

Review of: "An Apologetic Theological Vision on the Social Phenomenon “Kardashians”"

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Potential competing interests: No potential competing interests to declare.

The paper looks interesting, but the literature should be updated. Donohue, K. G. (2003). *Freedom from want: American liberalism and the idea of the consumer*. JHU Press.-Lasch, C. (2018). *The culture of narcissism: American life in an age of diminishing expectations*. WW Norton & Company.-Seraphin, H., & Korstanje, M. E. (2021). Dark tourism tribes: social capital as a variable. *Consumer Tribes in Tourism: Contemporary Perspectives on Special-Interest Tourism* 83-99.Canniford, R. (2011). How to manage consumer tribes. *Journal of Strategic Marketing*, 19(7), 591-606.-Cova, B., Kozinets, R. V., & Shankar, A. (Eds.). (2007). *Consumer tribes*. Routledge.- O'Reilly, D. (2012). Maffesoli and consumer tribes: developing the theoretical links. *Marketing Theory*, 12(3), 341-347.

If the author approaches the theme of religion, works on Max Weber and religion are vital in the discussion. Abundant literature associates consumerism to narcissism, but it is not discussed in the text. the conclusion is not clear for me. The concept of consuming tribes should be included as well.