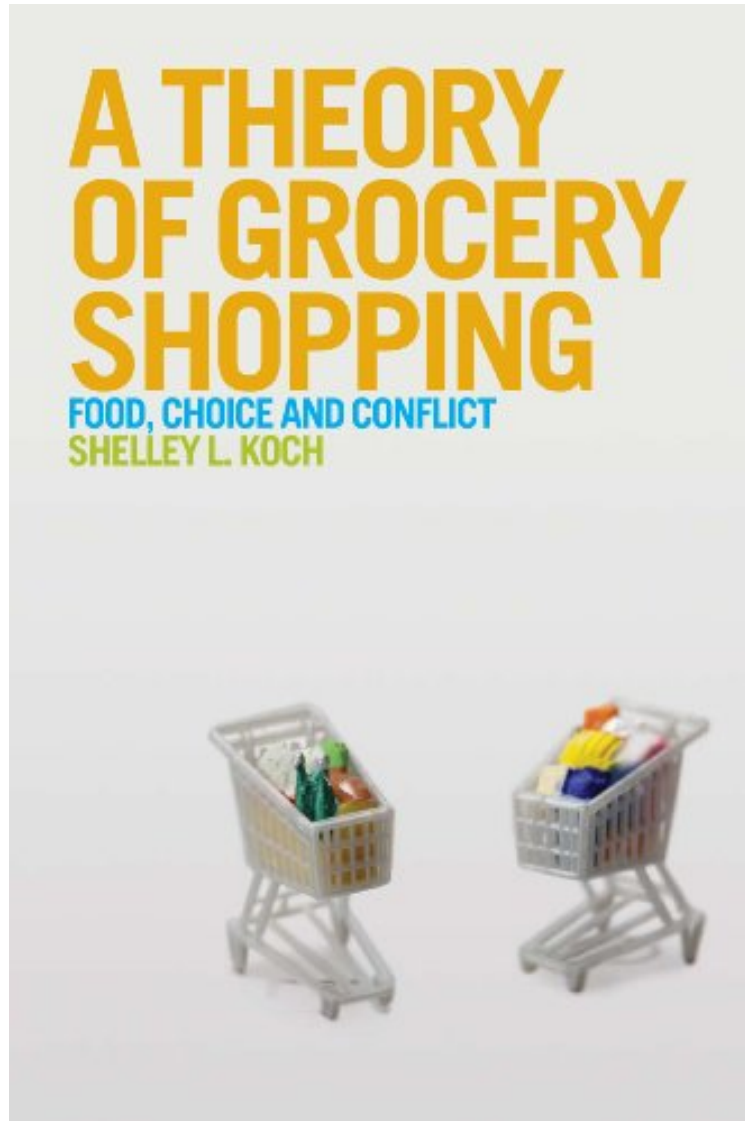


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A Theory of Grocery Shopping: Food, Choice and Conflict

Shelley Koch

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Shelley Koch : A Theory of Grocery Shopping: Food, Choice and Conflict before purchasing it in order to gage whether or not it would be worth my time, and all praised A Theory of Grocery Shopping: Food, Choice and Conflict:

2 of 2 people found the following review helpful. EngagingBy DarrenIngram_dot_comHere is a book that might not appeal to the typical reader or be considered a little too theoretical and esoteric, yet it still is an interesting, thought provoking read that sadly might not cross the reader's radar due to its price and expected limited bookstore circulation.Or, in other words, this is a book you should read but you are not likely as a general reader to stumble across it without a lot of effort and good luck. This book examines the whole business of grocery shopping (from a U.S. perspective) with a social organisational slant. Businesses, consumers and producers alike are all being pulled

hither and tither by often mixed, contradictory messages and demands, leading to many possible collisions along the way. On one hand pressure is placed for the provision of a wide range of affordable products along with all of the associated impacts to the supply chain, whilst on the other hand many consumers are placing greater environmental and social demands on the self-same supply chain. Both ways are not uniquely possible on the main and compromises need to be reached. Of course, the consumer tends to think that they are king and are leading the supermarkets and food suppliers and, perhaps, it is in the industry's interests to let them think that. This book will give you some good food (sic) for thought. A book of this kind has to meet, in its own way, some of the same challenges. It is an academically-focussed work yet it also tries to be accessible and of interest to the mainstream, enthusiastic reader. This fine balancing act seems to have been well managed and the back of the book has a massive bibliography and very detailed index for those who require this level of access. Many academically-orientated books tend to be off-putting to many readers, not so this one. Only the price point and its general lack of "mainstream visibility" might be reasons why the average interested reader doesn't get to see this. So, in conclusion, this is a short review, of a short but engaging book. This is one of those books that you should consider lending from a public library if you have the chance, instead of just passing it by and not making a purchase due to the perceived high price or possibly tangential interest. But if you search around and use your consumer power, you will find this book on offer for a much lower price than its recommended retail price. Perhaps you should invest in it anyway? Your intellectual taste buds will thank you for it!

4 of 4 people found the following review helpful. Fascinating! By Gus F This book was really interesting. The author weaves personal interviews into a larger narrative that show the struggles modern women have to deal with regarding shopping. I learned a lot about the behind the scenes forces of the grocery industry and its interplay with government discourse/policy. Well-written and a surprisingly easy read, despite the complicated subject matter.

3 of 3 people found the following review helpful. Eye Opening! By J. Chartier A fascinating read. Koch shines a light on a mundane topic - grocery shopping - and shows the forces at work behind the scenes. The interviews included in the book really bring this subject to life. The interplay between food industry practices and the deeply personal work of shopping for the family is very well done in this book. Highly recommended.

Grocery shopping is an often ignored part of the story of how food ultimately gets to our pantry shelves and tables. A Theory of Grocery Shopping explores the social organization of grocery shopping by linking the lived experience of grocery shoppers and retail managers in the US with information transmitted by nutritionists, government employees, financial advisors, journalists, health care providers and marketers, who influence the way we think about and perform the work of shopping for a household's food. The author provides insight into the contradictory messages that shape how consumers provision their households, and details how consumers respond to these messages. The book challenges the consumer choice model that places responsibility on the shopper for making the "right" choice at the grocery store, thereby ignoring the larger social forces at work, which determine what products are available and how they get to the shelves.

ldquo;[T]his book is an engaging and accessible read. It would be appropriate for undergraduate as well as graduate students, and scholars more generally, studying the sociology of food, consumption, marketing, and related social inequality issues.rdquo; Contemporary Sociology About the Author Shelley L. Koch is Visiting Assistant Professor of Sociology and Assistant Director of the Masters of Arts program in Community and Organizational Leadership at Emory Henry College in Emory, Virginia, USA.