

Consumer Culture Theory (CCT) - A Literature Review

Consumer Culture Theory (CCT) - Uma Revisão de Literatura

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Abstract

This paper aims to identify, interpret and summarize the available international literature on Consumer Culture Theory available on the Scopus abstract and citation database. Consumer Culture Theory was introduced by Arnould and Thompson in 2015 and it is defined as a group of studies addresses dynamic relationships between consumer actions, the marketplace and cultural meanings. We used a systematic literature review approach with bibliometrics techniques and content analysis. Our sample had 137 articles, from 32 journals and 220 authors and co-authors. We were able to identify the growth of the research over the last 14 years of development. The journal with most publications on CCT was “Marketing Theory” and the United States are still the country with more publications. We conclude reaffirming the relevance of CCT to consumer research and limitations and suggestions to further studies.

Keywords: Consumer Culture Theory. Literature Review. Bibliometrics Analysis.

Resumo

Este artigo tem como objetivo identificar, interpretar e resumir a literatura internacional sobre a *Consumer Culture Theory*, disponível no banco de dados de citações e resumos da Scopus. A *Consumer Culture Theory* foi introduzida por Arnould e Thompson em 2015 e é definida como um grupo de estudos que aborda relações dinâmicas entre ações do consumidor, do mercado e significados culturais. Foi utilizada abordagem sistemática de revisão de literatura com técnicas bibliométricas e análise de conteúdo. A amostra contou com 137 artigos, de 32 periódicos e 220 autores e co-autores. Foi possível identificar o crescimento da pesquisa nos últimos 14 anos de desenvolvimento. O periódico com a maioria das publicações sobre TCC foi *Marketing Theory* e os Estados Unidos ainda são o país com mais publicações. Concluiu-se reafirmando a relevância da TCC para a pesquisa do consumidor e as limitações e sugestões para novos estudos.

Palavras-chaves: Teoria da Cultura de Consumo. Revisão da literatura. Análise Bibliométrica.

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1 Introduction

Although Culture and Consumer Behavior is not a mainstream topic on consumer research, it has been the focus of a number of researches. Due to the development of research on the cultural influence over the consumption domain, in 2005, the Journal of Consumer Research published an article entitled “*Consumer Culture Theory (CCT): Twenty Years of Research*” where Arnould and Thompson (2005) proposed a framework of a research domain which they called Consumer Culture Theory, representing “a family of theoretical perspectives that address the dynamic relationship between consumer actions, the marketplace and cultural meanings” (p. 868).

Researches on the cultural aspects of consumption have existed since before this work of Arnould and Thompson (2005). However, there were still a fragmentation and some myths about this research tradition. Therefore, aiming to clarify and present what Consumer Culture Theory really is and how it can contribute to the consumer research. Arnould and Thompson (2005) presented the foundations of consumer culture, the deconstruction of the myths associated with it and the thematic tracks that are explored by the CCT. The publication of this paper was capable of legitimize this field of research and helped to create an active and diverse researchers’ community (Casotti & Suarez, 2015).

The publications about Consumer Culture Theory can mainly be found on the Journal of Consumer Research, Journal of Marketing, Research in Consumer Behavior, Consumption Markets and Culture, Marketing Theory and Journal of Consumer Behavior (Casotti & Suarez, 2015). Although the focus of the Arnould and Thompson’s work was on the Journal of Consumer Research.

In the Brazilian context, Morais, Quintão and Brito (2016) analyzed the field of CCT in the country and found that the number of researches were increasing in the last six years, following the international interest for this topic. The authors also established five research tracks of CCT from Brazilian authors:

- 1) Anti-consumption, conscious consumption and consumption resistance;
- 2) Cultural industry;
- 3) Market Cultures;
- 4) Consumption Experience;
- 5) Identity Projects.

The growth of this community of researches on consumer research in Brazil is a statement of the research potential that these studies have.

This research domain has also become popular in conferences. In 2009, the ENANPAD (ANPAD Conference), the biggest management conference determinate a track just for Consumer Culture Theory and in 2010, the EMA (Encontro de Marketing da Anpad) opened the CCT track. Internationally, there is annually a Consumer Culture Conference, the first one was held on the University of Notre Dame in the United States and the 2019 edition was held in Concordia University in Canada.

Due to the growing interest of the academic community on this topic and intending to explore and expand the knowledge on this field, this article aims to identify, interpret and summarize the international literature on Consumer Culture Theory available on the Scopus abstract and citation database.

2 Consumer Culture Theory (CCT)

Consumer Research has recognized the fact that consumers are seeking products more for the symbolic and cultural meanings than for the utilitarian value (Slater, 2002). In this context, researchers have frequently tried to identify the impact of sociocultural aspects on the consumption domain. Following the current of these oriented consumer behavior cultural studies, Consumer Culture Theory arises.

In 2005, Arnould and Thompson introduced the term “Consumer Culture Theory” as a group of studies addressing the “dynamic relationships between consumer actions, the marketplace and cultural meanings” (p. 868). This paper is responsible to the large dissemination that consumer research concerned with the cultural aspects had. In 2007, the same authors published another paper focusing on the development of the theory as an academic brand, seeking to counter the misconceptions associated with CCT, such as interpretivist, qualitative and postmodern research (Arnould & Thompson, 2007).

