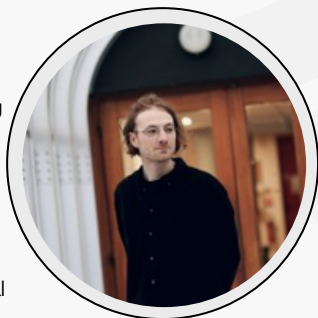


Séminaire

DE RECHERCHE

This paper aims at overcoming the relative absence of non-human animals as subjects of consumer research. Drawing on insights from nature anthropology and animal studies, it challenges the anthropocentric view prevalent in the field and introduces ethno-ethnography as a novel methodology to study animal consumption and human-animal relations in markets. By considering animals as consumers, the paper highlights their roles within consumer culture while advocating for a more inclusive approach to marketing. The article ultimately calls for a critical shift in consumer research to acknowledge the consumption experiences of animals in the Anthropocene.



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USMB - IREGE

Etho-ethnography and Animals
as Consumers:

Towards an Animal Turn in
Consumer Research

05 décembre 2024

12h15 - Amphi 108 - IAE SMB Annecy

Zoom / Calendrier