

**TABELLA 3**

I programmi di ricerca della *Consumer Culture Theory*  
*fonte: nostra elaborazione da Arnould, Thompson 2005*

CCT's Research Program	Description	References
#01 Consumer identity projects	Coconstitutive, coproductive ways in which consumer, working with marketer-generated materials, forge a coherent if diversified and often fragmented sense of self. [...] The marketplace has become a preeminent source of mythic and simboli resources through which people [...] construct narratives of identity. Consumers are conceived of as identity seekers and makers	Belk, 1988; McCracken 1986; Levy 1981; Holt 2002; Arnould, Price 1993; Hirschman 1992; Mick, Fournier 1998; Thompson 1996; Kozinets 2001; Belk et al. 2003
#02 Marketplace cultures	Consumers are seen as culture producers. [...] How does the emergence of consumption as a dominant human practice reconfigure cultural blueprints for action and interpretation, and vice versa? Consumers forge feelings of social solidarity and concrete distinctive, fragmentary, seld selected, and sometimes transient cultural worlds rhtough the pursuit of common consumption interests	Belk, Costa 1998; Kozinets 2002; Schouten, McAlexander 1995; Holt 1995; Firat, Venkatesh 1995; Muñis, O'Guinn 2000; Brown et al. 2003; Celsi et al. 1993; McAlexander et al. 2002
#03 The sociohistoric patterning of consumption	The institutional and social structures that systematically influence consumption, such as class, community, ethnicity, and gender. Consumers are conceived of as enactors of social roles and positions: [...] what is consumer society and how i sit consituted and sustained?	Holt 1997, 1998; Wallendorf 2001; Thompson 1997; Thompson, Haytko 1997; Thompson et al. 1990; Belk 1992; Wallendorf, Arnould 1991; Allen 2002; Askegaard et al. 2005; Peñalosa 1994
#04 Mass-mediated marketplace ideologies and consumers' interpretative strategies	Consumer ideology as systems of meaning that tend to channel and reproduce consumers' thoughts and actions in such a way as to defend dominate interests in society. What normative messages do comercial media transmit about consumption? How do consumers make sense of these messages and formulate critical risponses? Consumers are conceived of as interpretative agents whose meaning-creating activities range from those that tacitly embrace the dominant representations of consumer identity and lifestyle ideals portrayed in advertising and mass media to those that consciously deviate from these ideological instructions.	Hirschman 1988, 1993; Hirschman, Thompson 1997; Murray, Ozanne 1991; Murray et al. 1994; Holt 2002; Kozinets 2002; Kozinets, Handelman 2004; Thompson 2004; Joy, Sherry 2003; Peñaloza 2001; Escalas, Stern 2003; Stern 1993, 1995, 1996; McQuarrie, Mick 1996; Mick 1996