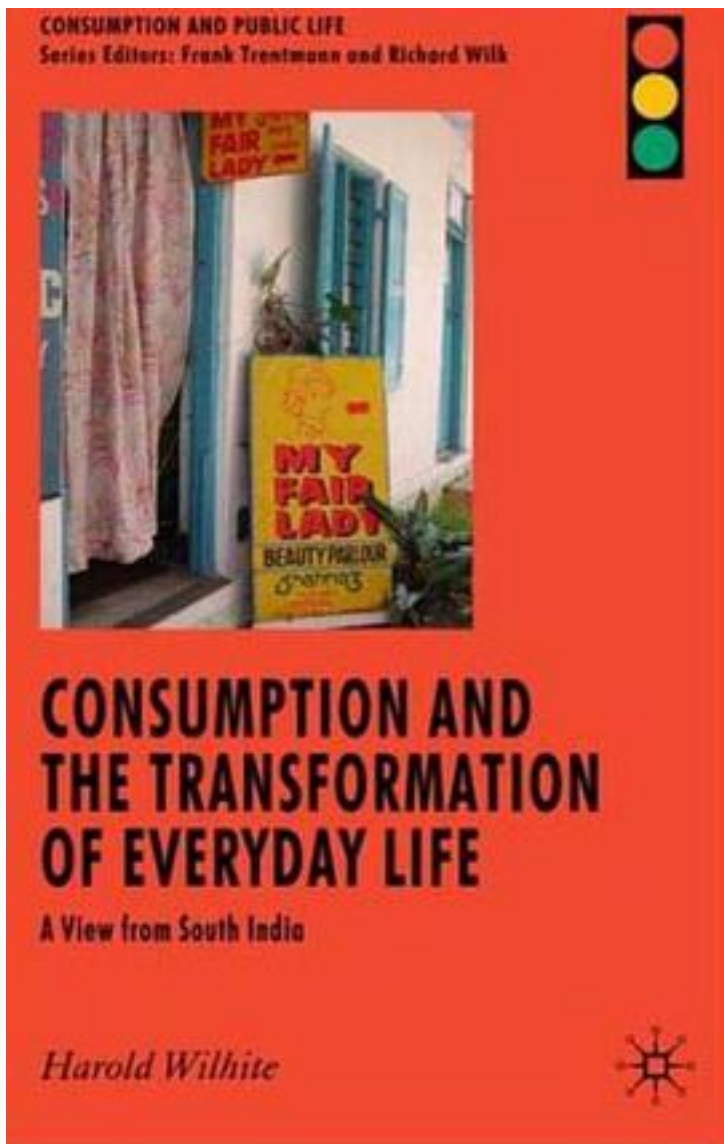


Consumption and the Transformation of Everyday Life



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This book makes an important contribution to the interpretation of changing consumption in India and to other rapidly developing countries in the South. The author uses an ethnographic approach centred in the Indian state of Kerala to interrogate why and how consumption of household durables, beauty and cleanliness products are growing rapidly. The analysis examines the importance of India's 'opening' to global capitalism after 1991, but also explores the contribution of family, gender, work migration and advertising to changing patterns of consumption. It also shows how changes in the built environment and new technologies regimes associated with energy and water have contributed to changing consumption practices.

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