The goal with the publication of the 2005 was to summarize and aggregate the works culture oriented published on the Journal of Consumer Research (Arnould & Thompson, 2015). Consumer Culture Theory have been criticized mostly for three main aspects: the study of only particular contexts, its methodological procedures and the disassociation with the managerial perspective. For the first criticism, Geetyz (1973) indicates that researchers on Consumer Culture Theory seek, in specific contexts, to get insights to broaden the field of consumer research. Thus, the use of specific context is not a flaw of CCT research.

Secondly, Consumer Culture Theory does not differentiate itself from other consumer research theory merely by the method it uses (Arnould & Thompson, 2005). CCT includes a variety of studies that seek to understand the social, experiential and cultural aspects of consumption through methods that opposites to those that usually cannot capture these aspects, such as experiments, surveys and data modeling (Sherry, 1991). As such, Consumer Culture Theory values methodological pluralism and cannot be summarized as just a qualitative-quantitative approach (Arnould & Thompson, 2005). The third aspect in which Consumer Culture Theory was been highly criticized is with regard to its managerial relevance. In this aspect, Arnould and Thompson (2005) respond indicating that the focus on only managerial perspective studies can present itself as a barrier to investigate the consumption as full experiential and sociocultural scope.

The idea is that CCT seeks to develop new analytical frameworks that can help to understand the sociocultural dynamics that drive the consumption cycle and as such, four interrelated domains of research were identified by Arnould and Thompson (2005) as presented in the Table 1.

As exposed on the table above, there are many tracks on the Consumer Culture Theory and they all seek to understand consumer behavior with regard of the cultural context they are inserted. There is a growing interest, nonetheless is still complex to legitimate this field (Arnould & Thompson, 2007). In Brazil, Morais et al. (2016) found that the interest of CCT by Brazilian researchers is growing, publishing more articles and having more courses and workshops with the reference researches on the field of CCT.

In 2015, ten years after the publication of the paper that helped to disseminate CCT, Arnould and Thompson published a chapter of a book “Consumer Culture Theory: Ten Years Gone (and beyond)” where they exposed the current development of the theory and deepen the current discussions. The new perspectives of CCT include the four main discussions (Arnould & Thompson, 2015): The ontological concept of culture as distributed networks, the politics of consumption, consumer marketing theoretics and general cultural theoretics.

Table 1
Research programs of Consumer Culture Theory

Research Program	Scope	Studies
Consumer Identity Projects	The recognition that consumers are identity seekers and makers and understand the relationship between consumer identity projects and the structuring influence of the marketplace.	(Belk & Costa, 1998; Hill, 1991; Hill & Stamey, 1990; Holt, 2002)
Marketplace Cultures	Studies that seek to answer the following question: how does the emergence of consumption as a dominant human practice reconfigure cultural blueprints for action and interpretation and vice versa?	(MacCracken, 1986; Witkowski, 1989; Bonsu & Belk, 2003)
The Socio historic Patterning of Consumption	A group of studies that addresses the institutional and social structures that systematically influence consumption, such as class, community, ethnicity, and gender.	(Allen, 2002; Holt, 1997; Wallendorf, 2001; Thompson, 1996; Ward & Reingen, 1990)
Mass-Mediated Marketplace Ideologies and Consumer's Interpretative Strategies	They include the following: What normative message do commercial media transmit about consumption? How do Consumers make sense of these messages and formulate critical responses?	(Hetrick & Lozada, 1994; Hirschman & Thompson, 1997; Murray, Ozanne & Shapiro, &1994)

Note. "Consumer culture theory (CCT): Twenty years of research". Arnould, E. J., and Thompson, C. J. (2005). *Journal of Consumer Research*, 31(4), 868-882.

3 Method

To assess the state of the art on Consumer Culture Theory, by identifying the key publications, authors, journals and the main themes that are being explored on this field, chose a systematic literature review was carried out using content analysis and bibliometrics techniques. Scopus database was chosen to conduct the search on this topic due to its wider publications coverage and relevance to the academic community (Vieira & Gomes, 2009).

An initial search (Figure 1) was performed using the term "*Consumer Culture Theory*" on the fields of article title, abstracts and keywords. The use of this term instead of any other had the intention to include all the papers published after the work of Arnould and Thompson (2005) that were classified as CCT. As such, with this search, we would be able to assess the development of the field after the publication of the paper that represents the cornerstone to the field.

With the intention to expand our dataset, we did not apply timeline limitations, all the articles published until the end of May of 2019 were included. The first search resulted on a pool of 195 articles, we then apply one criterion to refine the search, only articles in English could were included, resulting on 137 papers to the final analysis. The choice for not including the Portuguese language was due to the paper of Morais et al. (2016) which analyzes the publication of CCT by Brazilian authors and provides interesting insights about the development of this research in the country. Thus, we choose to only include English to assess the international literature available.

