



# **Research Frontiers**

## Consumer Culture Theory (CCT)

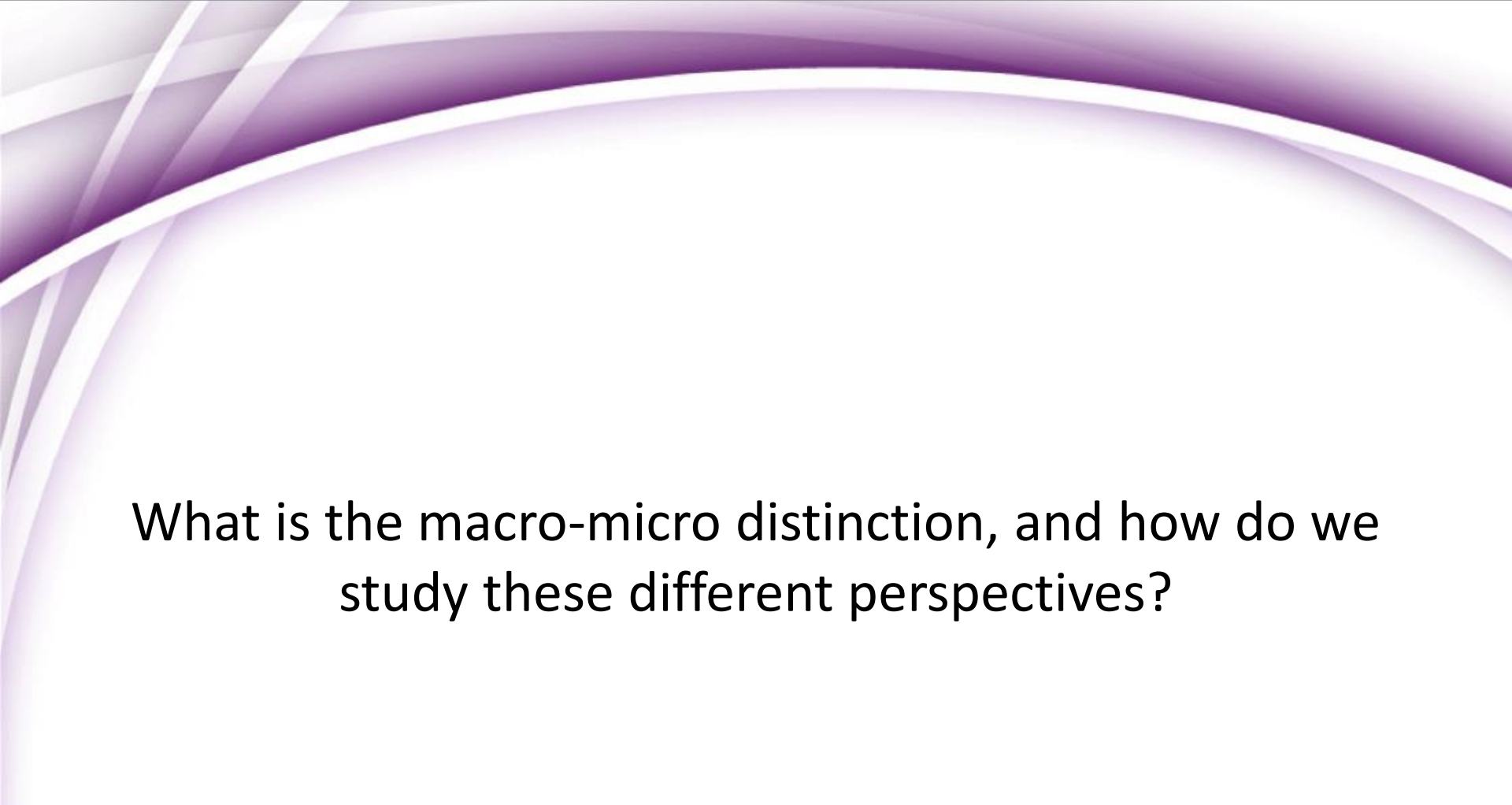
*AMA-Sheth Foundation Doctoral Consortium 2014*

## Panelists

- Amber Epp, University of Wisconsin-Madison
  - Markus Giesler, York University
  - Linda Price, University of Arizona
  - Ashlee Humphreys, Northwestern University
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# Consumer Culture Theory (CCT)

