

Der (sich selbst) erlebende Konsument

Oder das geheime Glück des passiven Konsums

Zum Menschenbild der Verbraucherwissenschaften

Kai-Uwe Hellmann

Gliederung

1. Metamorphosen der akademischen Konsumforschung
2. Verbraucherleitbilder und Konsum-„Karikaturen“
3. „Experiential Consumption“ – Forschungsstand
4. Wo und wie genau findet Konsum tatsächlich statt?
5. Homo consumens als (sich selbst) erlebender Konsument?

Peter Kenning
Andreas Oehler
Lucia A. Reisch
Christian Grugel *Hrsg.*

Verbraucher- wissenschaften

Rahmenbedingungen,
Forschungsfelder und Institutionen

 Springer Gabler

Die akademische Konsumforschung aus soziologischer Perspektive

Kai-Uwe Hellmann

Zusammenfassung

Der Beitrag befasst sich zunächst mit einer Genealogie der akademischen Konsumentenforschung. Anschließend geht es um die Nützlichkeit der Soziologie für die Konsumentenforschung anhand klassischer Theoreme der Soziologie. Der letzte Abschnitt geht sehr verknüpft auf den aktuellen regionalspezifischen Stand der Konsumsoziologie ein.

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Perspektiven der akademischen Konsumforschung

Østergaard/Jantzen 2000

Perspektiven	Käufer- verhalten	Konsumenten- verhalten	Konsumenten- forschung	Konsum- konzepte
Jahrzehnt	1950er Jahre	1960er Jahre	1970er Jahre	1980er Jahre
Metaphorik	Tier	Computer	Tourist	Stammesmitglied
Referenz	Mechanik	Elektronik	Emotionalität	Metaphysik
Antriebskräfte	Der Bauch und die Bedürfnisse	Das Gehirn und die Wünsche	Das Herz und das Begehren	Das Auge und die Anerkennung
Methodenfokus	Experimente	Fragebögen	Tiefeninterviews	Ethnographie
Erklärungs- ansätze	Verhaltens psychologie	Kognitions psychologie	Erlebnis psychologie	Sozial- und Kulturtheorien

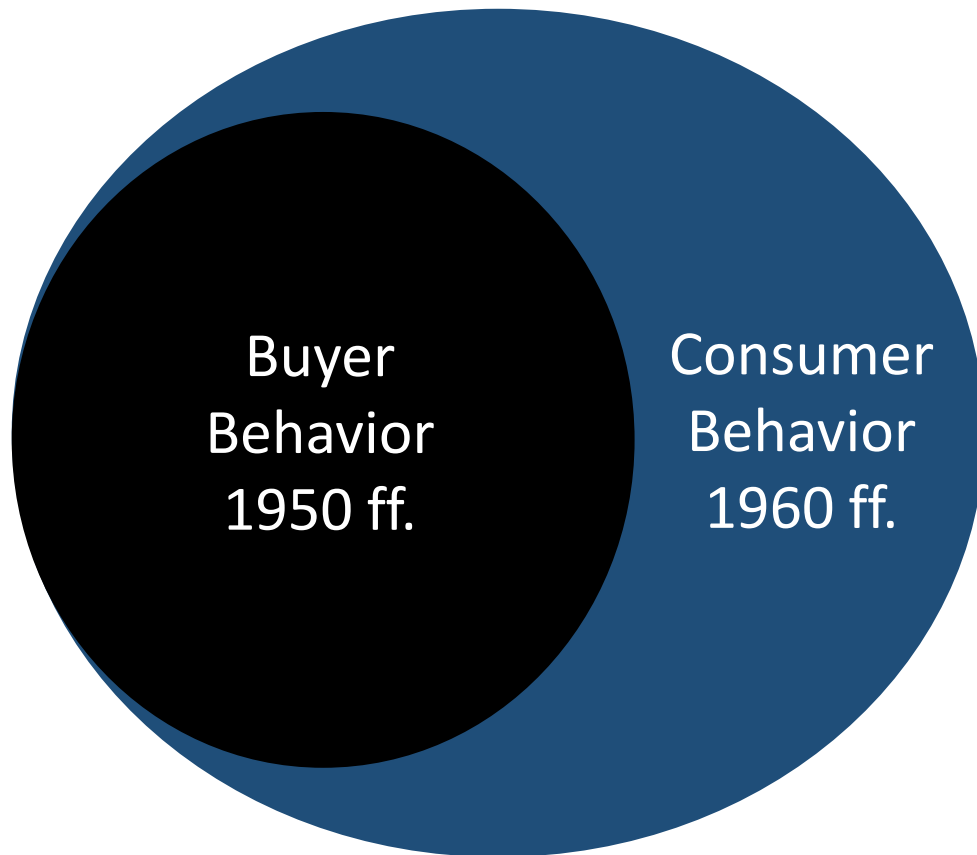
Metamorphosen der akademischen Konsumforschung



Buyer
Behavior
1950 ff.

Perspektiven	Käufer- verhalten
Jahrzehnt	1950er Jahre
Metaphorik	Tier
Referenz	Mechanik
Antriebskräfte	Der Bauch und die Bedürfnisse
Methodenfokus	Experimente
Erklärungs- ansätze	Verhaltens- psychologie

Metamorphosen der akademischen Konsumforschung

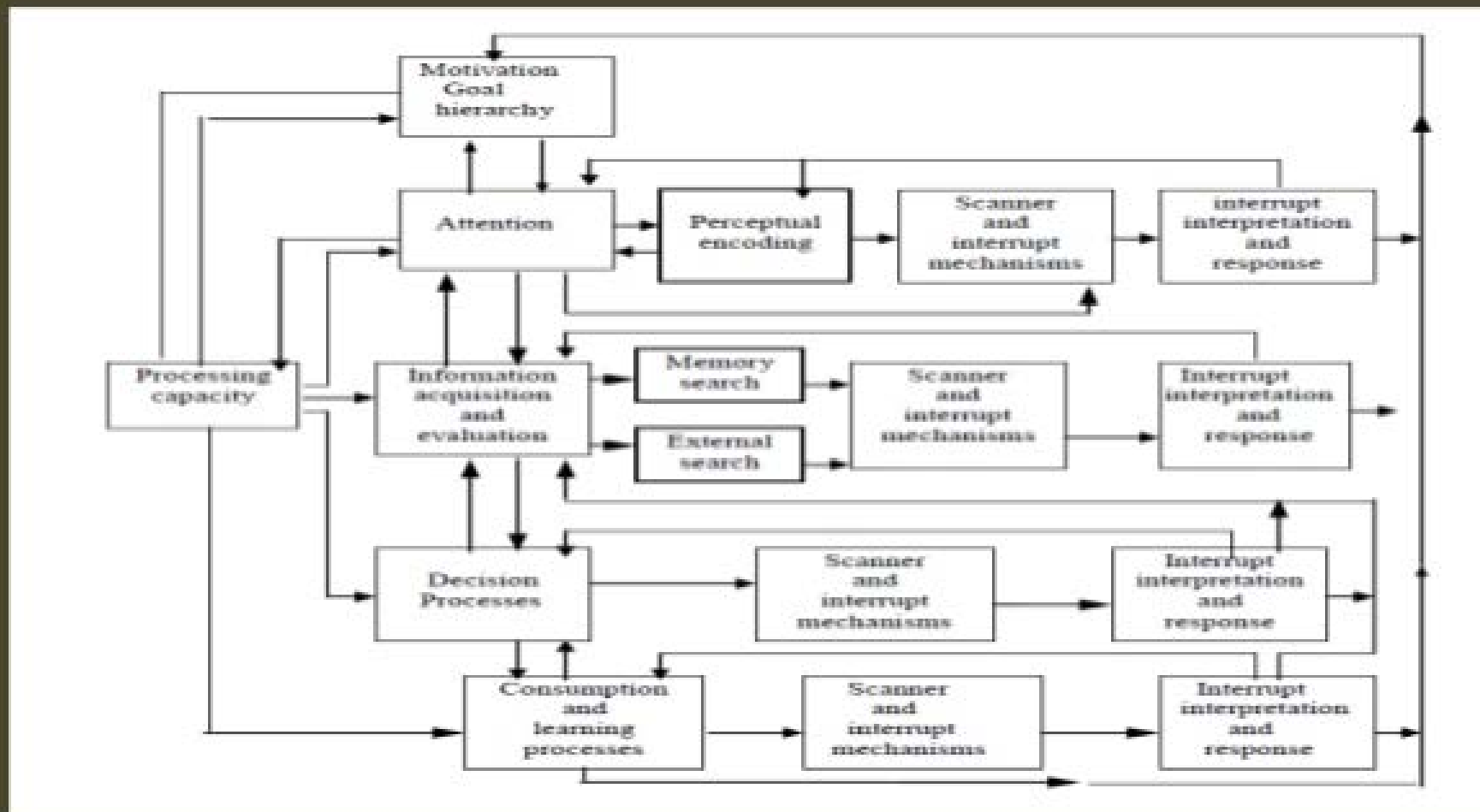


Perspektiven	Konsumentenverhalten
Jahrzehnt	1960er Jahre
Metaphorik	Computer
Referenz	Elektronik
Antriebskräfte	Das Gehirn und die Wünsche
Methodenfokus	Fragebögen
Erklärungsansätze	Kognitionspsychologie

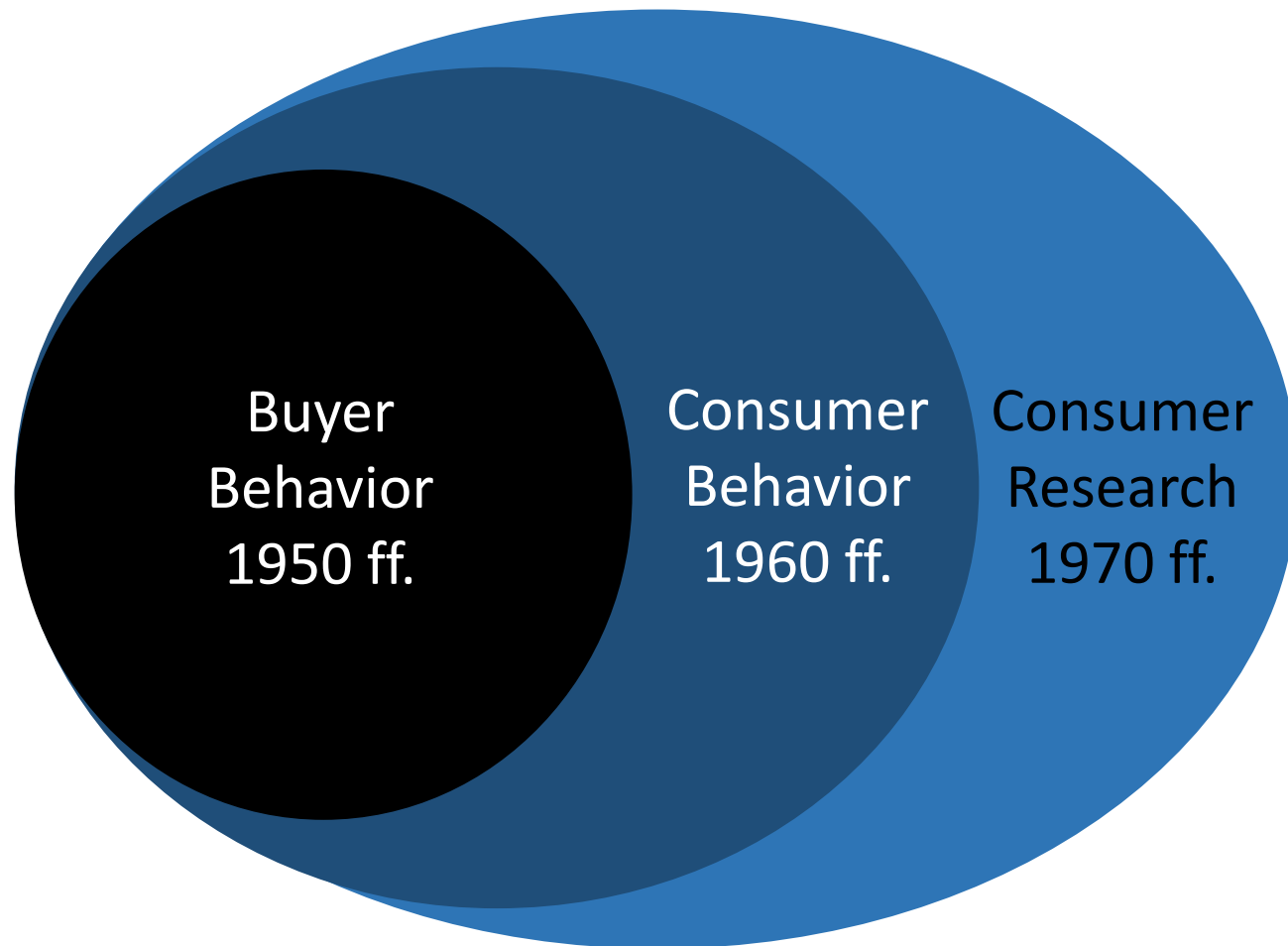
4. Bettman's Information Processing Model of Consumer Choice

Bettman (1979) in his model describes the consumer as possessing a limited capacity for processing information. He implicate that the consumers rarely analyze the complex alternatives in decision making and apply very simple strategy.

