

Subject/Title	How Can Consumers Escape Logics of Homo Oeconomicus? Exploring Implications of Transformative Consumer Research and Sociology of Everyday Life
Author(s)	Chun-Yen Chang
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Abstract	This study aims to explore a critical issue of consumer research: How can consumers escape the logics of " homo oeconomicus" ? By scrutinizing the sociology of everyday life and critical consumer studies, the research clarifies theoretical implication of transformative consumer research which developed in 2005. Preliminary findings indicated that TCR are challenging the utility paradigm of consumer research. In conclusion, the study elucidates how consumers' liberation could be possible, and identifies four research steps for TCR.
Keyword(s)	Transformative Consumer Research; Publicity; Consumer Culture; Everyday Life Sociology