After the extraction of the data, the analysis was performed using two methods. First a bibliometric analysis was performed with all the articles to assess the quantitative aspects of the field and identify the development of the Consumer Culture Theory over the years. Secondly a systematic literature review (Tranfield, Denyer, & Smart, 2003; Briner & Denyer, 2013) was performed with the outliers of citation, aiming to identify what these articles were studying and how they were approaching CCT with the intention to present easy and useful guidance for future studies. Five citation outliers were identified with over a hundred citations (Arnould & Thompson, 2005; McColl-Kennedy, Vargo, Dagger, Sweeney, & Kasteren, 2012; Askegaard

& Linnet, 2011; Van Laer, De Ruyter, Visconti, & Wetzels, 2014; Özsomer & Altaras, 2008). The authors read all the papers to present the results and they are summarized in the next section along with the answers to the research questions.

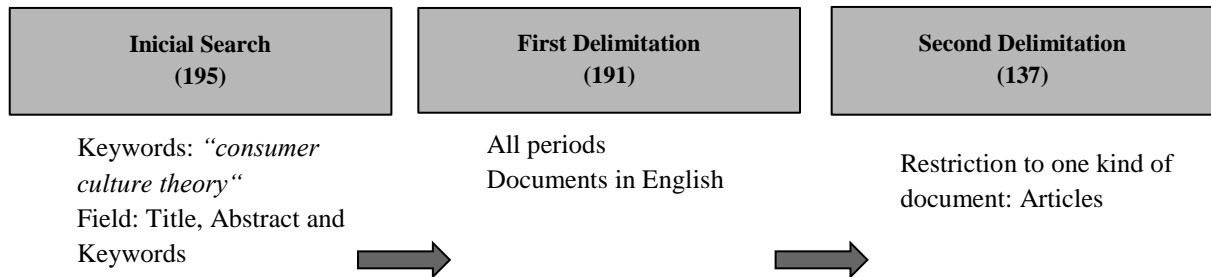


Figure 1 – Data collection procedures

Note. Elaborated by the authors.

The bibliometrics analysis was carried out through two steps. We first analyzed, using the Microsoft Excel software the quantitative evolution of the research on Consumer Culture Theory by year, the journals that publishes the most, the most productive institutions, the authors who publishes more papers on this topic and the most cited papers. Secondly, using the bibliometrics network analysis software VOSviewer developed by Nees Jan Van Eck and Ludo Waltman, we performed an analysis to assess the keywords and co-authorship networks.

4 Results and Discussion

The 137 articles on the final database are available in a total of 36 journals with 220 authors and co-authors from 230 institutions, distributed through 33 countries. The analysis started with the number of publications by year (Figure 2), we can notice that the first publications of the base started in 2005 and the years of 2013 and 2015 presented the biggest number of publications. It is worth to mention that in the beginning of May 2019, 12 papers on Consumer Culture Theory have already been published, this number represents 70% of the papers on the most prolific years. The number of publications in 2019 could be explained by the Consumer Culture Theory Conference of 2018, the articles could have been in evaluation process and are being published in the first semester of 2019. Furthermore, 2015 is marked as the anniversary of the publication of the Arnould and Thompson’s paper on CCT, thus given the commemorative aspect, a variety of papers were published to discuss the development of the theory in the last decade.

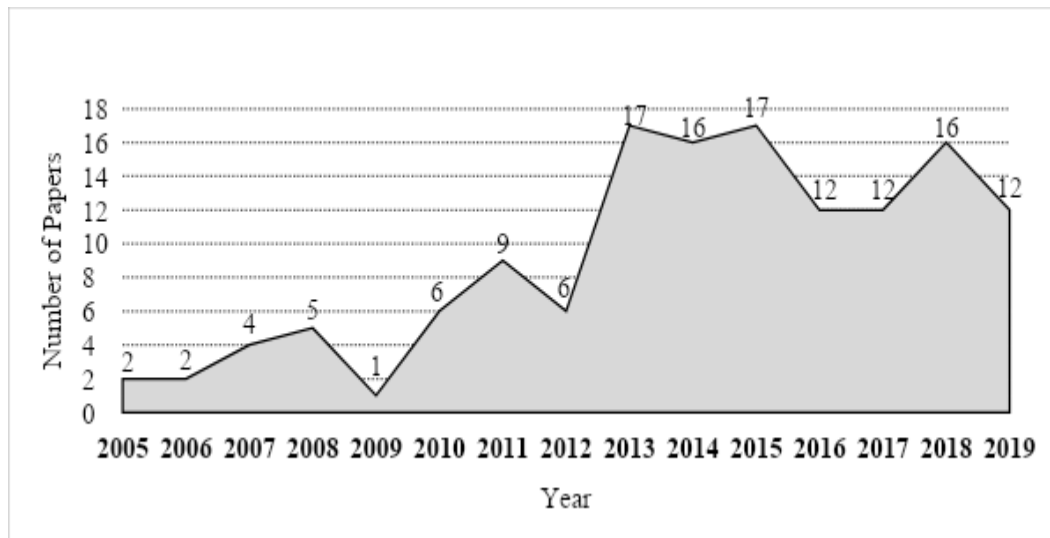


Figure 2 - Number of Articles per Year

The first article - “*Consumer Culture Theory (CCT): Twenty Years of Research (2005)*”, was a collaboration between Eric. J. Arnould and Craig J. Thompson, where the authors presented a research summary on the last 20 years of research that addressed to the ideological, symbolic and experiential aspects of consumption, on which they called “Consumer Culture Theory”. Representing the cornerstone of this research theory, the authors presented an evaluation of this research contribution to the field of consumer behavior and also presented the challengers and future guidance for this field. The second article of 2005 was written by Arnould E., and it was entitled “*Animating the Big Middle (76)*”. The paper discusses the strategic orientations to retail companies that come from a low resource vision, showing how CCT perspective can benefit the social and cultural contexts comprehension that motivate the retail patronage.

