

OIBUSY33 – Consumer Behaviour and Digital Culture

Lecturer: Dr Adèle Gruen

Contact information:

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Department: International affairs

Semester: 2

Course level: L3 Undergraduate + Graduate

Domain: Management

Teaching language: English

Number of in-class hours: 18

Number of course sessions: 6 + exam

ECTS:3

Course description and objectives

The module provides a practical and conceptual understanding of the changing nature of consumer behaviour and digital cultures emerging through the convergence of technologies in a global society/ marketplace. Cultures of consumption are changing through digital platforms, creating a need to examine the different phenomena shaping consumer behaviour. The module will discuss topics such as the Internet of Things and the home, social media rituals, connected publics, digital cultures in the workplace, the virtues of the sharing economy, avatars, digital bodies, posthumanism, digital intimacies, global digital cultures including perspectives from the global south as well as netnography and digital visualization.

Prerequisites

Some knowledge of marketing or management is preferable

Learning outcomes

At the end of this module, students will be able to:

(Academic outcomes)

1. Conduct a critical analysis of consumer behaviour and digital cultures in the marketplace
2. Examine virtual/online phenomena relevant to marketing knowledge and practices
3. Establish the emergence of digital cultures through the data economy and its consequence on consumer behaviour
4. Discuss digital cultures and consumption through the interconnectedness of the digital economy

(Disciplinary outcomes)

5. Discern the inter-disciplinary nature of consumption studies and digital culture in relationship to marketing
6. Apply critical conceptual paradigms to real-life contexts and situations

(Attribute outcomes)

7. Build interdisciplinary and cross-cultural knowledge on consumer behaviour and digital cultures
8. Explain the entwined relationship between physical and virtual consumption behaviours
9. Appreciate the Internet as a paradigm for cultural practice and marketing communication

Assignments and grading

Assessments		
Assessment Title	Weighting (%)	Main Learning Outcome(s) Connected
Analysis of a digital culture phenomenon (group work)	35	1 2 3 6 9
Individual Exam	55	1 - 9
Student Engagement	10	

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Introduction: History of Consumer Behaviour and Introduction to Netnography (1,5 hours)
2	Liquid Consumption and New Dynamics of Social Class (1,5 hours)
3	Global Consumer Culture and Consumer Behaviour in the New Workplace (3 hours)
4	Consumers, Digital Objects and Transformations of the Home (3 hours)
5	Digital Embodiments and the Consumption of Love (3 hours)
6	Conclusion and Group Presentations (3 hours)
7	Final Exam

Bibliography

There are no module textbooks, but you can look at the following books and articles (most of which will be used in class):

- Bainotti, L., Caliendo, A., & Gandini, A. (2021). From archive cultures to ephemeral content, and back: studying Instagram Stories with digital methods. *New Media & Society*, 23(12), 3656-3676.
- Bardhi, F., & Eckhardt, G. M. (2017). Liquid consumption. *Journal of Consumer Research*, 44(3), 582-597.
- Chertkovskaya, E., Korczynski, M., & Taylor, S. (2020). The consumption of work: Representations and interpretations of the meaning of work at a UK university. *Organization*, 27(4), 517-536.
- Cocker, H., Mardon, R., & Daunt, K. L. (2021). Social media influencers and transgressive celebrity endorsement in consumption community contexts. *European Journal of Marketing*.
- Conner, C. T. (2019). The gay gaze: Expressions of inequality on Grindr. *The Sociological Quarterly*, 60(3), 397-419.
- Eckhardt, G. M., & Bardhi, F. (2020). New dynamics of social status and distinction. *Marketing Theory*, 20(1), 85-102.
- Hoffman, D. L., & Novak, T. P. (2018). Consumer and object experience in the internet of things: An assemblage theory approach. *Journal of Consumer Research*, 44(6), 1178-1204.
- Kozinets, R. V. (2019). *Netnography: The essential guide to qualitative social media research*. Sage.
- Lima, V. M., Pessôa, L. A., & Belk, R. W. (2022). The Promethean biohacker: on consumer biohacking as a labour of love. *Journal of Marketing Management*, 1-32.
- Loder, D. (2021). The aesthetics of digital intimacy: Resisting Airbnb's datafication of the interior. *Interiors*, 11(2-3), 282-308.
- Mardon, R., Denegri-Knott, J., & Molesworth, M. (2023). "Kind of mine, kind of not": digital possessions and affordance misalignment. *Journal of Consumer Research*, 50(2), 255-281.
- Miller, V. (2020). *Understanding digital culture*. Sage.

- Mimoun, L., & Bardhi, F. (2021). Chronic Consumer Liminality: Being Flexible in Precarious Times, *Journal of Consumer Research*, ucab073, <https://doi.org/10.1093/jcr/ucab073>
- Mimoun, L., & Gruen, A. (2021). Customer Work Practices and the Productive Third Place. *Journal of Service Research*, 24(4), 563-581.
- Ocejo, R. E. (2017). Masters of craft. In *Masters of Craft*. Princeton University Press.
- Reichert, R., Richterich, A., Abend, P., Fuchs, M., & Wenz, K. (Eds.). (2015). Digital Culture & Society (DCS): Vol. 1, Issue 1-Digital Material/ism (Vol. 1). transcript Verlag.
- Sharifonnasabi, Z., Mimoun, L., & Bardhi, F. (2023). Transnational Market Navigation: Living and Consuming across Borders. *Journal of Consumer Research*, ucad049.
- Stacey, L., & Forbes, T. D. (2022). Feeling like a fetish: Racialized feelings, fetishization, and the contours of sexual racism on gay dating apps. *The Journal of Sex Research*, 59(3), 372-384.

Lecturer's biography

Dr Adèle Gruen is a Junior Professor, Chair Management and Ecological Transition at Université Paris Dauphine-PSL. Her work explores consumer lifestyles in transition, at the boundaries between consumption and new ways of working. She looks at coworking spaces, remote work, and productive third places (i.e., cafés or pubs that attract flexible workers to work for the day) and how they blend work with consumption (experiential aspects, hominess, leisure, wellbeing). She also studies sharing-economy services (car sharing) and how they build relationships with consumers (attachment, trust). Her research has been published in the *Journal of Service Research* and the *Journal of Marketing Management*. Previously, Adèle has lived in the UK and worked at Goldsmiths and Queen Mary, University of London.

Moodle

This course is on Moodle: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.