



# **Postmodern Consumer Research: The Study of Consumption as Text (Association for Consumer Research)**

*Elizabeth C. Hirschman, Morris B. Holbrook*

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The methodological choices now confronting consumer researchers are daunting and for many years, researchers have wrestled with issues related to the nature of knowledge in the study of consumption phenomena. The authors of this book examine the philosophies and methods of consumer research both objectively and subjectively. First, they present philosophical concepts regarding the origin and content of knowledge relevant to consumer-behaviour phenomena. They then go on to consider a set of research methods aimed at implementing inquiry from the viewpoint of each particular philosophical perspective. In conclusion they discuss criteria for evaluating research conducted using the various methods.



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