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The consumer culture theory is a family of theoretical perspectives based on the study of consumption choices and behaviours, not from the traditional economic or psychological point of view, but on the social and cultural side of things which address the dynamic relationships between consumer actions, the marketplace, and cultural meanings.

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What Is Consumer Culture? | Synonym

Abstract. Consumer culture theory (CCT) is a stream of research focusing on consumption patterns as a social and cultural practice. Scholars who espouse CCT are predominantly, albeit not exclusively, employed in marketing or management departments in universities and business schools in Europe and North America, though there is a growing interest in this type of research in Latin America, for example.

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Consumer culture theory - Wikipedia

Also helpful to readers is an insightful epilogue followed by a concluding section providing the author's recommendations of additional reading for students of consumer culture... To conclude, this is an intellectually impressive book that takes a fresh up-to-date approach to developments in consumer culture on both sides of the Atlantic.

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