In this model there are seven major stages.



Metamorphosen der akademischen Konsumforschung



Perspektiven	Konsumenten- forschung
Jahrzehnt	1970er Jahre
Metaphorik	Tourist
Referenz	Emotionalität
Antriebskräfte	Das Herz und das Begehren
Methodenfokus	Tiefeninterviews
Erklärungs- ansätze	Erlebnis psychologie

The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun

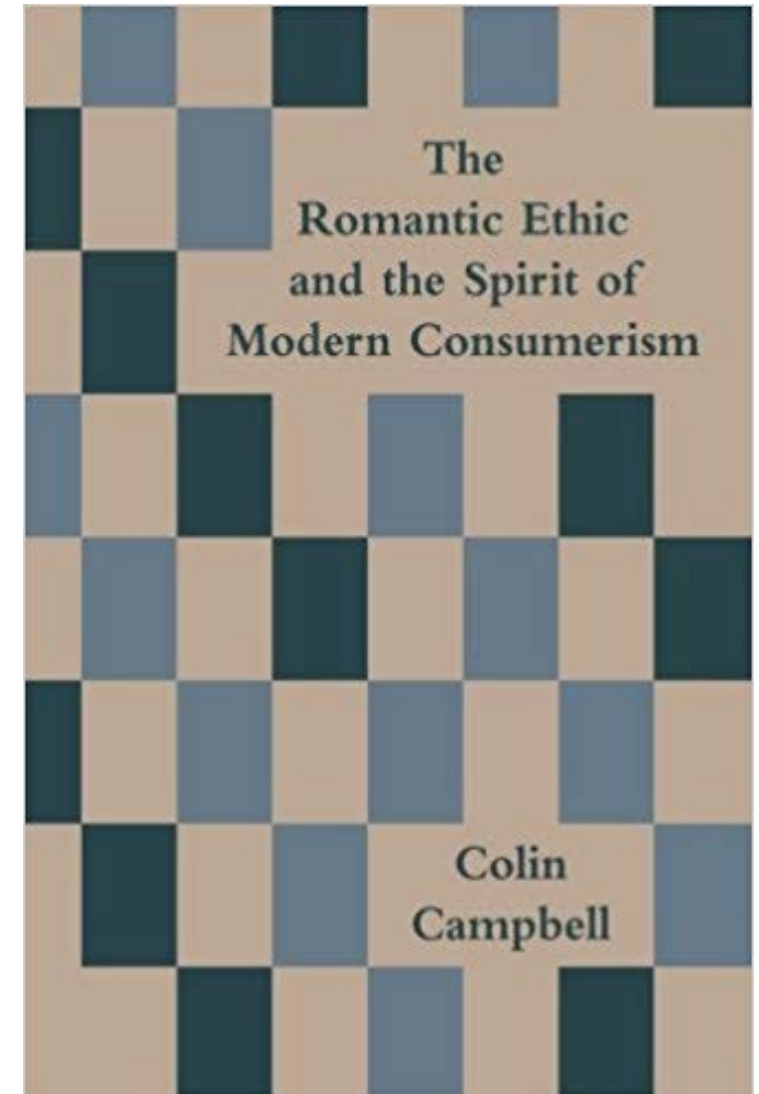
MORRIS B. HOLBROOK
ELIZABETH C. HIRSCHMAN*

This paper argues for the recognition of important experiential aspects of consumption. Specifically, a general framework is constructed to represent typical consumer behavior variables. Based on this paradigm, the prevailing information processing model is contrasted with an experiential view that focuses on the symbolic, hedonic, and esthetic nature of consumption. This view regards the consumption experience as a phenomenon directed toward the pursuit of fantasies, feelings, and fun.

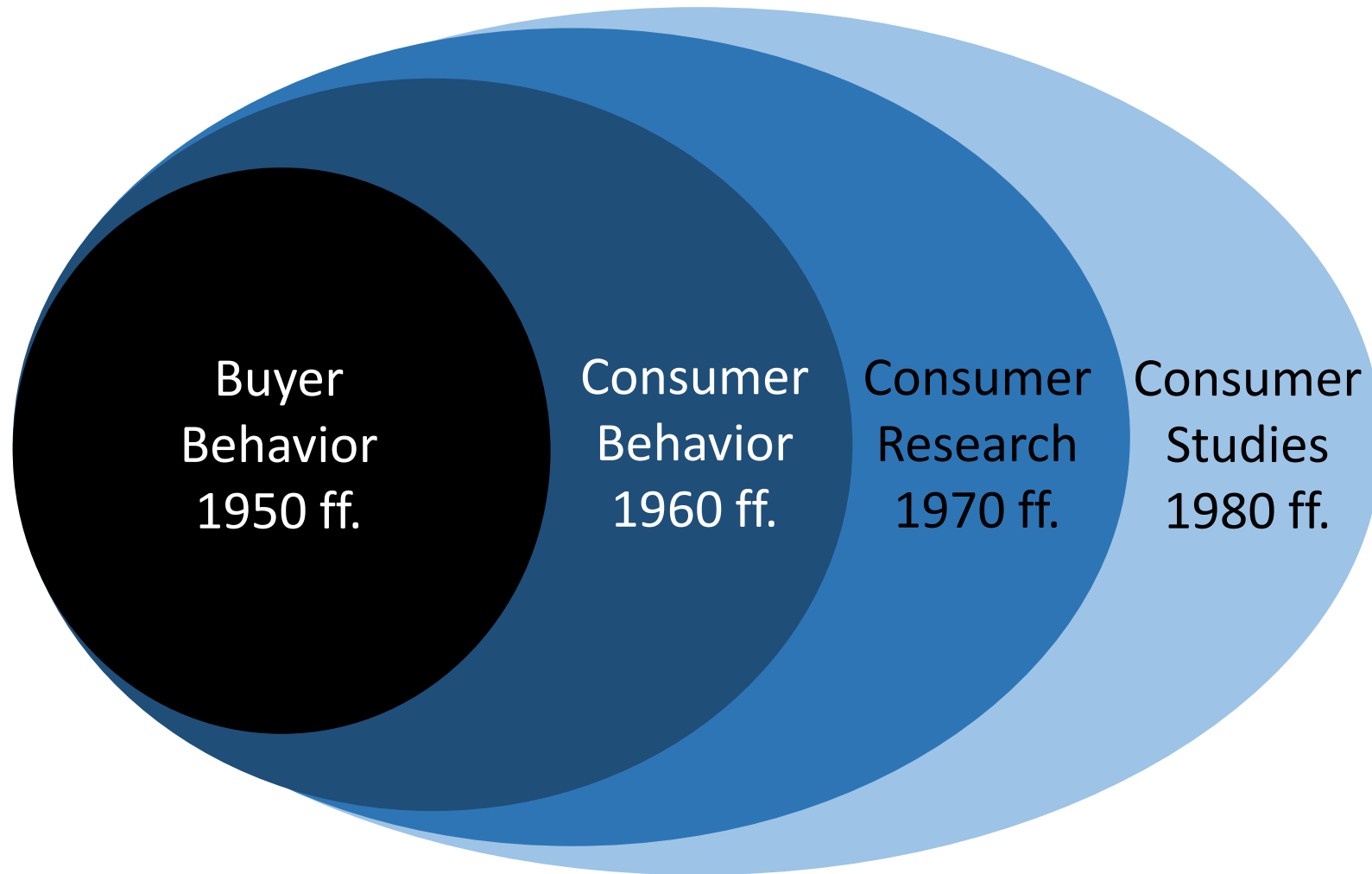
Elizabeth C. Hirschman & Morris B. Holbrook

Hedonic Consumption: Emerging Concepts, Methods and Propositions

This paper defines hedonic consumption as those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of product usage experience. After delineating these concepts, their theoretical antecedents are traced, followed by a discussion of differences between the traditional and hedonic views, methodological implications of the latter approach, and behavioral propositions in four substantive areas relevant to hedonic consumption—mental constructs, product classes, product usage and individual differences. Conclusions concern the usefulness of the hedonic perspective in supplementing and extending marketing research on consumer behavior.



Metamorphosen der akademischen Konsumforschung



Konsum- konzepte
1980er Jahre
Stammesmitglied
Metaphysik
Das Auge und die Anerkennung
Ethnographie
Sozial- und Kulturtheorien

Community and consumption

Community and
consumption

Towards a definition of the “linking value” of product or services

Bernard Cova

European School of Management, Paris, France

297

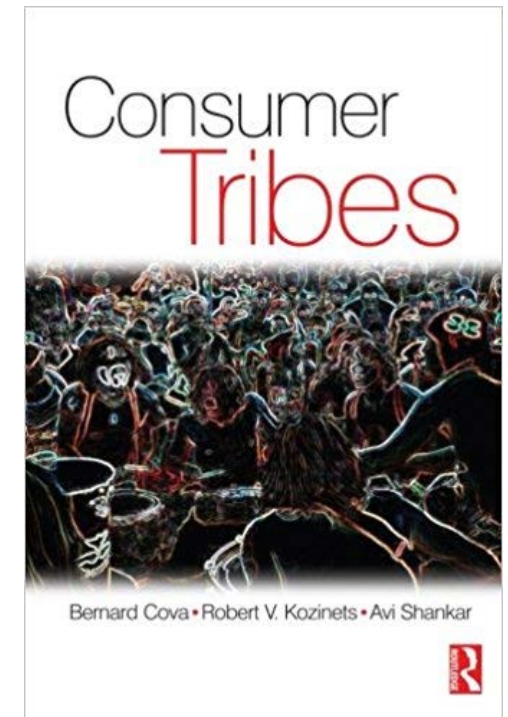
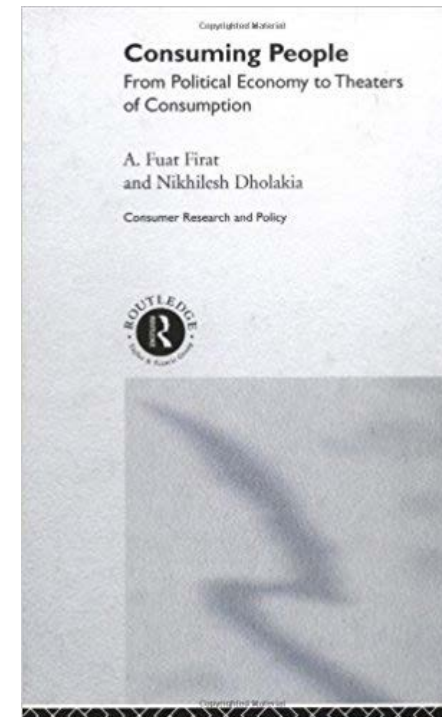
Community and postmodern marketing

