

Table of Contents

Introduction

The Unpostponable Call for a Change of The Production/Consumption Paradigm in Times of Permanent Crisis	IX
---	----

Part I. Food Consumption in Changing Society

1 Eating as a Relevant Social Sphere of Action	3
1.1 Consumption as a key concept in the social sciences	3
1.2 From consumer to customer in the consumeristic society	5
1.3 Agency in consumeristic society	7
1.4 Ideal types of consumers between structure and agency	9
1.5 Environmental limitations of consumeristic culture	18
1.6 The contribution of sociology to the rise of consumer culture: Theories and approaches to understand consumption	19
1.7 The methodological families within consumer studies	21

**Part II. What Do We Eat Today?
Old and New Eating Dilemmas in Times of Crisis**

2	Plant-Based Proteins or Cheeseburger? Exploring Opposing Food Consumer Predicaments	31
2.1	Revisiting taste antinomies in current foodscapes	31
2.1.1	<i>Novelty versus Tradition revisited</i>	33
2.1.1.1	Novelty as smart dietary updates	34
2.1.1.2	Tradition as resistance to “novel food”	35
2.1.2	<i>Health versus Indulgence revisited</i>	39
2.1.2.1	Health as a taste for sustainable eating	40
2.1.2.2	Indulgence as calculated decontrol	44
2.1.3	<i>Extravagance versus economy reviewed</i>	46
2.1.3.1	Extravagance: No break for pangolins, even amid the pandemic	46
2.1.3.2	Economy: The resurgence of “thrifty” in the era of nonwaste	48
2.1.4	<i>Care versus Convenience revisited</i>	50
2.1.4.1	Care as a perduring gap among genders	51
2.1.4.2	Convenience: The queen of recipe websites	52
2.2	The evolution of food taste dilemmas in times of crisis and ecological transition	56
2.2.1	<i>SAFE versus RISKY</i>	58
2.2.2	<i>FAKE versus AUTHENTIC</i>	60
2.2.3	<i>GLOBAL versus LOCAL</i>	63
2.2.4	<i>ETHICAL versus UNETHICAL</i>	64
2.2.5	<i>ECO-FRIENDLY versus ECO-NON-FRIENDLY</i>	65

Part III. We Eat What We Would Like to Be Like

3	Conspicuousness in Consumption: Food Taste as a Factor of Social Dynamism	73
3.1	Veblen and Bourdieu: From leisure to discernment, the internalization of material culture	73
3.1.1	<i>Limits and criticism of the theory of conspicuous consumption</i>	84

3.1.1.1	Conspicuous consumption only refers to luxury goods	85
3.1.1.2	In cultural omnivores' times, people consume conspicuously not only to display their wealth but also status	86
3.1.1.3	In postmodern times, consumer behavior is shaped by lifestyles rather than class positions	87
3.2	The distinctive role of taste in consumption	88
3.3	The role of habitus in the taste propagation and cultural reproduction	96
3.4	Consumer lifestyles as a strategy of social distinction	97
3.5	Distinction always takes place within fields as an exchange of capitals	98
3.6	"Taste classifies, and it classifies the classifier": Taste still marking social borders in the contemporary society	103
3.7	Rethinking Bourdieu's food chart in the current food space	110
3.8	The culinary skills as a form of capital at omnivorous times	112
3.9	From taste standardization to taste differentiation: The cultural turn in late-modern consumption	114
3.9.1	The rise of postmodern society: The recoup of individuality over the mass. "Diminishing contrasts and increasing varieties"	116
3.10	"Neo-tribalism" in food consumption: The empathetic connection and the online communities as drivers of emerging food-related eating styles	120
3.11	The spirit of omnivorous times: The foodies or <i>food-as-a-lifestyle</i> and the paradigm of consumer saturation	126

**Part IV. Consumer Awareness and Personal Behavior
in the Era of Sustainable Consumption**

4	Consumption as Behavior: Between Cultural Values, Group Ethos, and Personal Motivation	131
4.1	The importance of values and personal motivation in times of commitment with sustainable consumption	131
4.2	The role of universal human values in deep diving contradictory drivers of food consumer behaviors	135
4.3	From cultural values to behavioral intention to purchase decision: The theory of planned behavior to capture the dispositional prediction of sustainable consumer behavior	141
4.4	Social forces and consumer values in the ecological crisis: New complexities in polarizing food cultures and behaviors (beyond paradigm dilemmas and analytical families)	146
4.5	Concluding considerations	156
References		159