- The latest in a long history of terms
  - Describes research that explores the sociocultural, experiential, symbolic, and ideological aspects of consumption and markets
  - Generally draws from sociology, anthropology, literary theory, or another related discipline
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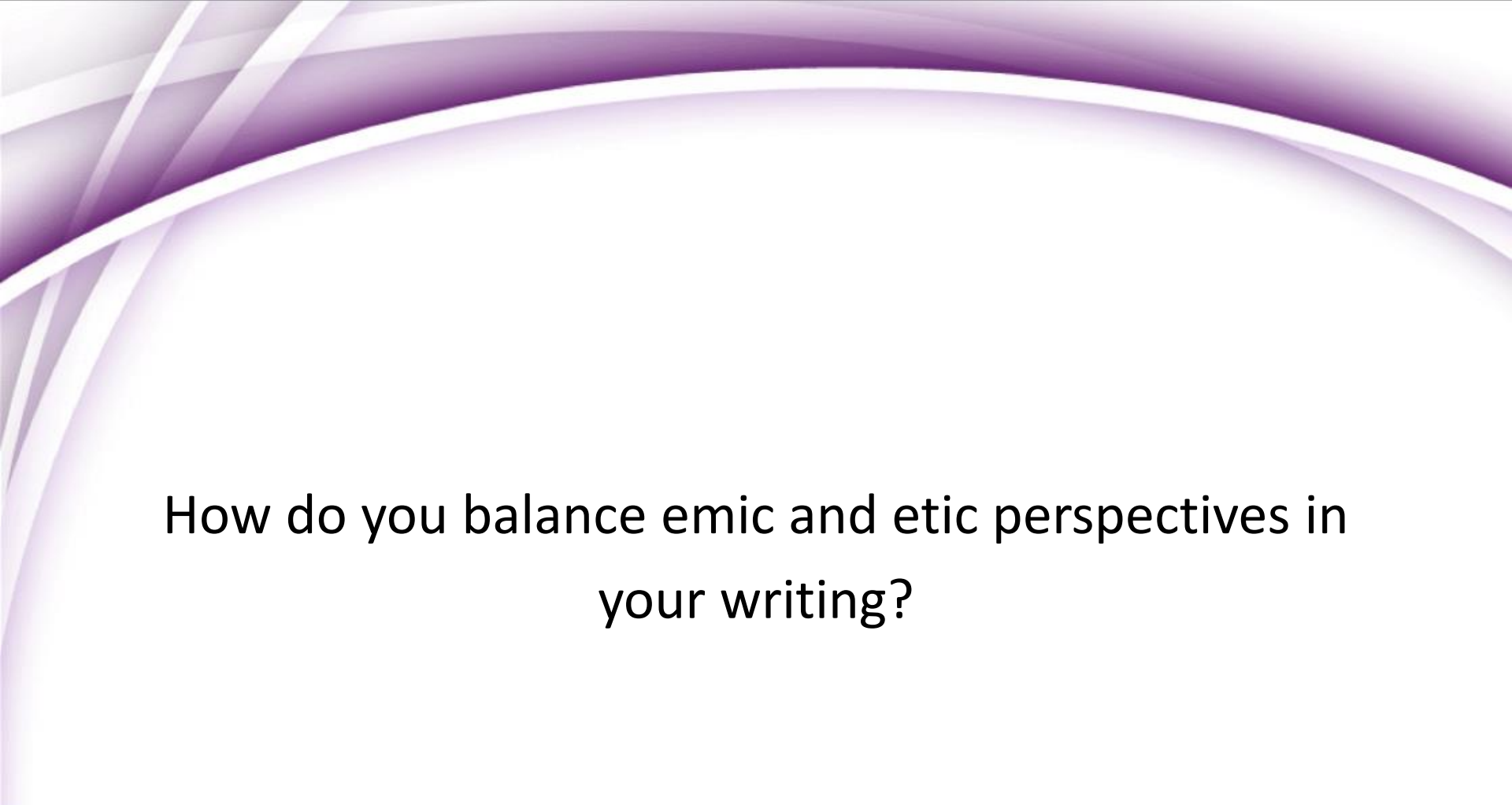
What is the macro-micro distinction, and how do we study these different perspectives?

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How important is the context of your study? How do you choose a good context?

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How do you balance emic and etic perspectives in  
your writing?

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How can we connect our work to broader audiences  
(e.g., managers, policy makers, consumers)?

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What are some emerging research areas in CCT? Where are we headed?

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