

Patterns Of Middle Cl Consumption In India And China

This book is an extensive and thorough exploration of the ways in which the middle class in India select their spouse. Using the prism of matchmaking, this book critically unpacks the concept of the 'modern' and traces the importance of moralities and values in the making of middle class identities, by bringing to the fore intersections and dynamics of caste, class, gender, and neoliberalism. The author discusses a range of issues: romantic relationships among youth, use of online technology and of professional services like matrimonial agencies and detective agencies, encounters of love and heartbreak, impact of experiences of pain and humiliation on spouse-selection, and the involvement of family in matchmaking. Based on this comprehensive account, she elucidates how the categories of 'love' and 'arranged' marriages fall short of explaining, in its entirety and essence, the contemporary process of spouse-selection in urban India. Though the ethnographic research has been conducted in India, this book is of relevance to social scientists studying matchmaking practices, youth cultures, modernity and the middle class in other societies, particularly in parts of Asia. While being based on thorough scholarship, the book is written in accessible language to appeal to a larger audience.

This book brings together historical and ethnographic perspectives on Indian consumer identities. Through an in-depth analysis of local, regional, and national histories of marketing, regulatory bodies, public and domestic practices, this interdisciplinary volume charts the emergence of Indian consumer society and discusses commodity consumption as a main feature of Indian modernity. The nationalist discourse was formed by starting with the morality of consumption patterns feeding into middle-class identity; the chapters demonstrate how different strata of society were targeted as markets for everyday commodities associated with global lifestyles early on. A section of the book illustrates how a new group of professionals engaged in advertising trying to create a market shaped tastes and discourses and how campaigns provided a range of consumers with guidance on 'modern lifestyles'. Chapters discussing advertisements for consumables, like coffee and cooking oil, show these to be part of new public cultures. The ethnographic chapters focus on contemporary practices and consumption as a main marker of class, caste and community. Throughout the book consumption is shown to determine communal identities, but some chapters also highlight how it reshapes intimate relationships. The chapters explore the middle-class family, microcredit schemes, and metropolitan youth cultures as sites in which consumer citizenship is realised. The book will be

of interest to readers from a range of disciplines, including anthropology, history, geography, sociology, South Asian studies, and visual cultures. Despite four decades of astonishing economic growth, China's authoritarian government remains firmly entrenched in power. This fact challenges modernization theory, which anticipates that as countries become wealthier they will also become more democratic. This thesis proposes that middle-class consumption is a missing variable in the causal chain for democratization in Northeast Asian countries under authoritarian control. The study examines the effects of consumption in a cross-country comparison of South Korea and Taiwan during the years immediately prior to their respective democratizations. South Korea's middle-class consumption patterns evolved after decades of rapid economic growth, and state-induced wage pressure made the aspirational middle-class lifestyle unaffordable to lower middle-class Koreans. This consumption disparity caused the structurally disadvantaged working-class Koreans to join national protests that ultimately ushered in democracy. Examining modern China, the study finds a similar consumption disparity among the middle classes resulting from income inequality and a mobility-restraining household registration system. There exists a key political tension around structurally disadvantaged Chinese migrant workers earning lower wages and lacking welfare mechanisms

afforded to urban residents under the hukou system. With the size of China's lower middle class expected to sharply expand over the next decade, the tension around consumption could act as a catalyst for middle-class led democratization.

Negotiations, Diversities and Lived Experiences

The New Middle Class in China

What is Middle Class about the Middle Classes Around the World?

Carbon Consumption Patterns of Emerging Middle Classes

Divisions and Change

How Rising Inequality Harms the Middle Class

History and Ethnography

The authors conducted a systematic empirical study of cross-sectional inequality in the U.S., integrating data from various surveys. The authors follow the mapping suggested by the household budget constraint from individual wages to individual earnings, to household earnings, to disposable income, and, ultimately, to consumption and wealth. They document a continuous and sizable increase in wage inequality over the sample period. Changes in the distribution of hours worked sharpen the rise in earnings inequality before 1982, but mitigate its increase thereafter. Taxes and transfers compress the level of income inequality, especially at the bottom of the distribution, but have little effect on the overall trend. Charts and tables. This is a print-on-demand publication; it is not an original.

