



Life Phases, Mobility and Consumption: An Ethnography of Shopping Routes

Helene Brembeck, Niklas Hansson, Jean-Sébastien Vayre

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The very routines of our daily life are to a great extent the expression of our vulnerability and dependence on incredibly wide and complex networks and socio-technical systems. Following peopleâ€™s routes in the city, makes visible the differentially distributed capacities and potentials for mobility. In todayâ€™s consumer society, shopping is the kind of mundane and routine mobility that we all engage in. Yet having a first child or growing old radically changes peopleâ€™s logistical habits as consumers, what the authors of this book call consumer logistics; moving from home to the store and back home again with recent purchases. Depending on the ages and number of children in the family and the condition of oneâ€™s body (physical health and strength), going shopping requires quite different settings and gear. Exploring consumer mobility through the lens of life phase and age will deepen the understanding of hitherto under-researched aspects of the ageing process, and of mobility, knowledge that is of vital importance for societies striving for sustainable mobility and sustainable cities.



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