

An Integrative Review of the Productive Face of Consumption

Autoria

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Resumo

Recent studies have been discussing new consumer roles that blur the distinction between producers and consumers. The purpose of this study is to present an integrative literature review on the productive activities of consumers, proposing a conceptual organization of this literature considering its complementary approaches and different levels of analysis. In the micro level, studies propose typologies to discuss consumer's motivations to engage in acts of production. The macro level offers critical perspectives on the acts of production in a structural view while acknowledging the underlying tensions. The recent studies in the meso level then brings a systemic perspective by discussing consumer-produced networks and their impacts in market dynamics. Finally, we propose new research questions for the field concerning the consumer production.

Keywords: consumer-producer; prosumers; consumer networks; working consumers.