The years of 2013 and 2015 stands out with the greatest number of articles, 17 in both years. In the year of 2013, the most cited paper is from Healy J. C. and McDonagh P., entitled “*Consumer Roles in Brand Culture and Value Co-creation in Virtual Communities (62)*”. The paper is based on the Dominant Service Logic (DSL) and the CCT approach, studying the consumer behavior (Liverpool Football Club fans), promoting discussion about the consumer theoretical answers on outbound market offerings, voice, loyalty and distortion. The most cited paper of 2015 was written by Aarikka-Stenroos., entitled “*Service Experience Co-creation: Conceptualization, Implications and Future Research Directions (80)*”, where the authors conceptualize the experience co-creation and examining the implications, using CCT as an analysis unity.

The base is composed of researchers from 230 different institutions. The Table 2 shows the decreasing order of the most productive institutions considering the number of published articles. Eight organizations that published two or more papers were highlighted. The University of Southern Denmark leads the ranking of the most productive institutions with four papers published. Among the selected institutions, the United States is the only country that presents more than one university studying this thematic.

The Table 3 shows the journals with three or more publications on Consumer Culture Theory. Furthermore, the table presents the Impact Factor (IF) and this indicator is utilized to measure the journal importance or it is calculated using the average article citation of the paper.

Table 2
Institutions and Articles Published

Institution	Number of Articles	Country
University of Southern Denmark	4	Denmark
Daniels College of Business	3	United States
University of Wisconsin	2	United States
Norton School Family and Consumer Sciences	2	United States
Victoria University of Wellington	2	New Zealand
University of Bergamo	2	Italy
University of Roehampton	2	United Kingdom
Concordia University	2	Canada

Marketing Theory has the highest number of published papers (21), and it is a journal reference in the development and dissemination of diverse and critical perspectives of marketing theory. In Second position there is the Research in Consumer Behavior (15) aims to improve the marketing efficacy in a macro-sociological topic, considering the consumption nature and its effects.

The scope of the Journal of Marketing Management (10) is publishing papers on Product Development Strategies, Consumer Behavior, Internet Marketing, Contemporary Marketing Thoughts and others aspects the marketing theory and practice.

The Journal of Business Research (8) aims to disseminate and discuss about business research, examining a broad decisions variety, process and activities inside the business environment. The Consumption Markets and Culture (6) encourages discussions about the role of management and organizations reflecting on the culture theory, media, gender, anthropology, literary criticism and consumption with business and management analysis.

Table 3
Journals and Publications

Journal	Number of Articles	IF
Marketing Theory	21	3.577
Research in Consumer Behavior	15	-
Journal of Marketing Management	10	-
Journal of Business Research	8	4.028
Consumption Markets and Culture	6	2.232
European Journal of Marketing	5	1.716
Journal of Consumer Research	5	3.800
Journal of Macromarketing	4	1.969
Journal of International Marketing	4	3.375

The European Journal of Marketing (5) is an international journal that incentivizes many global marketing contributions. Journal of Consumer Research (5) is an interdisciplinary journal focusing on consumer behavior research, approaching the fields of psychology, marketing, sociology, economy, communication and anthropology. The Journal of Macromarketing (4) examines how the social matters is affected by marketing and how society affects the marketing development. Journal of International Marketing dedicates to the development of practice, research and marketing theory and international business.

The articles were written by people from 33 nationalities. It is important to mention that the same article can be related to more than one country depending on the number of co-authors and the institutions on which they are associated with. To analyze, we used nationalities with more than three articles published.

The Figure 3 shows the co-authorship of countries network.