Reflections

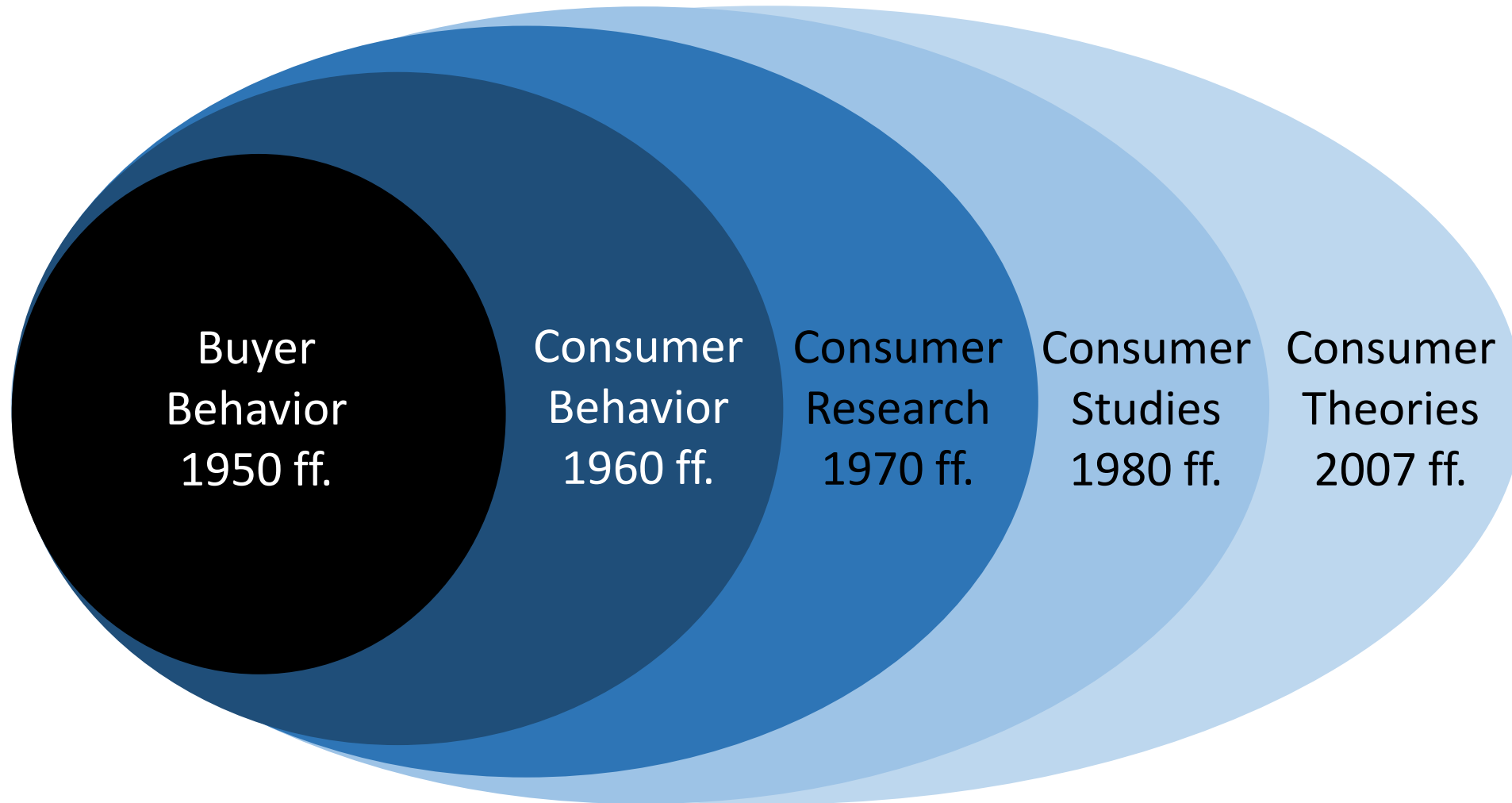
Consumer Culture Theory (CCT): Twenty Years of Research

ERIC J. ARNOULD
CRAIG J. THOMPSON*

This article provides a synthesizing overview of the past 20 yr. of consumer research addressing the sociocultural, experiential, symbolic, and ideological aspects of consumption. Our aim is to provide a viable disciplinary brand for this research tradition that we call consumer culture theory (CCT). We propose that CCT has fulfilled recurrent calls for developing a distinctive body of theoretical knowledge about consumption and marketplace behaviors. In developing this argument, we redress three enduring misconceptions about the nature and analytic orientation of CCT. We then assess how CCT has contributed to consumer research by illuminating the cultural dimensions of the consumption cycle and by developing novel theorizations concerning four thematic domains of research interest.



Metamorphosen der akademischen Konsumforschung



Consumer culture theory (and we really mean *theoretics*):

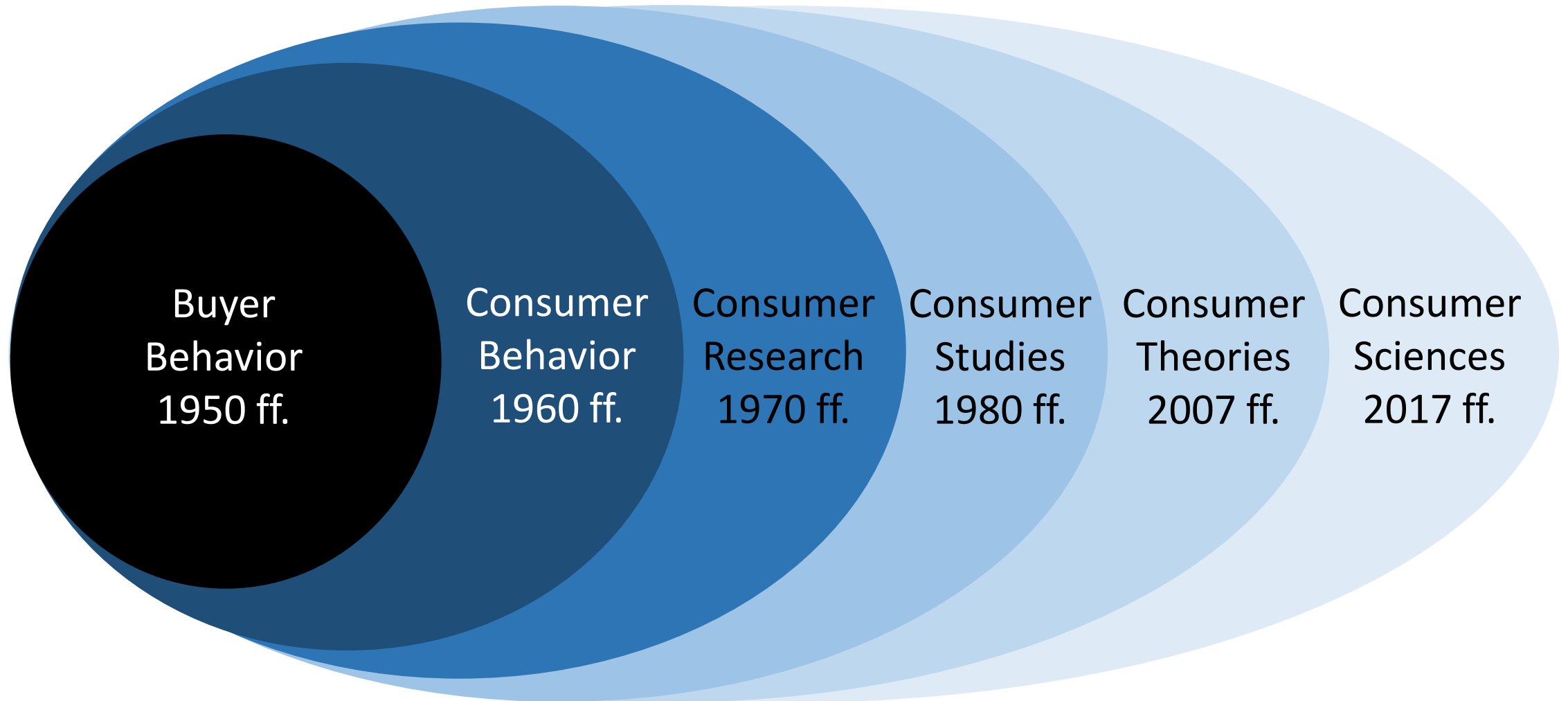


Marketplace Mythology and Discourses of Power

CRAIG J. THOMPSON*

While drawing from general cultural myths, marketplace mythologies are tailored to the competitive characteristics and exigencies of specific market structures, providing meanings and metaphors that serve multiple ideological agendas. I illustrate this conceptualization by analyzing mythic narratives that circulate in the natural health marketplace. I propose that a nexus of institutional, competitive, and sociocultural conditions that engender different ideological uses of this marketplace mythology by two types of stakeholders: advertisers of herbal remedies and consumers seeking alternatives to their medical identities. I discuss the implications of this theorization for future analyses of consumer mythologies and for theoretical debates over whether consumers can become emancipated from the ideological influences exerted by the capitalist marketplace.

Metamorphosen der akademischen Konsumforschung



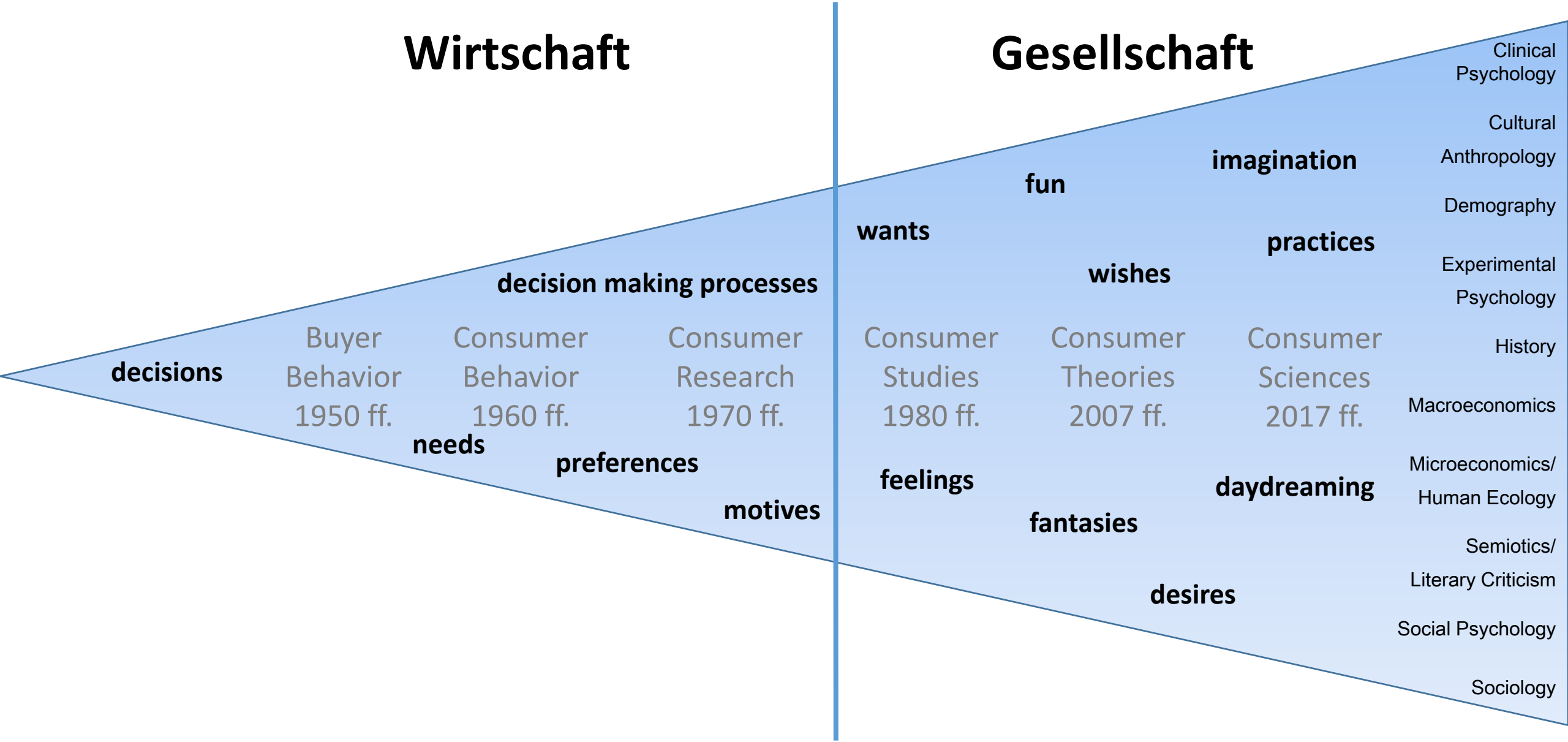
Verbraucherwissenschaften: ein Wunschkonzert



1. Multi- und interdisziplinär
2. Theoriepluralismus
3. Mixed Methods Approach
4. Wirtschaft & Gesellschaft
5. Multi-sektoral

Wirtschaft

Gesellschaft



decisions

Buyer Behavior
1950 ff.

