

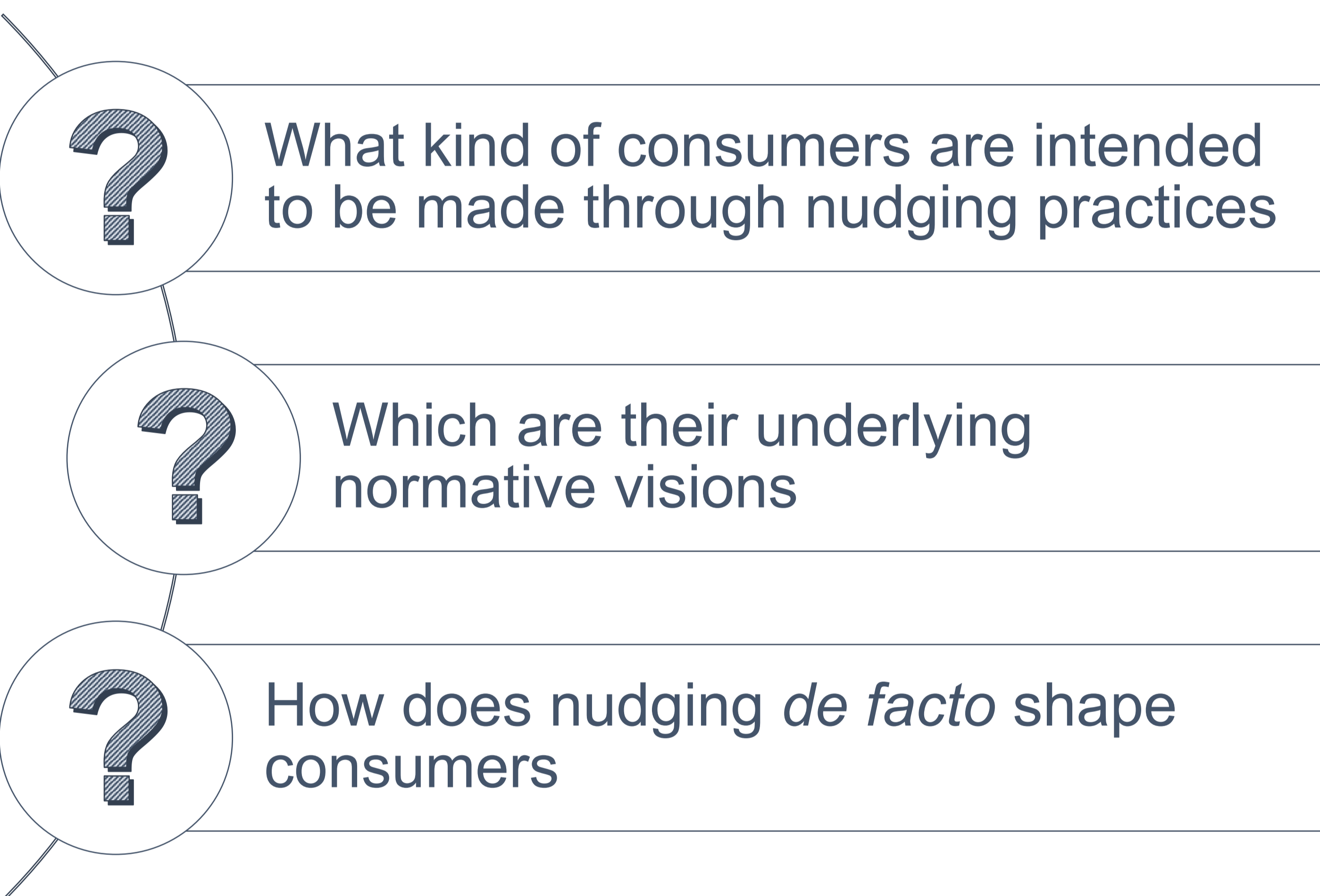
The Making of Healthy, Wealthy, and Happy Consumers: Practices and Politics of Nudging in For-Profit Firms

Nudging is typically adopted to address public policy issues (Thaler & Sunstein, 2008; Whitehead et al., 2014)

However, organizations recently started to apply nudging practices with for-profit purposes (Ly et al., 2013; Tikotsky, Pe'er, & Feldman, 2020)

Consumer Behavior research is focused on finding out which nudges work better, through experimental studies (Hummel & Maedche, 2019)

Research gap: assessment of the application of consumer nudges from a critical, sociological perspective (Reisch & Zhao, 2017; Frerichs, 2011; Rebonato, 2014)



Foucauldian governmentality
(Foucault, 1979/1991)

