The Political Economy of Consumer Behavior

Contesting consumption

Bruce Pierykowski
Contents

List of illustrations viii
Acknowledgements ix

1 Consumption matters 1

2 Economic knowledge: boundary-keeping and border crossing 14

3 Economic knowledge and consumer behavior: home economics and feminist analysis 27

4 Psychology and economics: Max Wertheimer, Gestalt theory and George Katona 54

5 Fordism and the social relations of consumption 79

6 Green consumption and user culture: the case of the Toyota Prius 99

7 Slow Food: the politics and pleasure of consumption 115

8 Consuming with alternative currency 129

9 Consuming for social change: ethical and political consumption 143

Notes 153
References 160
Index 184