Consumer Behavior
1960 ff.

Consumer Research
1970 ff.

decision making processes

needs

preferences

motives

wants

fun

wishes

imagination

practices

Consumer Studies
1980 ff.

Consumer Theories
2007 ff.

Consumer Sciences
2017 ff.

feelings

fantasies

daydreaming

desires

Clinical Psychology

Cultural Anthropology

Demography

Experimental Psychology

History

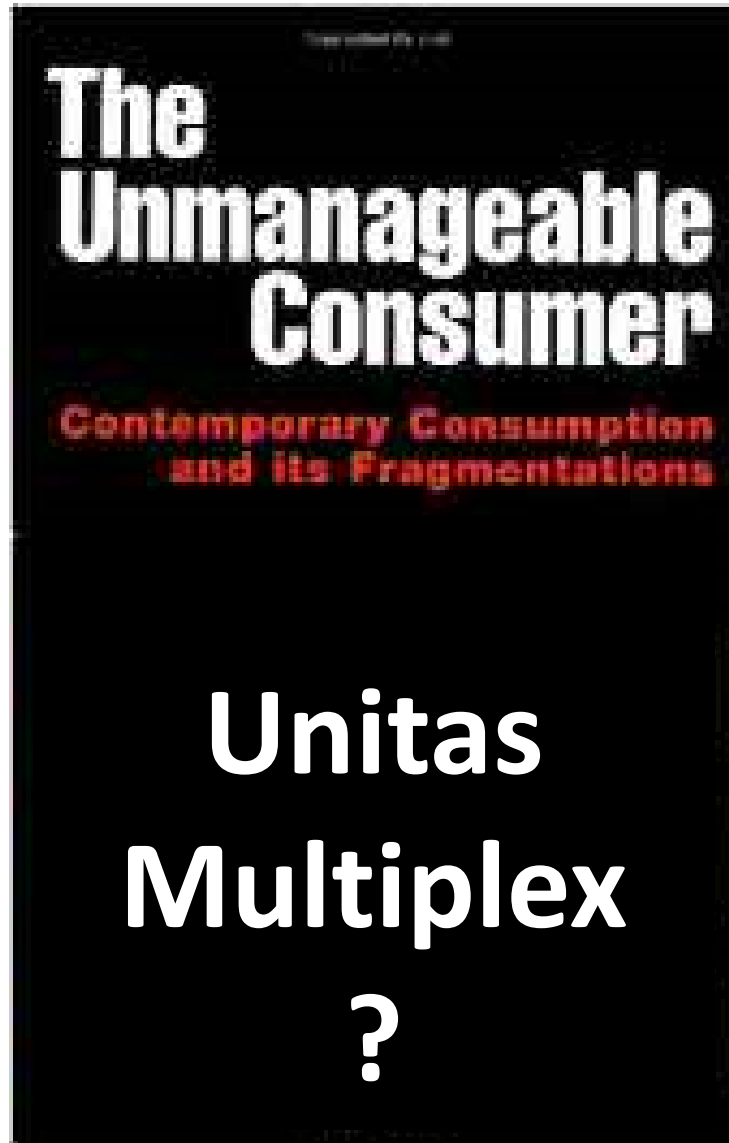
Macroeconomics

Microeconomics/
Human Ecology

Semiotics/
Literary Criticism

Social Psychology

Sociology



Content

1. The Emergence Of Contemporary Consumerism
2. **The Consumer As Chooser**
3. **The Consumer As Communicator**
4. **The Consumer As Explorer**
5. **The Consumer As Identity-Seeker**
6. **The Consumer As Hedonist**
7. **The Consumer As Victim**
8. **The Consumer As Rebel**
9. **The Consumer As Activist**
10. **The Consumer As Citizen**
11. **The Consumer As Worker**
12. The Unmanageable Consumer

Wirtschaft

Gesellschaft

buyer

lifestyle

class

brand communities

fans

Buyer
Behavior
1950 ff.

Consumer
Behavior
1960 ff.

Consumer
Research
1970 ff.

Consumer
Studies
1980 ff.

Consumer
Theories
2007 ff.

Consumer
Sciences
2017 ff.

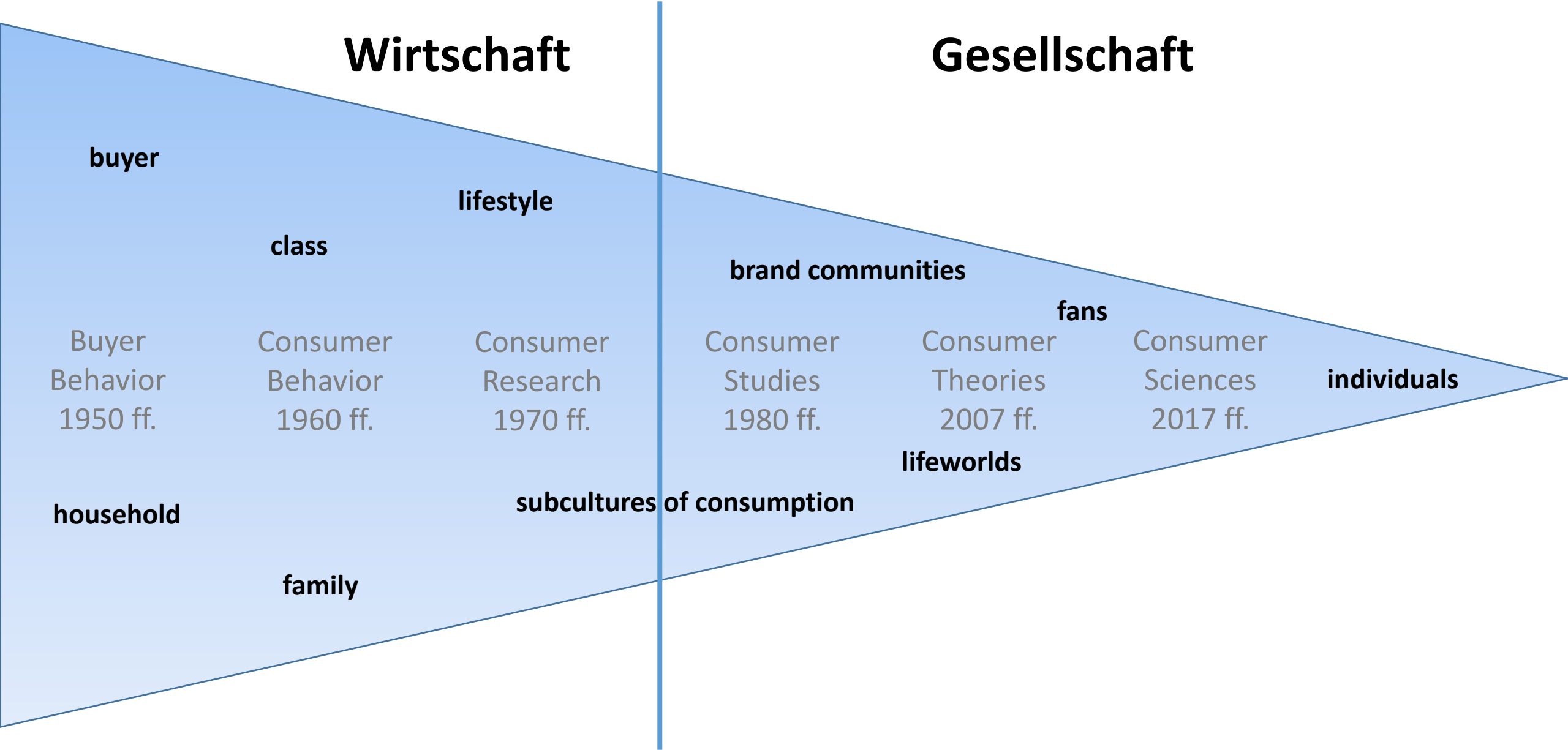
individuals

household

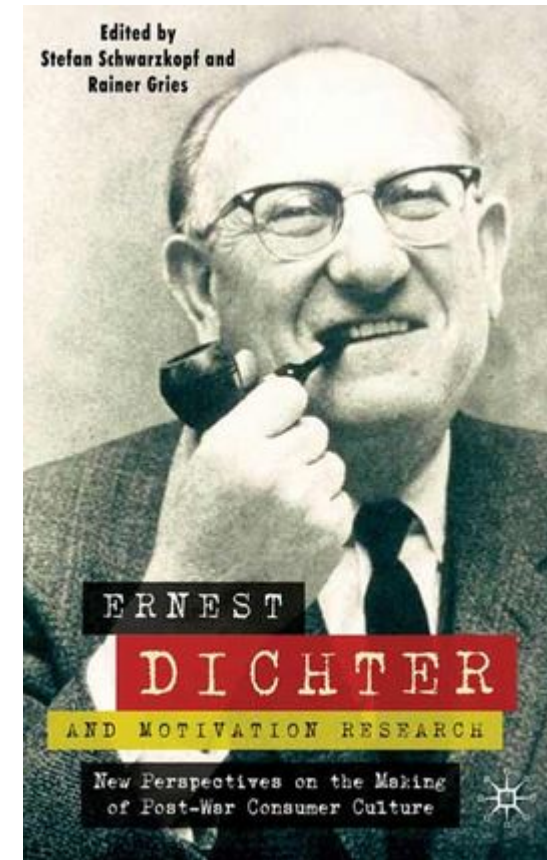
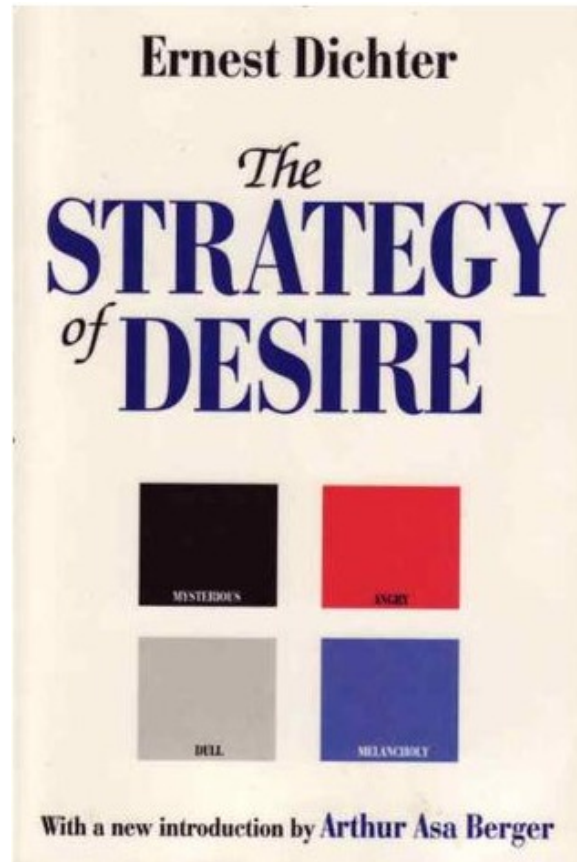
subcultures of consumption

