

Review of: "Ethical and political consumption: an integrated typology of practices"

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This article is a contribution to the scientific debate on ethical and political, alternative consumption. The main dimensions of this contribution are 1) the conceptualization of political consumption and its formation as an analytical tool, which can make consumption practices beyond the scope of the formal capitalist market the object of study, 2) the identification of the economic criteria-motives of "alternative" consumption practices, 3) the opening of the debate on the meaning of the term "alternativeness", 4) the emergence of two crucial dimensions (law/legitimacy and market) of the definition of alternative consumption, and finally, 5) the emergence of the criticality of the bottom-up study of political consumption practices, i.e. the investigation of the meanings, the justifications adopted and invoked by the subjects and the overall repertoires they unfold.

I would like to make a few comments on the occasion of this interesting article.

Firstly, the concept of consumer agency should include the possibility of heterodox ways of appropriating and using goods.

Secondly, it should be emphasized that the character of the alternative nature of consumer practices should be judged by the character of the practices-processes (appropriation, material and symbolic transformation, use, rejection/disposal). While this is mentioned in the theoretical part of the article it seems not to be exploited in the example of lodging practices.

Thirdly, for the definition of the alternative nature of consumer practices it would be useful to add a cultural dimension, beyond the law/legality and market dimensions. The cultural dimension would, in my opinion, include the dominant value matrix of consumerism which could serve as a benchmark against the value load and social imaginary associated with the particular political consumption practices under study.

Fourthly, the concept of commodification should be broadened, as it does not only concern the economic dimension of the financial exchangeability of a good, a service, a resource, but it also concerns social and cultural dimensions (e.g.: commodification of the self, of relationships, spectacularization, etc.). It is crucial to take these dimensions into account when studying political consumption practices, because dominant modalities of the consumerist ethos can potentially be reproduced in the context of unconventional, alternative, beyond market and formal limits of legitimacy consumer practices.

The article enriches the relevant debate and opens up new areas of reflection that can inform new research projects.