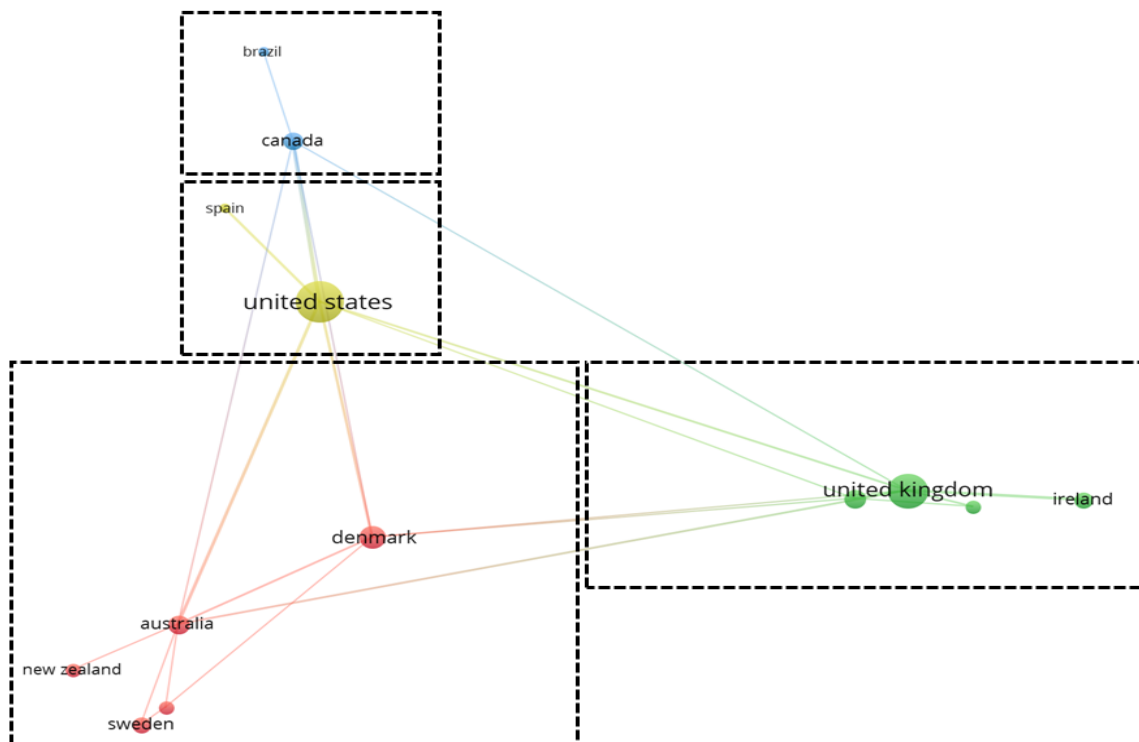


Figure 3 - Countries Co-authorship Network

Fourteen years after the first article published on the Scopus database, the United States is the country that most publishes about Consumer Culture Theory (CCT), having published 34% (n=46) of the whole sample. The United Kingdom is responsible for 25% (n=36) of the articles published. Moreover, Denmark has 11% (n=15), France and Australia 7,5% (n=10). We only found three papers from Brazil, representing less than 3% of the sample. They are presented in the Table 4 with the authors, title, journal and methodology.

Ponte and Campos (2018) show a general vision about taste transformation and present some gaps. Furthermore, they discuss also how can social mobility provide new paths to research on taste transformation and suggests for future research differentiated taste and taste in the inertial acquisition dynamics. Diniz and Suarez (2018) discuss about three brand abandonments types: contingent, equilibrated and aversive and suggest that further research can investigate how the consumption abandonment can affect the consumer. Vera et al. (2019) show the development of CCT over the years and presents some limitations and possibilities for marketing research. The authors present as future research for CCT in Brazil: new family

arrangements, experiences related to ethnicity, experience of non-consumption, consumption resistance or abandonment, experiences lived by socioeconomic classes and an update of national references in the paper's construction.

Table 4
Brazilian Papers

Authors/Year	Title	Journal	Method
Ponte and Campos (2018)	Taste Transformation in the Context of Social Mobility	Brazilian Administration Review - BAR	Literature Review
Diniz and Suarez (2018)	Cultural Meanings and Consumers' Discourses about Their Brand Abandonment	Brazilian Administration Review - BAR	Qualitative (In-depth interview)
Vera, Gosling and Shigaki (2019)	Consumer Culture Theory: Limitations and possibilities for marketing studies in Brazil	Revista de Gestão dos Países de Língua Portuguesa	Theoretical Paper

Figure 4 shows the networks co-occurrence of keywords found on the papers about CCT. For this purpose, we considered only keywords that occurred at least four times on the articles. The identified keywords are divided into four clusters and the occurrences and link strength are presented on Table 5.