lifeworlds

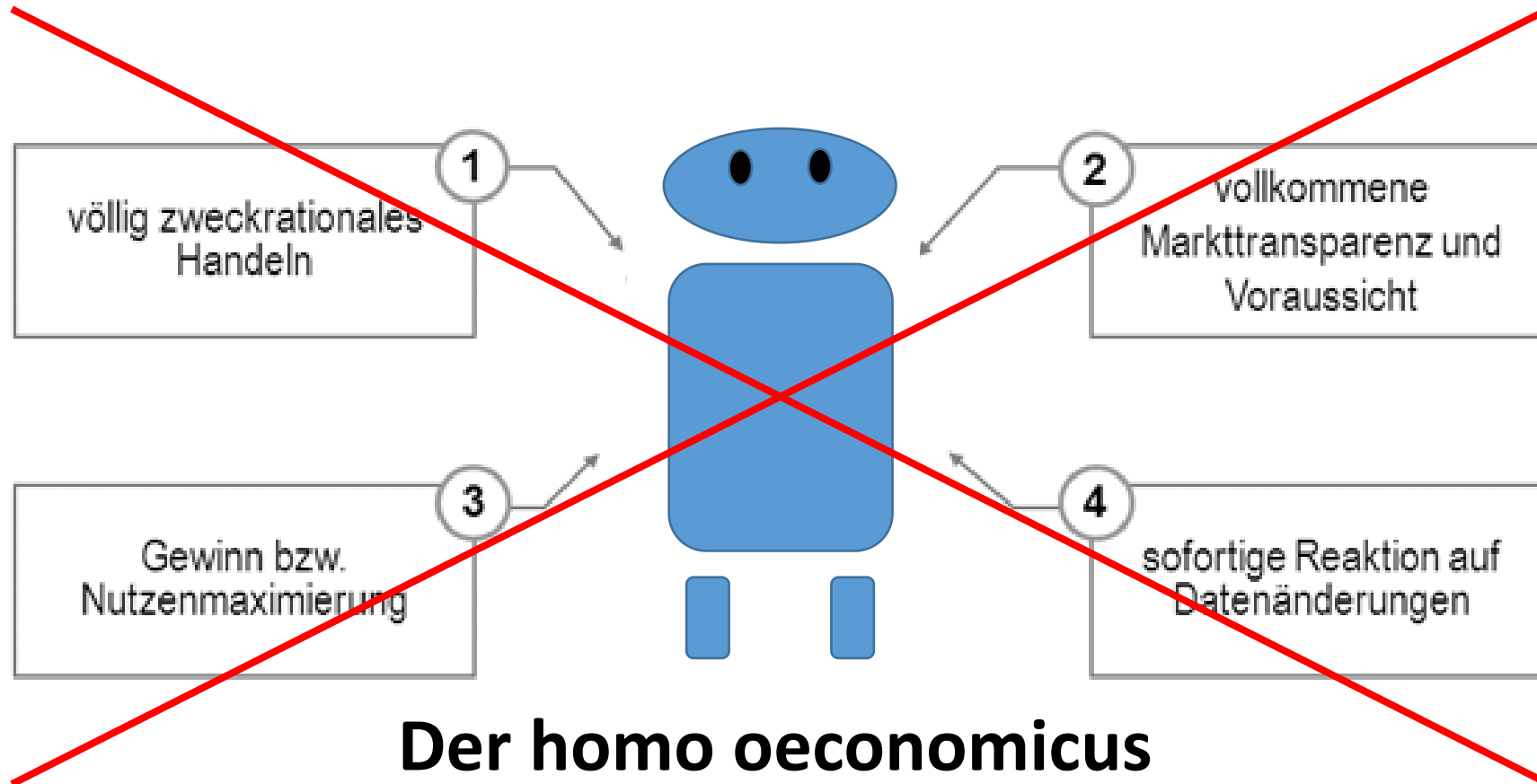
family



Lebenswelten und Innenleben: Ethnographie und Psychoanalyse kleinster Konsumentenkreise



Welches Verbraucherleitbild konveniert den Verbraucherswissenschaften?



Welches Verbraucherleitbild konveniert den Verbraucherwissenschaften?

Vorhandene Verbraucherleitbilder (Auswahl):

- Der gläserne Verbraucher
- Der informierte Verbraucher
- Der manipulierte Verbraucher
- Der moralische Verbraucher
- Der mündige Verbraucher
- Der politische Verbraucher
- Der verantwortliche Verbraucher
- Der verletzte Verbraucher
- ...

Reflections

Consumer Culture Theory (CCT): Twenty Years of Research

ERIC J. ARNOULD
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This article provides a synthesizing overview of the past 20 yr. of consumer research addressing the sociocultural, experiential, symbolic, and ideological aspects of consumption. Our aim is to provide a viable disciplinary brand for this research tradition that we call consumer culture theory (CCT). We propose that CCT has fulfilled recurrent calls for developing a distinctive body of theoretical knowledge about consumption and marketplace behaviors. In developing this argument, we redress three enduring misconceptions about the nature and analytic orientation of CCT. We then assess how CCT has contributed to consumer research by illuminating the cultural dimensions of the consumption cycle and by developing novel theorizations concerning four thematic domains of research interest.

The past 20 yr. of consumer research have produced a flurry of research addressing the sociocultural, experiential, symbolic, and ideological aspects of consumption. In this article, we offer a thematic overview of the motivating interests, conceptual orientations, and theoretical agendas that characterize this research stream to date, with a particular focus on articles published in the *Journal of Consumer Research (JCR)*. Owing to the length constraints of this forum, we regrettably cannot give due consideration to the full spectrum of culturally oriented consumer research that appears in other publication venues such as the *European Journal of Marketing*; *Culture, Markets, and Consumption*; *International Journal of Research in Marketing*; *Journal of Consumer Culture*; *Journal of Marketing*; *Jour-*

nal of Material Culture; *Research in Consumer Behavior*; and a host of books and edited volumes. Accordingly, our thematic review is by no means intended to be exhaustive or all inclusive.

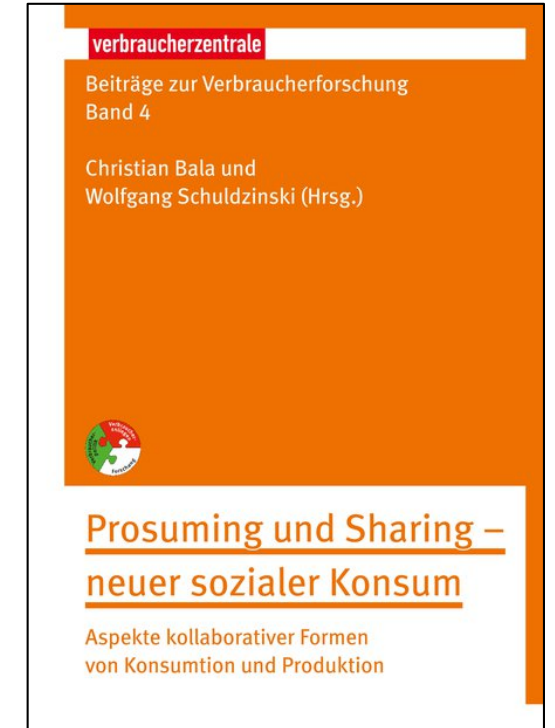
Over the years, many nebulous epithets characterizing this research tradition have come into play (i.e., relativist, post-positivist, interpretivist, humanistic, naturalistic, postmodern), all more obfuscating than clarifying. Each fails to signify the theoretical commonalities and linkages within this research tradition. They either place too much emphasis on methodological distinctions or they invoke overly coarse and increasingly irrelevant contrasts to a presumed dominant consumer research paradigm. A more appropriate and compelling academic brand would focus on the core theoretical interests and questions that define this research tradition. Accordingly, we offer the term “consumer culture theory” (CCT).

This CCT is not a unified, grand theory, nor does it aspire to such nomothetic claims. Rather, it refers to a family of theoretical perspectives that address the dynamic relationships between consumer actions, the marketplace, and cultural meanings. While representing a plurality of distinct theoretical approaches and research goals, CCT researchers nonetheless share a common theoretical orientation toward the study of cultural complexity that programmatically links their respective research efforts. Rather than viewing culture

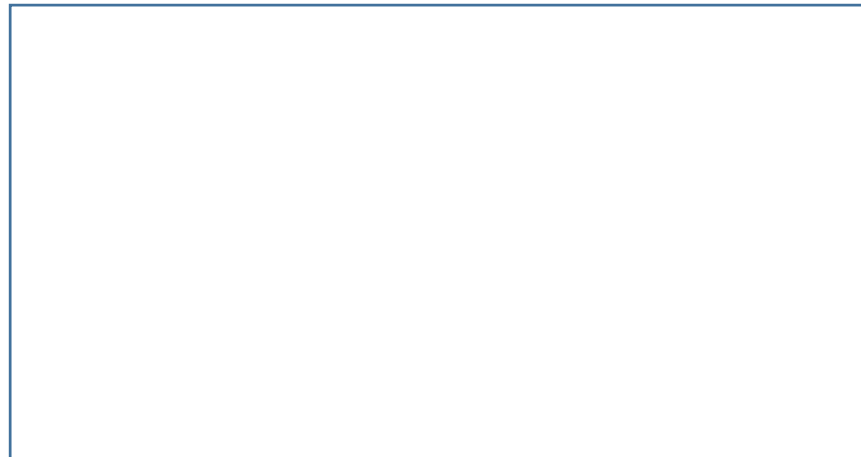
- Der Konsument ist prinzipiell ein „agent“, ein Handelnder, der zumeist Kontrolle übt.
- CCT legt explizit Wert darauf, den Aspekt der „agency“ zu befördern (Solidarisierung).
- „Enabling“ und „Empowerment“ sind wichtige ethische Grundüberzeugungen in dieser Forschung (ebenso im ESA Consumption Research Network)
- „Consumption“ und „Consumer“-Sein sind überaus positiv besetzt, gerade wegen der „agency“-Dimension.
- Die meisten Studien untersuchen hoch aktive Konsumenten, meistens aus der nordamerikanischen Mittelschicht, bei einer Unmenge von Aktivitäten.

*Eric J. Arnould is E. J. Faulkner Professor of Marketing and Director CBA Agribusiness Programs, 310 C CBA, Department of Marketing, University of Nebraska–Lincoln, NE 68588-0492, e-mail (eamould2@unl.edu). Craig J. Thompson is the Gilbert and Helen Churchill Professor of Marketing, University of Wisconsin–Madison, 4251 Grainger Hall, 975 University Avenue, Madison, WI 53706, e-mail (ctompson@bus.wisc.edu). We thank Davis Jacobucci for the opportunity to orchestrate this reflection on the field and Soren Askegaard, Russ Belk, David Crockett, Susan Doboscha, Fani Firat, Guliz Ger, Kent Greyson, Dong Holt, Steven Kates, Al Münniz, Jeff Murray, Hope Schau, John Sherry, and Alladi Venkatesh for thoughtful commentary on earlier versions. Most of all, we thank our many colleagues who have inspired our thinking on matters of culture and consumption.

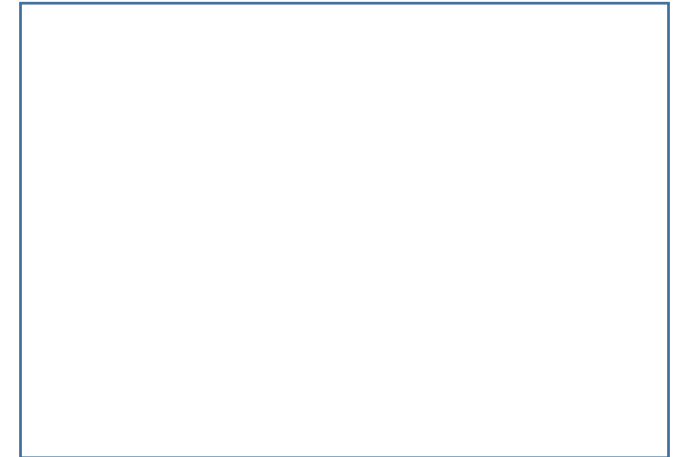
**Welches Verbraucherleitbild
konveniert den Verbraucherwissenschaften?**



Konsumtion ohne jede Produktion: reine Passivität?



Paradies
Schlaraffenland
Nichtstun
Müßiggang
Muße



Wo und wie genau findet Konsum
tatsächlich statt?

