) shape
individual consumer identity projects (micro)?

(e.g., McCracken 1986; Belk 1988; Thompson and Haytko 1997;
Murray 2002; Holt 2002; Arnould, Askegaard, and Kjeldgaard 2005;
Holt and Thompson 2005, and others)

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Emerging question:

What about historical dynamics?

Change over time as in...

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cultural shifts,

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institutional shifts,

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...and forms of market evolution.

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Emergent Realization I:

Systems (markets, communities, families, etc.)
are an analytical necessity for conceptualizing
historical dynamics!

Emergent Realization II:

Economic, cultural, and institutional systems
facilitate historical shifts between worldviews!

Emergent Realization III:

System emergence and evolution is driven by shifts in worldviews (and emergent discourses)!

What benefits derive from investigating how your *cultural market formations* or other systems in marketing are constituted, sustained, and transformed in the interplay between broader *historical forces* (such as longstanding or new cultural narratives and ideologies) and particular (tactical) *consumer practices*?

historical processes, longitudinal consumer data, ideology over time, marketplace evolution, market emergence, changing trends, shifting epistemes, competing paradigms, emerging discourses, new market practices, changing price-value dynamics, self in historical transition, co-optation dynamics, transitional markets, continuity/discontinuity, self and technology, cyborg transformations, cultural meaning shifts, premodern markets, posthumanist discourse formation, performance, replication and variation, marketplace momentum, market system dynamics, and consumer culture in and over time

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