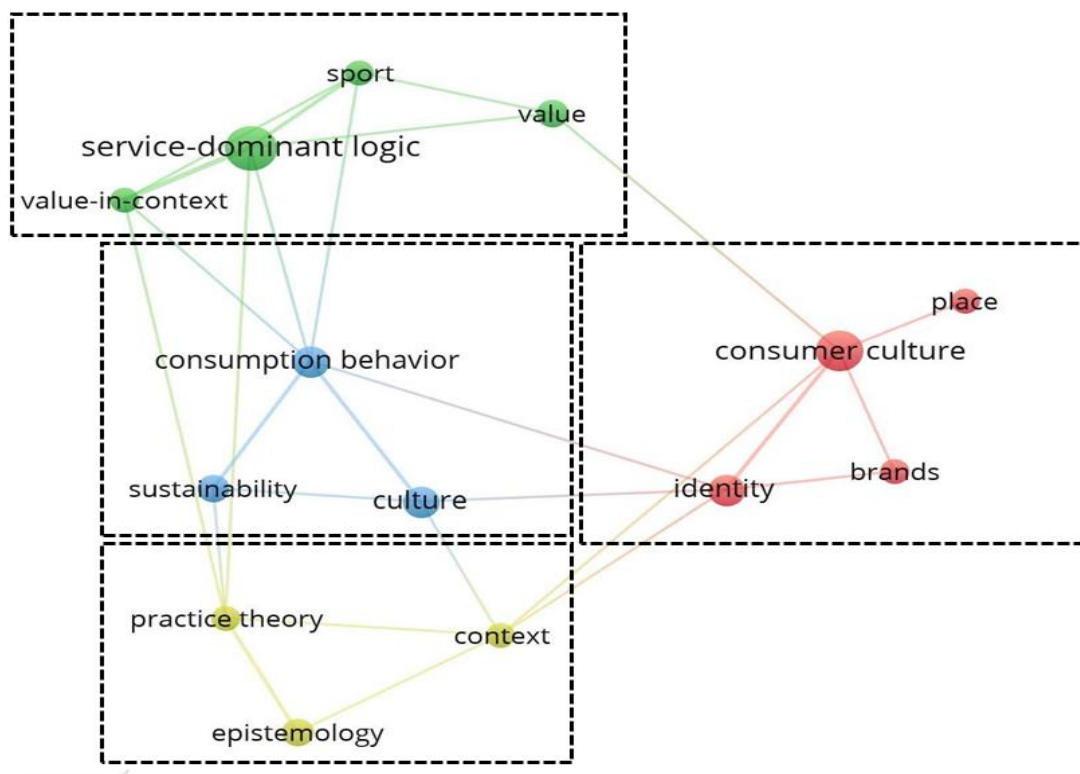


Figure 4 - Keywords network

Table 5
Keywords Network

#1 cluster	Occurrences	Total link strength	#3 cluster	Occurrences	Total link strength
Value-in-context	4	7	Place	4	1
Service-dominant logic	12	9	Consumer culture	10	6
Sport	4	5	Brands	4	2
Value	5	3	Identity	6	6
#2 cluster	Occurrences	Total link strength	#4 cluster	Occurrences	Total link strength
Consumption behavior	6	8	Practice theory	4	6
Sustainability	5	4	Epistemology	5	3
Culture	6	5	Context	4	5

The first cluster (green) is composed by papers that explore the cultural and social aspects, the socialization process, the co-construction of context and other variables. They frame mostly on the service provision and the attempt to better understand how value and experience (among them, the service dominant logic) are evaluated. The second cluster (blue) focuses on consumer behavior, the adoption of sustainable practice and how these adoptions are perceived by consumers and the relationship between culture and sustainability.

The third cluster (red) is the group that presents more research diversity. They analyze from the market dynamic based on special lenses, heterotopic environments and also issues on identity, genre, stereotypes, hegemonic consumption culture, that puts the individual at the center. The fourth cluster (yellow) is composed by papers focused on context analysis, development of marketing theory, critical analysis of postmodern and epistemological questions.

Figure 5 shows the co-authorship network of the 137 documents. The database has in total 220 authors and co-authors, however, to make the network, we only considered authors with at least 3 documents and 10 citations. The authors are represented by circles and divided into clusters accordingly to collaboration and the circle sizes demonstrates the number of articles written by the author.

The first cluster (red) is composed by Akaka, Schau and Vargo. The authors developed two articles in partnership. The first paper, “The Co-Creation of Value-in-Cultural-Context” was published in 2013 and explores the cultural context framing value creation, providing an analysis of how value is created and co-created in the market. The second paper was published in 2015 and it is entitled “The Context of Experience” and integrates the consumer culture theory and service dominant logic aiming to explore the social and cultural aspects of service exchange as how value and experiences are evaluated.

The second cluster (green) is formed by Podoshen, Venkatesh and Jin which have 3 articles in common. The first, published in 2014 is entitled “Theoretical Reflections on Dystopian Consumer Culture Theory: Black Metal”, it is a qualitative study that examines the aspects related to dystopian consumption and production on the art shaped and performatic black metal. In 2015, Podoshen, Andrzejewski, Venkatesh and Wallin, dedicated to study how can the dark tourism benefits from consumer culture theory and its kingdoms relating semiotics and aesthetics. The article is entitled “New Approaches to Dark Tourism Inquiry: A Response to Isaac”. In 2018, the last paper, “Consuming Abjection: An Examination of Death and Disgust

in the Black Metal Scene”, Podoshen, Andrzejewski, Wallin and Venkatesh dedicated to understand the literature on consumption regarding death; the study gathers death, violence, misanthropy, blood and social tensions to create new insights on disgust consumption.