Der „experiential consumption approach“

Perspektiven	Konsumenten- forschung	Konsum- konzepte
Jahrzehnt	1970er Jahre	1980er Jahre
Metaphorik	Tourist	Stammesmitglied
Referenz	Emotionalität	Metaphysik
Antriebskräfte	Das Herz und das Begehren	Das Auge und die Anerkennung
Methodenfokus	Tiefeninterviews	Ethnographie
Erklärungs- ansätze	Erlebnis psychologie	Sozial- und Kulturtheorien

The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun

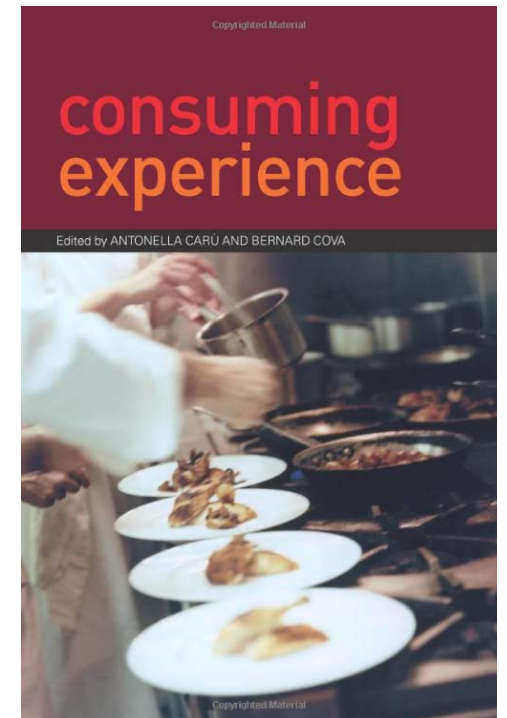
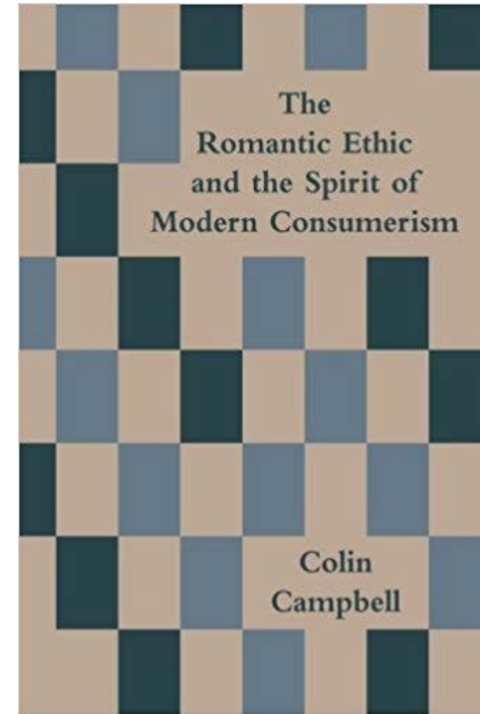
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Elizabeth C. Hirschman & Morris B. Holbrook

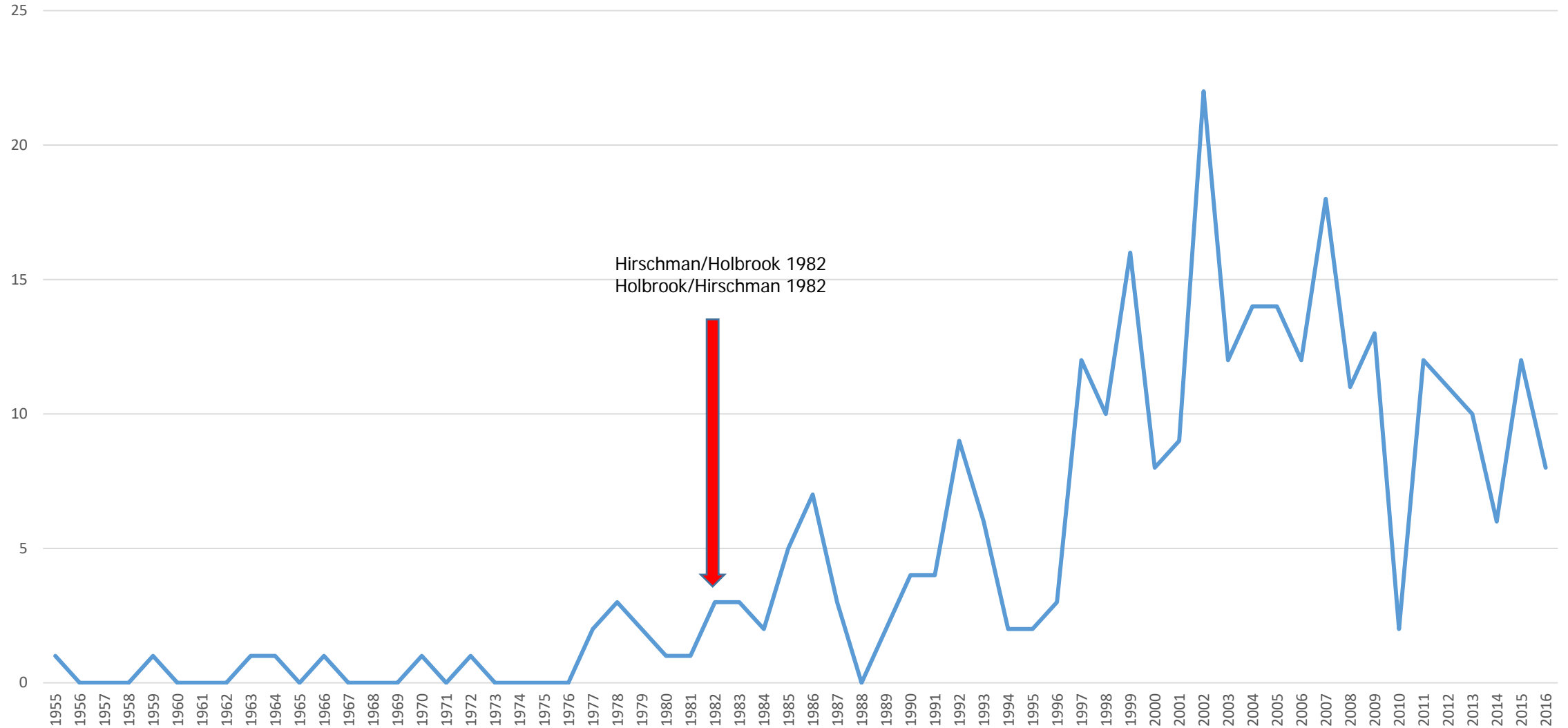
Hedonic Consumption: Emerging Concepts, Methods and Propositions

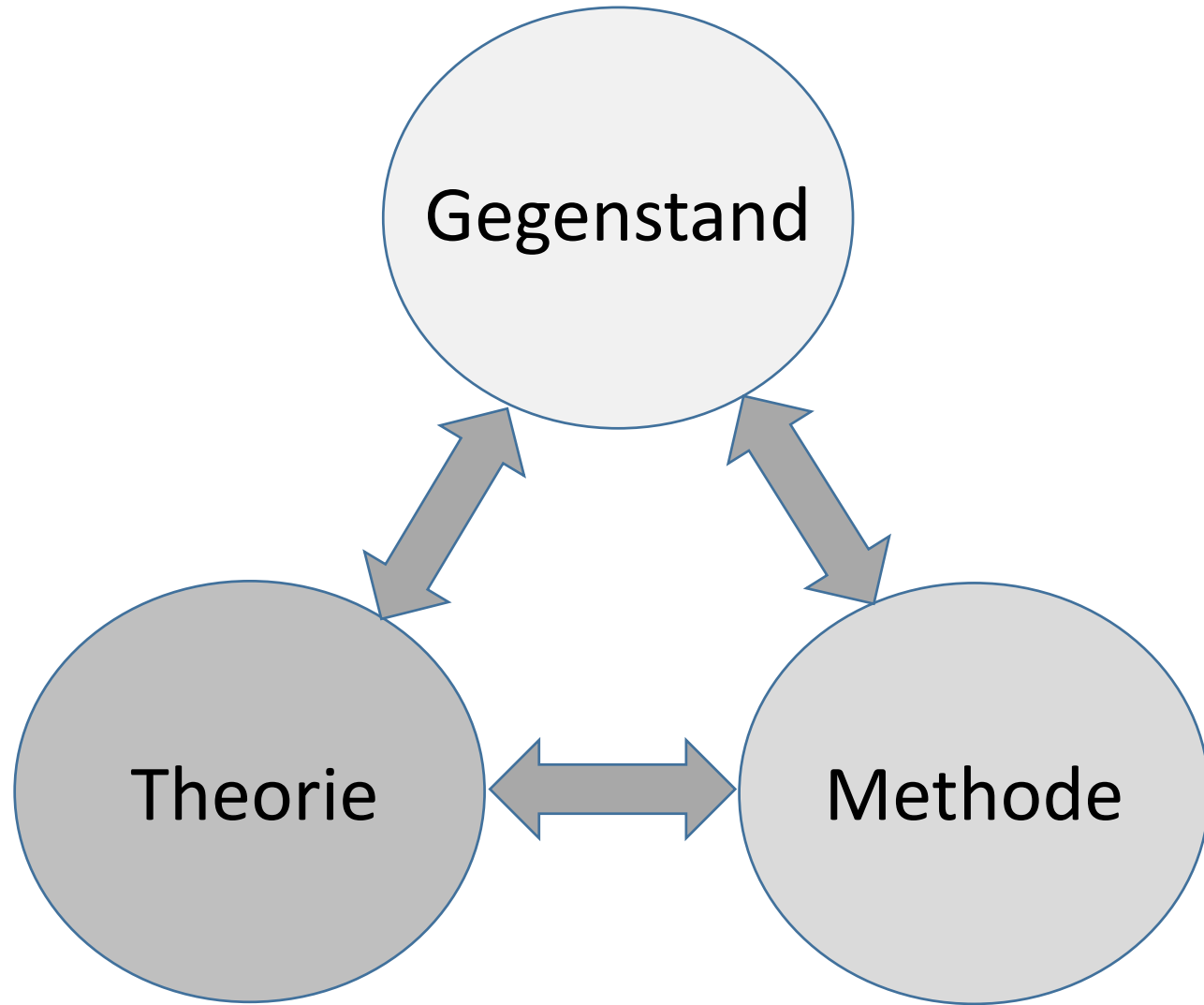
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Publikationen zum Thema "Experiential Consumption"

305 Publikationen, Sammelbände werden einfach gezählt





Gegenstand:

- Fiktionen/Fantasien/Imaginationen
- Gefühle/Stimmungen („moods“)
- Utilitarismus plus Hedonismus

Methoden:

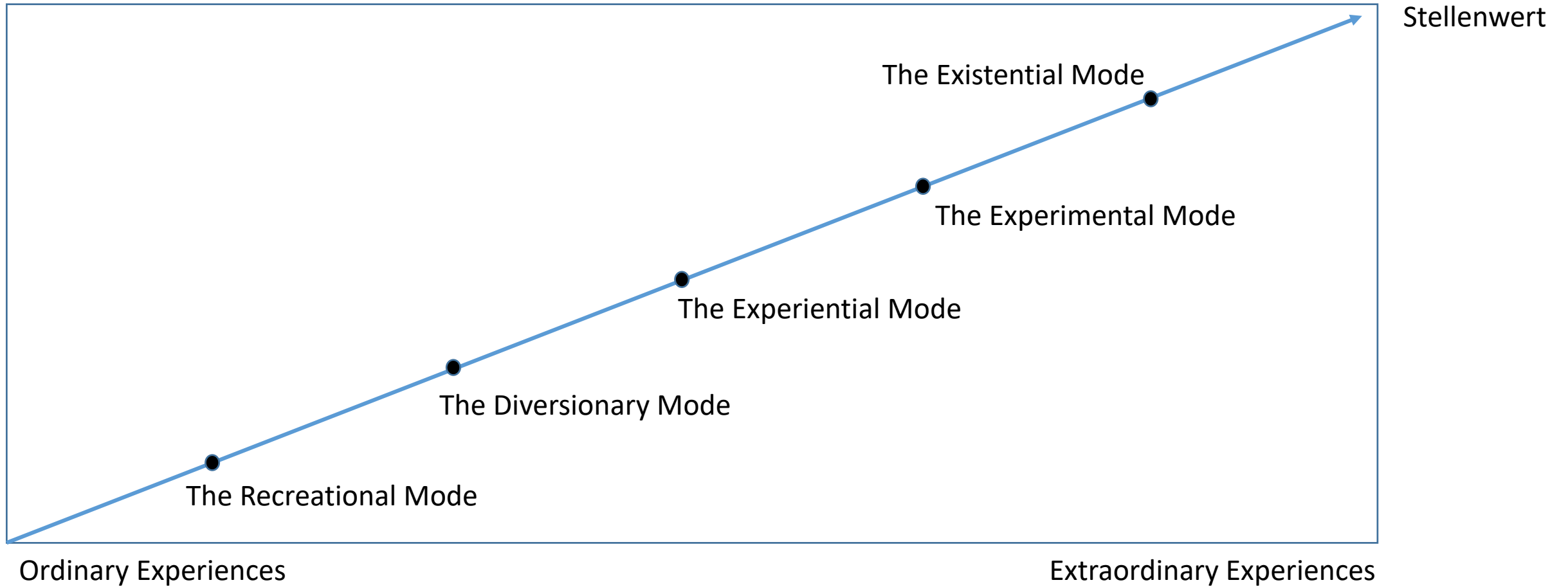
- Interpretative Turn
- Net/Ethnography
- Introversion