Lower middle class families culture in urban areas are related to the the economic and cultural aspects. Family's life style is also related to their income level. Families with limited earning face many problems to meet their budget. As a result, they are not affording much for their education, health and food consumption pattern. These Family's members have been affected by the increase of price of foods and in flatiron. Family decisions about their health, education, food consumption are influenced by social, economic, cultural orientation of life.

This paper uses household surveys from 13 developing countries to describe consumption choices, health and education investments, employment patterns and other features of the of the economic lives of the middle classes defined as those whose daily consumption per capita is between \$2 and \$4 or between \$6 and \$10. The data sheds light on differences and similarities between the middle classes and the poor and helps discriminate between various theories of the role of the middle classes in the development process. We find that the average middle class person is not an entrepreneur in waiting: while he or she might run a business, this is usually a small, not very profitable business. The single most important characteristic of the middle class seems to be that they are more likely to be holding a steady job. Perhaps as a result, they also have fewer, healthier, and better educated children. While there are clear differences in consumption patterns between the poor and the middle classes, there are also very strong resemblances within countries, and contrasts across countries, which might either reflect the importance of relative prices in shaping consumption decisions or the power of norms/fashions in

determining consumption. Keywords: investment, consumption, middle class, development. JEL Classifications: O10, O12, I32.

A Case Study in Beijing

Handbook on Food

By Jacquie McNish

Comparison Between China Et Germany

Matchmaking in Middle Class India

Consumption, Politics and the Market Economy

Patterns of Middle Class Consumption in India and China

This book analyses the making of the Chinese middle class that started in the 1990s using a constructivist approach. With the development of the Chinese economy, a new group of middle wage earners appeared. Chinese social scientists and state institutions promoted the idea that China needs a middle class to achieve modernization. Middle class members are defined—and define themselves—as good consumers, educated people, politically engaged but reasonable citizens. As such, the making of the middle class is the result of three convergent phenomena: an attempt to define the middle class, a process of civilization, and the development of protest movements. The making of the Chinese middle class, Rocca argues, is a way to end the stalemate that modern Chinese society is facing, in particular the necessity to democratize without introducing an election system.

The creation of national middle classes and the changes in consumption patterns in many Sub-Saharan African (SSA) countries suggest reconsidering the way welfare and consequently

inequality is typically measured. Using only consumption to measure welfare can lead to an important loss of information regarding the real welfare of the top 10-20% of the welfare distribution that is generally referred as “ middle class ” in these countries. This paper proposes a method capable of correcting the middle-class part of the consumption distribution using information coming from the income distribution of the same surveys. Results from 6 SSA countries indicate an increase of about 20% in the Gini index.

'This volume is a welcome and timely contribution to a topic of enduring importance. The global consequences of recent food price crises underscore the need to examine food security issues from diverse perspectives. This volume meets that need, featuring accessible yet cutting-edge analyses of food security by leading experts in fields as diverse as trade, nutrition, public health, production, political economy, and behavioral economics. It will be of interest to a wide range of scholars and practitioners.' --Steven Block, Tufts University, US. 'This excellent volume offers a compact but wide-ranging survey of recent research on important changes in global food markets. Its 20 chapters accurately capture important areas of scholarly agreement as well as ongoing debates among economists studying agriculture and nutrition, with several provocative original contributions from other fields. The book draws particularly on the authors' long experience in Asia, offering widely-applicable insights for scholars and policy analysts seeking to understand the past, present and future of food around the world.' --William A. Masters, Tufts University, US. The global population is forecasted to reach 9.4 billion by 2050, with much of this increase concentrated in developing regions and cities. Ensuring adequate food and

nourishment to this large population is a pressing economic, moral and even security challenge and requires research (and action) from a multi-disciplinary perspective. This book provides the first such integrated approach to tackling this problem by addressing the multiplicity of challenges posed by rising global population, diet diversification and urbanization in developing countries and climate change. It examines key topics such as: the impact of prosperity on food demand, the role of international trade in addressing food insecurity, the challenge posed by greenhouse gas emissions from agriculture and land degradation, the implication on labor markets of severe under-nutrition, viability of small scale farms, strategies to augment food availability. The Handbook on Food would be a welcome supplementary text for courses on development economics, particularly those concentrating on agricultural development, climate change and food availability, as well as nutrition.