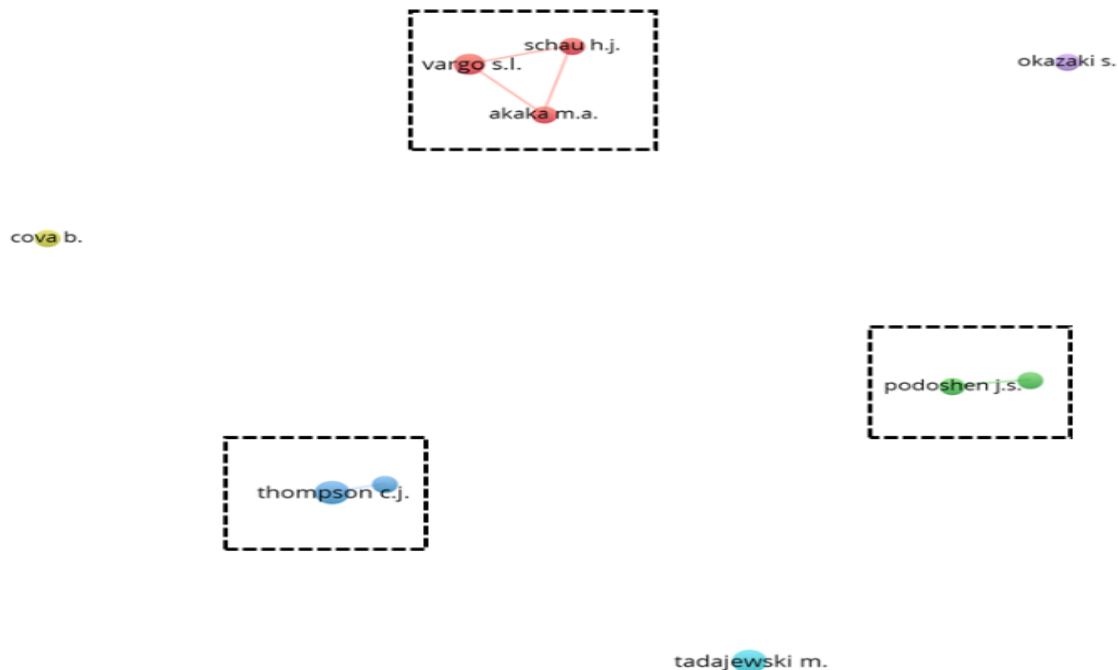


Figure 5 - Co-authorship network

Arnould E. e Thompson C. J. are gathered in the third cluster (blue). Their first paper, “Consumer Culture Theory (CCT): Twenty Years of Research” was published in 2005 providing a general view about the consumer research that were addressing the socio cultural, symbolic, experiential and ideological of consumption in the last 20 years. In 2007, a second article was introduced, “Consumer Culture Theory (And We Really Mean Theoretics)”, bringing discussion on the goals of the CCT studies and indicating what has been achieved and the critiques that this new research current is providing. Six years later, in 2015, the article “Discursivity, Difference and Disruption: Genealogical Reflections on the Consumer Culture Theory Heteroglossia” presents a genealogical perspective about the reflexive critique that CCT institutionalized.

The rest of the authors that are shown on the figure, Tadjewski, Cova and Okazaki have more than 3 papers published; however, their co-author does not repeat. It is worth pointing out that only Thompson C. J. and Tadjewski M. have 5 publications, but none common paper and Vargo S. L. have four articles.

The Figure 6 shows the most cited papers, the authors of these articles and the year of publication.

We were able to identify five citation outliers: 1) Arnould & Thompson (2005, 1338 citations), 2) McColl-Kennedy, Vargo, Dagger, Sweeney and Van Kasteren (2012, 321 citations), Askegaard and Linnet (2011, 198 citations); Van Laer, De Ruyter, Visconti and Wetzels (2014, 162 citations) and Özsomer and Altaras (2008, 112 citations). After the identification of these articles that are most cited, we then analyze the content of these papers aiming to answer the questions presented in the methodological section.

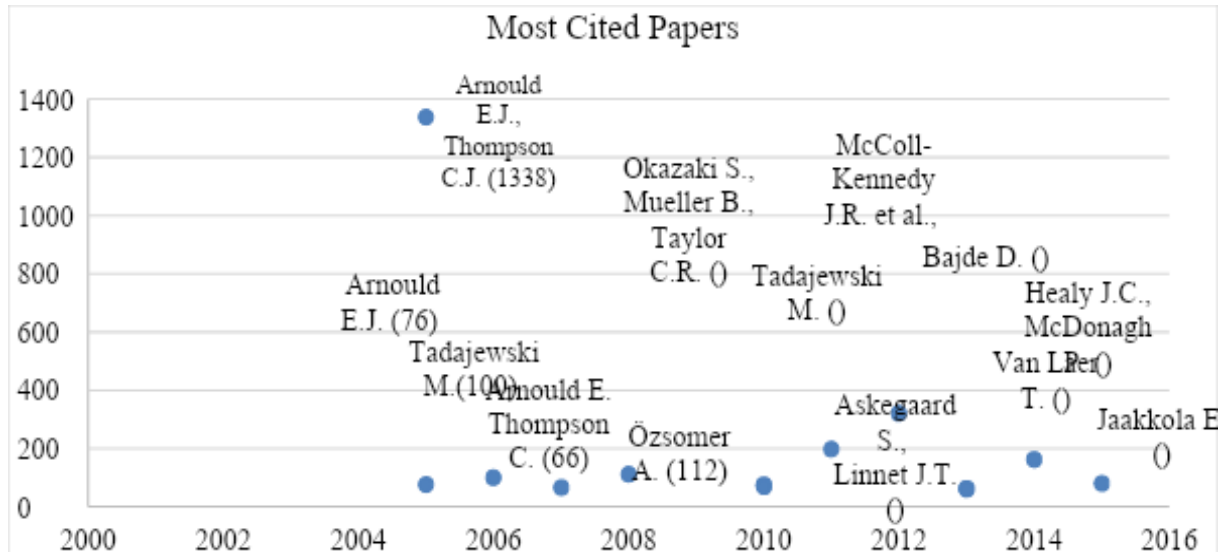


Figure 6 - Most cited papers with the publication year

4.1 Systematic literature review

The Table 6 presents the information of the articles with regard to the journal, objectives and the method the authors used.