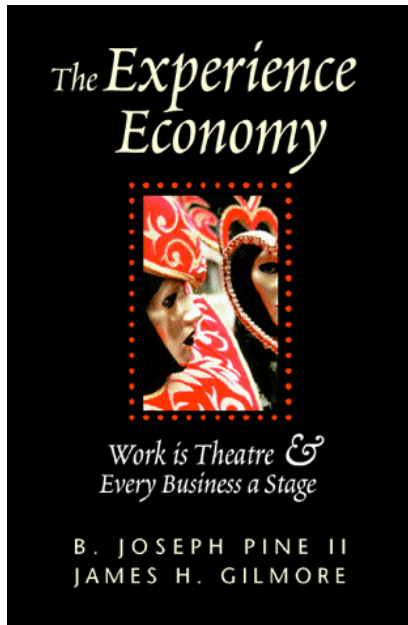
Theorien:

- Discourse Analysis
- Existential Psychology
- Phänomenology

A Phenomenology of Tourist Experiences

Erik Cohen 1979

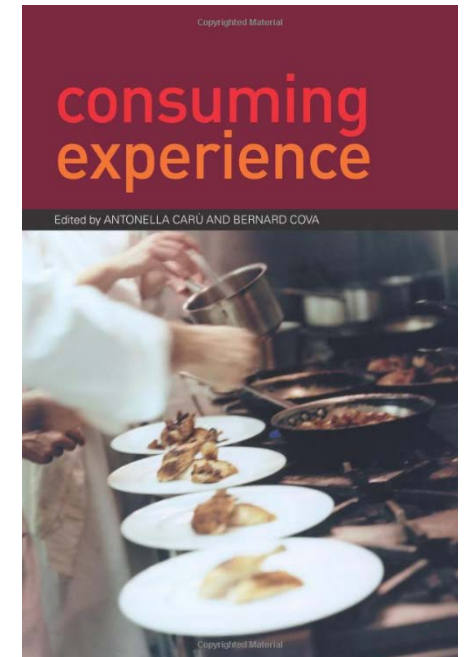
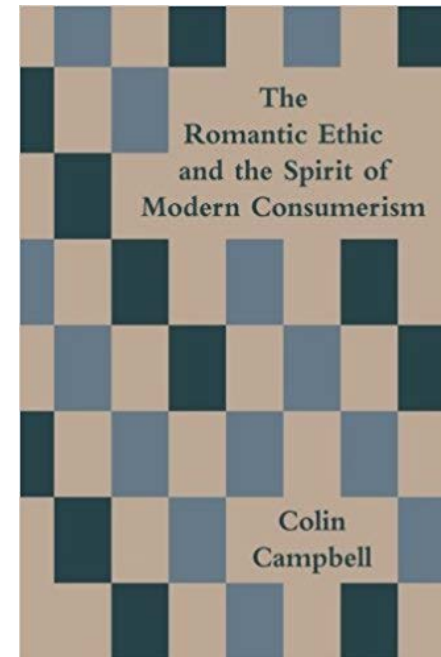
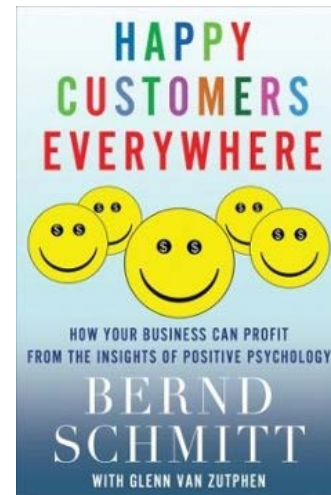
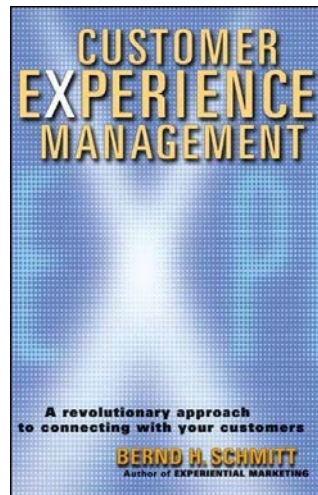




The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun

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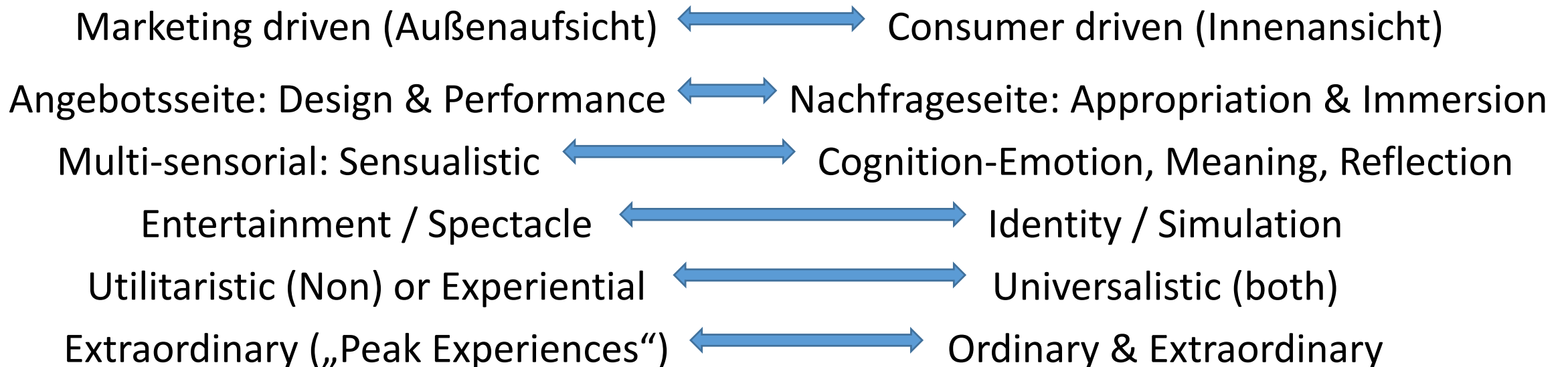


„Experiential Consumption“

„Consumer Fantasies, Feelings, and Fun“:

Innerpsychische Phänomene, Emotionen und Hedonismus

Holistische Erlebnisse/Erfahrungen (physisch & psychisch & sozial)



Alles „Experiential Consumption“, oder was?

How to facilitate immersion in a consumption experience: Appropriation operations and service elements

Antonella Carù^{1*} and Bernard Cova²

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Selling Pain to the Saturated Self

REBECCA SCOTT
JULIEN CAYLA
BERNARD COVA

“An Emerald Green Jaguar, A House on Nantucket, and an African Safari:” Wish Lists and Consumption Dreams in Materialist Society

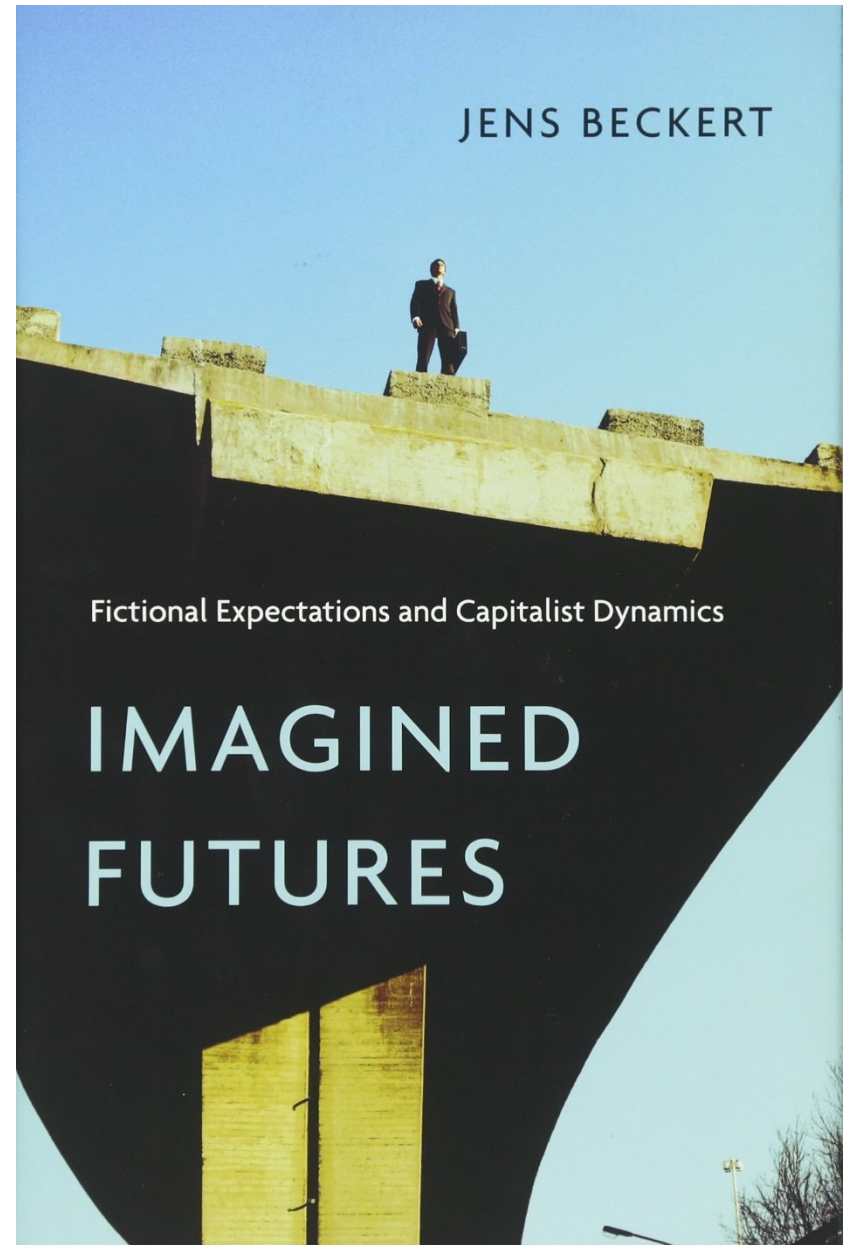
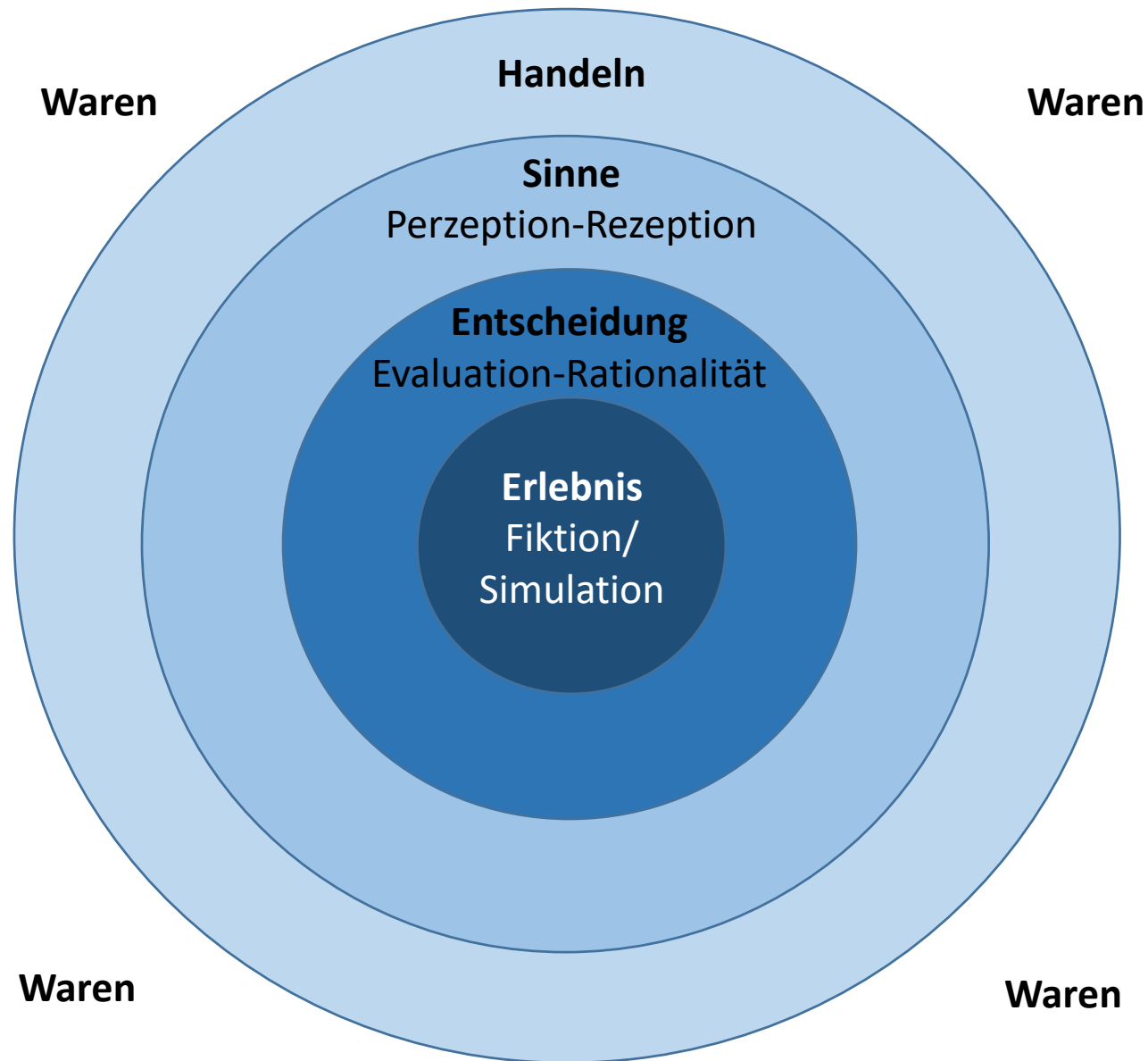
Susan Fournier, University of Florida