The Rise of the Middle Class and China's Future Food Deficit

From Subsidy to Abandonment

Small Comfort and Great Expectations

Falling Behind

Symbolic Consumption and the Indonesian Middle Class

Globalising Everyday Consumption in India

Unequal We Stand

Consumption Intensified examines how self-identified middle class Brazilians in São Paulo redefined their class during Brazil ' s economic crisis of 1981 – 1994. With inflation soaring to an

astounding 2700 percent, their consumption practices intensified, not only in relation to the national crisis but also to the expanding global consumer culture. Drawing on her observations of everyday practices and on representations of the middle class in popular culture, anthropologist Maureen O' Dougherty explores both the logic and incoherence of middle- to upper-middle-class Brazilian life. With the supports of middle-class living threatened—job security, quality education, home ownership, savings, ease of consumption—the means and meaning of “ middle class ” were thrown into question. The sector thus redefined itself through both class- and race-based claims of moral and cultural superiority and through privileged consumption, a definition the media underscored by continually addressing middle-class Brazilians as consumers—or rather, as consumers denied. In these times, adults became more flexible in employment, and put stakes in their children ' s expensive private education. They engaged in elaborate comparison shopping, stockpiling of goods, and financial strategizing. Ongoing desire for distinction and “ first- world ” modernity prompted these Brazilians to buy foreign goods through contraband, thereby defying state protectionist policy. Discontented with the constraints of the national economy, they welcomed neoliberalism. By uncovering connections between culture and politics, O' Dougherty complicates understandings of the middle class as a social group and category. Illuminating the intricate relation between identity and local and global consumption, her work will be welcomed by students and scholars in anthropology and Latin American studies, and those interested in consumption, popular culture, politics, and globalization.

With a timely new foreword by Robert Frank, this groundbreaking book explores the very meaning

of happiness and prosperity in America today. Although middle-income families don't earn much more than they did several decades ago, they are buying bigger cars, houses, and appliances. To pay for them, they spend more than they earn and carry record levels of debt. Robert Frank explains how increased concentrations of income and wealth at the top of the economic pyramid have set off "expenditure cascades" that raise the cost of achieving many basic goals for the middle class. Writing in lively prose for a general audience, Frank employs up-to-date economic data and examples drawn from everyday life to shed light on reigning models of consumer behavior. He also suggests reforms that could mitigate the costs of inequality. *Falling Behind* compels us to rethink how and why we live our economic lives the way we do.

This book is a collection of empirical studies on China's middle class from top-ranking Chinese sociologists, discussing this newly identified social stratum with regard to the basic concept and scope of the group, its functions, formation, identity, consumption, behavior patterns and value system. As the first study of its kind, the analysis of most chapters is based on a rich body of empirical data gathered from rigorous large-scale surveys designed specifically for the Chinese middle class across megacities including Beijing, Shanghai and Guangzhou. The book traces the complex and dynamic formation process of China's middle class from different perspectives while dealing with issues of social concern such as "rigid social stratification". The findings shed light on the underlying logic of structural change in Chinese society over several recent decades, with significant policy implications. The book will attract sociologists, students and policymakers interested in social structure, social transformation and middle-income groups in China.

Consumption Patterns of the Middle Class in Contemporary China

The Making of the Chinese Middle Class

Consumption and Class

Alternative Worlds

Stylized Facts on Patterns of Consumption, Employment, Income and Earnings for Macroeconomic Modelers

Global Trends 2030

Moral Boundaries of Class and Gender in Urban India

An edited collection exploring divisions and changes within and between the spheres of consumption and production.

Topics include: the relationship between consumption and production; the social construction of consumers; housing and social class mobility; health provision; the role of the 'service class'; and access to higher education. Peter Saunders' work provides the initial stimulus for many of the papers, but all go beyond his narrow conception of a sociology of consumption and his liberal analysis of patterns of social inequality.