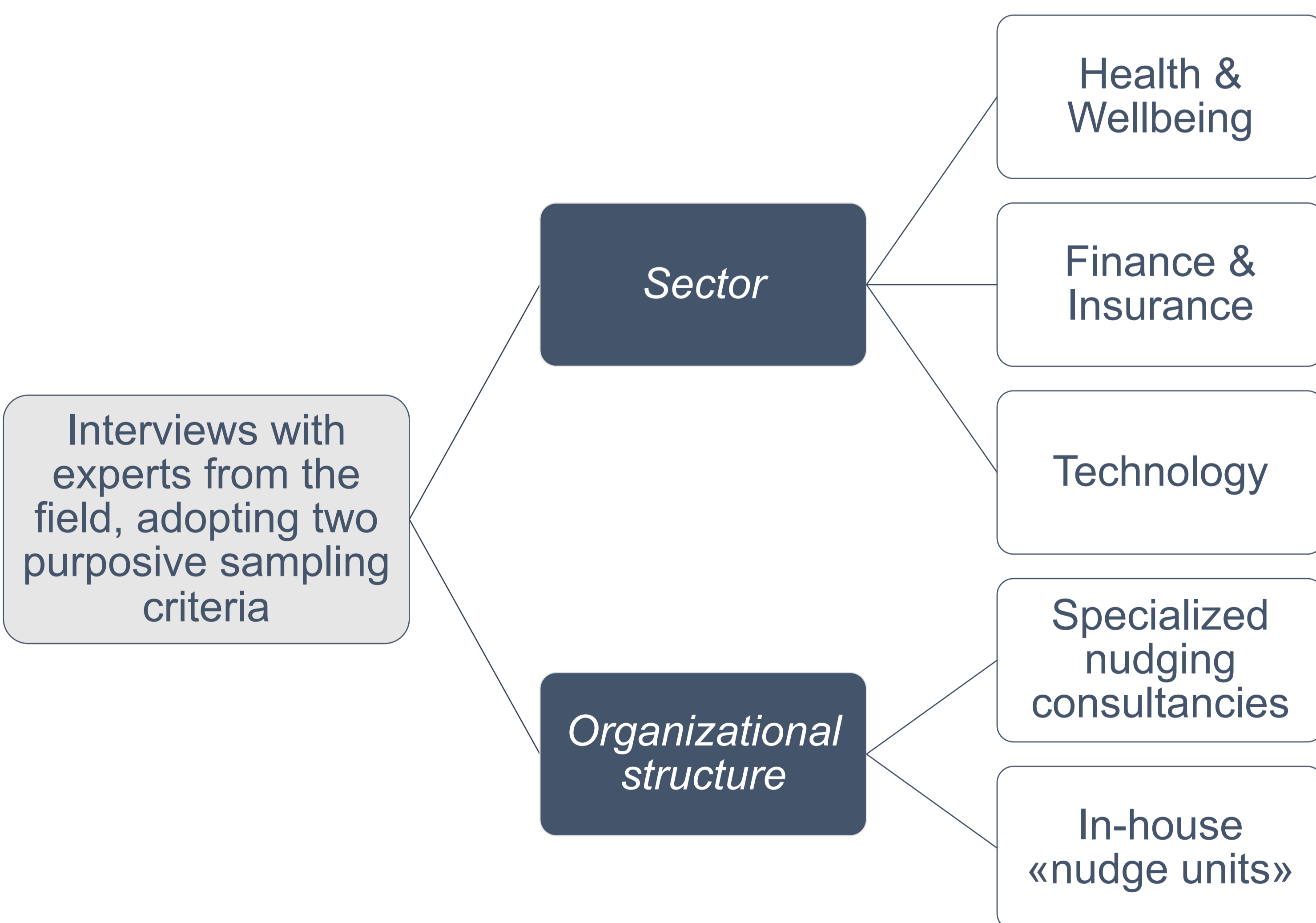
Consumer Culture Theory studies on the making of the consumer subject (Thompson, 2011, 2004; Veresiu & Giesler, 2018)

Neo-liberal consumerism and responsabilization (Giesler & Veresiu, 2014; Yngfalk, 2016; Fuentes & Sörum, 2019; Gollnhofer & Kuruoglu, 2018)

Performativity theory
(Callon, 2007; MacKenzie et al., 2008)

Economics language and assumptions can shape reality through practices (Ferraro, Pfeffer, & Sutton, 2005)

Marketing theories and models are intended to affect rather than simply describe the market (Mason, Kjellberg, & Hagberg, 2015)



Neoliberal consumer responsabilization: consumers are free to choose goods and services (Crouch, 2011; McMahon, 2015) – being urged by politicians to take upon themselves responsibilities (Miller & Rose, 2008)

“Post-neoliberal” consumer de-responsibilization (Pellandini-Simányi & Conte, 2020): consumers are being ‘de-aged’ by governments and organizations who seek to steer individual decisions toward “better” choices (Altvater, 2009; Davies, 2015)

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