Michael Guiry, University of Florida

Experiential responsible consumption

Ebru Ulusoy *

University of Maine, Maine Business School 5723 DP. Corbett Business Building, Orono, ME 04469, USA



Max Weber

Die protestantische Ethik
und der Geist des Kapitalismus

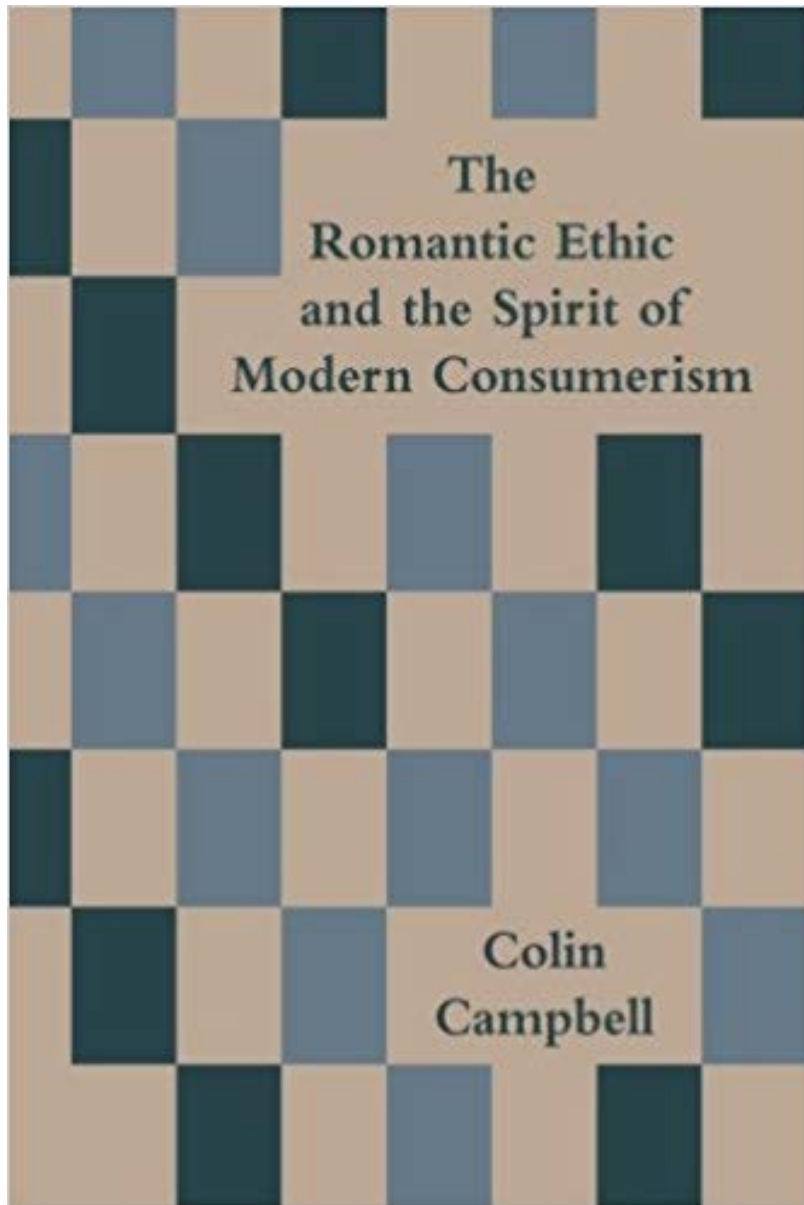


HOFENBERG



The
Romantic Ethic
and the Spirit of
Modern Consumerism

Colin
Campbell



„The individual is both actor and audience in his own drama, ‘his own’ in the sense that he constructed it, stars in it, and constitutes the sum total of the audience.”

(Campbell 1987: 78)

Konsum findet dort statt, wo man sich selber als Konsument erlebt, ob beim aktiv oder passiven Konsum, gleichsam als Schauspieler und Zuschauer zugleich.

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consuming experience

Edited by ANTONELLA CARÙ AND BERNARD COVA

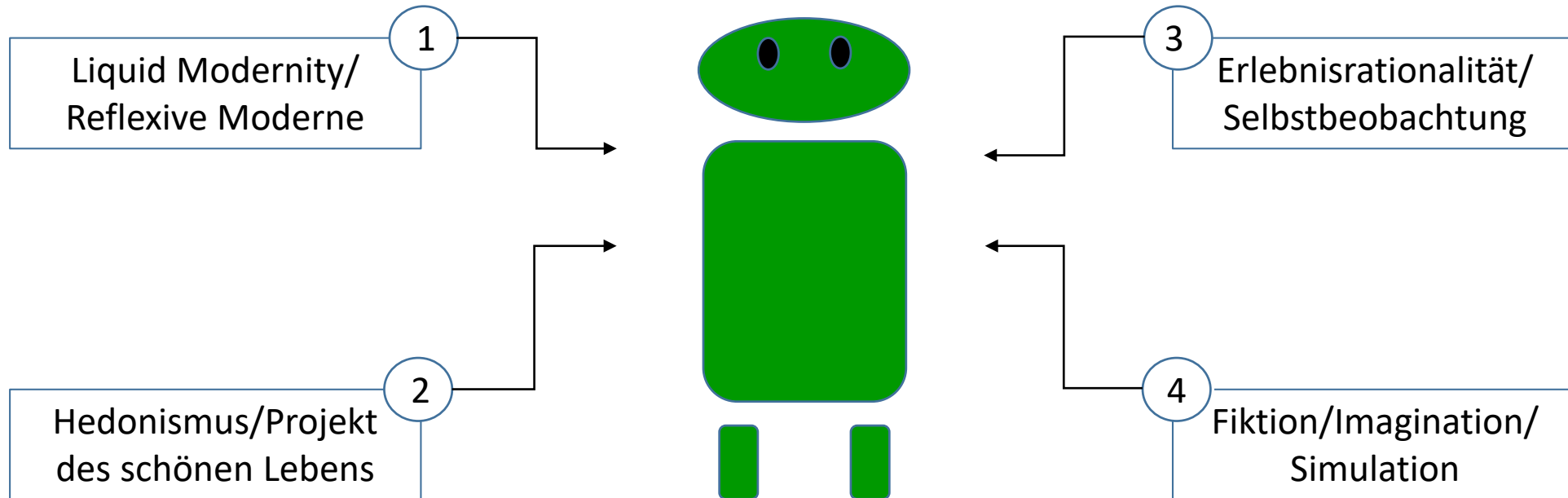


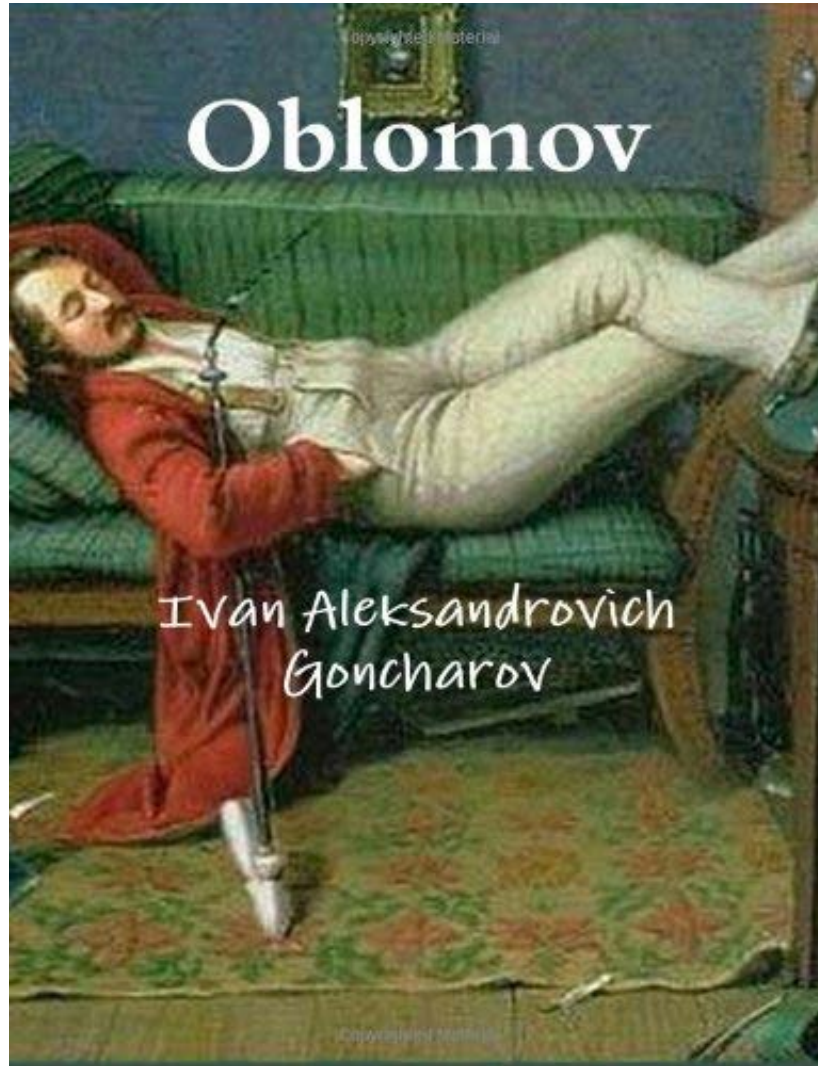
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Gerhard Schulze Die Konsumgesellschaft Kultursoziologie der Gegenwart

Der Homo consumens als (sich selbst) erlebender Konsument





Oblomowerei: Mit diesem Ausdruck, der aus dem Russischen stammt (russisch: oblomowschtschina), bezeichnet man eine Haltung, die von körperlicher und geistiger Trägheit zeugt, eine lethargische, tatenlose Tagträumerei. Er geht zurück auf den völlig passiven, nur seinen Gedanken nachhängenden adeligen Gutsbesitzer Oblomow im gleichnamigen Roman des russischen Schriftstellers Iwan Aleksandrowitsch Gontscharow (1812-1891). Das literarische Vorbild dieses Typus ist die in der russischen Literatur der 1. Hälfte des 19. Jh.s geschaffene Figur des »überflüssigen Menschen« (russisch: lischni tschelowek). Sie erhielt in der frühen Erzählung »Tagebuch eines überflüssigen Menschen« des russischen Schriftstellers Iwan S. Turgenjew (1818-1883) durch die Figur des Tschulkaturin, der von sich selbst sagt, er sei »ein überflüssiger Mensch und weiter nichts«, ihre später zum literaturgeschichtlichen Terminus gewordene Bezeichnung.