Table 6
Articles' information

Authors	Title and Year	Journal	Goal	Method
Arnould and Thompson	Consumer Culture Theory (CCT): Twenty years of research (2005)	Journal of Consumer Behavior	Present an overview of the research on the Journal of Consumer Behavior on the cultural aspects of consumption	Literature Review
McCull-Kennedy et al.	Health Care Customer Value Cocreation Practice Styles (2012)	Journal of Service Research	Identity what health care consumers want when they co-create value	Qualitative Research (In-depth interviews and focal groups)
Askegaard and Linnet	Towards an epistemology of consumer culture theory: Phenomenology and the context of context (2011)	Marketing Theory	Develop an epistemological discussion on CCT	Theoretical Paper
Van Laer et al.	The extended transportation-imagery model: A meta-analysis of the antecedents and consequences of consumers' narrative transportation (2014)	Journal of Consumer Research	Identity the antecedents and consequences of narrative transportation	Literature Review

Özsomer and Altaras	Global brand purchase likelihood: A critical synthesis and an integrated conceptual framework (2008)	Journal of International Marketing	Present a framework of global branding that explains the process that lead to consumers' attitudes toward and likelihood of purchasing global brands	Theoretical Paper
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The article with highest citation is “Consumer Culture Theory (CCT): Twenty Years of Research” and it is justified due to the fact that the article presented this research that has been done in the last 20 years. This is article that cited by all others to define what consumer culture theory is. Özsomer and Altaras (2008, p. 7) defines CCT as:

The process by which consumers actively appropriate and contextualize the symbolic meanings encoded in marketer-generated goods to construct individual and collective identities.

Laer and De Ruyter (2014) use CCT to indicate that this theory recognize a more active part from the consumer.

Most articles have a theoretical approach to the topic studied and only Arnould and Thompson (2005) and Askegaard and Linnet (2011) sought to discuss CCT as a theory in an attempt to integrate this research approach academically. With the identification of these papers and the bibliometrics analysis, some insights can be inferred. 1) Journal of Consumer Research is still the most relevant journal to publish CCT research, since the paper of Arnould and Thompson (2005) on which focused on JCR, two of five of the most cited papers are from this journal, indicating that is a great reference to the field and a potential journal to publish research on consumer behavior.

Secondly, it is interesting to notice that five of the most cited papers, only two seek to develop discussion about CCT itself and the institutionalization of the research. The others use the framework established by the theory of social and cultural driven studies and enhance the field of consumer research by using the CCT approach. It has some important implications, most importantly it shows an important development of CCT in high impact research in the highest-level marketing journals.

5 Final Remarks

This paper aimed to map and analyze the available international literature on Consumer Culture Theory on the Scopus database of abstract and citation. We found 137 articles with the “Consumer Culture Theory” search on article title, abstracts and keywords. It was possible to identify the growth of the theory since the publication of Arnould and Thompson (2005) in the Journal of Consumer Research that helped to institutionalization as a school of thought in the marketing research. The publication of this work helped to change the frequently wrong view that researches had of consumer culture and today the theory is more disseminated in journals, graduation programs and even has its own conference, the “Consumer Culture Theory Conference” which has a role of presenting an environment for research discussion and consequently enhancing the number of publication.

Regardless of JCR being the main publisher of CCT and the responsible to disseminate the researches on CCT, the journal that presented the biggest number of papers was “Marketing Theory”. This finding is important to recognize that more journals understand the relevance of this research and are open to publish more papers that are driven by the CCT perspective, which

can provide a space to publication and discussion of the works, being able to further improve the methodology and better disseminate the results for the important stakeholders.

It is relevant to recognize that the institutionalization of Consumer Culture Theory brought a group of studies that were frequently neglected in marketing research and were not being recognized as capable of provide reliable and relevant contributions to the field. The establishment of these group of studies called CCT is able to provide material to discussion of studies, formalizing research areas, developing research partnership, disseminating the results and today CCT lays as a theory of marketing such as Behavioral Decision Theory (BDT) and Information Processing. The studies on CCT are capable of generate new insights to enhance our comprehension of consumer behavior and culture as the two are often very interconnect. Therefore, new insights can be generated through a myriad of areas and methods from sociology, psychology and anthropology to help theoretics and practitioners by providing a rich perspective of consumption.

Our research summarizes the international research available on CCT that can be found on Scopus, this review is important, because given the number of papers, we were able to present an overview that can be used both by current CCT researchers and future researches interested in cultural driven research.

This research presents some limitations. The use of only Scopus as a database is one of them, even presenting detailed information about the articles found on this database, choosing only this one can neglect other papers that are not listed on Scopus. Further research can perform the same analysis using other data fonts and also searching for conference papers (specially from the consumer culture theory conference) to identity the field development in a broader way. Other methodologies can also be used to further explore the production on CCT, papers can seek to identify whether the papers that characterizes themselves as “Consumer Culture Theory” are actually on the research scope proposed by Arnould and Thompson and how these are papers contributing to the development of the theory.

This paper presents an overall of the international literature available on Consumer Culture Theory on the Scopus database. We hope to present significant information by presenting the evolution of the publication over the last fourteen years and to show the relevance of this field to generate new insights to the development of consumer research. The advancement of this research theory is noticeable and we expect to be able to serve as a starter for encourage discussion and provide relevant data for future studies.

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