This volume delves into the study of the world's emerging

middle class. With essays on Europe, the United States, Africa, Latin America, and Asia, the book studies recent trends and developments in middle class evolution at the global, regional, national, and local levels. It reconsiders the conceptualization of the middle class, with a focus on the diversity of middle class formation in different regions and zones of world society. It also explores middle class lifestyles and everyday experiences, including experiences of social mobility, feelings of insecurity and anxiety, and even middle class engagement with social activism. Drawing on extensive fieldwork and in-depth interviews, the book provides a sophisticated analysis of this new and rapidly expanding socioeconomic group and puts forth some provocative ideas for intellectual and policy debates. It will be of importance to students and researchers of sociology, economics, development studies, political studies, Latin American studies, and Asian Studies. *Patterns of Middle Class Consumption in India and China* explores the complex history and sociology of the middle

class from a comparative perspective. It has papers written by sociologists, anthropologists and political scientists rather than economists, so the emphasis is on cultural shifts rather than economic statistics. The major contribution of this volume is that these two emerging powers of Asia are not, as is usual, compared to the West, but with each other. Considering that these two societies have so much in common in scale, civilization history and as emerging economies, the book is timely. The focus of the book is on the social and political implications of the new consumption patterns among the middle classes of India and China in the context of economic growth, liberalization of markets and globalization. Reflecting upon and critically engaging with the traditional sociological notions on which definitions of the middle class have been based, the book analyzes the intermingling of these notions with new attitudes in the wake of the consumer revolution. More specifically, an entire gamut of aspects of the consumer culture have been explored-tourism, leisure activities and

the entertainment industry (art, Karaoke and soap operas)—as well as the consumption of experiences through these. It is argued that these phenomena have particular Indian and Chinese incarnations, which need to be analyzed in a manner that does not privilege a limited western experience of globalization. With its fresh insights and perspectives, the book will appeal to students of anthropology, sociology, political science, media studies and cultural studies. It will also be useful for market research professionals.

The Impact of Middle-class Consumption on Democratization in Northeast Asia

The New Middle Classes

Present Et Future Chinese Middle Class in Size and Consumption Patterns

Globalizing Lifestyles, Consumerism and Environmental Concern

Consumption Intensified

America's Middle Class

Consumption Patterns Of The Middle Class In Contemporary

China

This book, set against the background of accounts of globalisation, aims to figure out the consumer orientation of the middle class in contemporary China, in particular how the new elements in consumer orientation operate in the Chinese context. It focuses on the contemporary middle class. Data used in the book are taken from national representative surveys conducted in the recent decade and also from 30 interviews with middle class people in Beijing. The book focuses on the consumption patterns from everyday consumption, taste and material culture. It highlights consumers' self-referential orientations: the pursuit of pleasure, tempered by considerations regarding comfort, is a significant form of aesthetic justification. Living within one's means i.e. keeping a balance between expenditure and income is the main moral justification. Consumers' orientations draw on a new set of elements, conceptualised in this research as "the orientation toward personal pleasure and comfort." This orientation is shaped by social conventions, traditional values and the metropolitan context. The findings challenge the stereotype of the Chinese "new rich" and the one-dimensional pictures of tendencies towards either conspicuous display or frugality. Contents: Introduction Theoretical Approaches from the Sociology of Consumption The Formation of the Contemporary Middle Class The Emergence of Consumer Culture Research

Methodology Characteristics of the Middle Class and Their Consumption Patterns Homeownership of the Young Middle Class Everyday Consumption of the Middle Class Consumption and Social Conventions Taste and Material Aspiration Conclusion Readership: Policymakers, professionals, academics, undergraduate and graduate students interested in China's new rich and the consumer orientation of the middle class in contemporary China. Keywords: Consumption; Middle Class; China Study; Taste; Consumer Culture; Survey Review: Key Features: This book employs systematic methodology and framework to analyze consumer culture of the middle class, which could generate both academic and marketing significance This book draws on a new and distinct conceptualization of the Chinese middle class as "the orientation toward personal pleasure and comfort," to be opposed to the popular depiction of their being either conspicuous or frugal The author, with her work and life experiences in both China and the UK, has conducted academic practices in multiple contexts and witnessed consumer culture of the Chinese middle class in both China and overseas; these experiences therefore empower the book with more comprehensive and penetrating insights Today India's middle class numbers more than 250 million people and is growing rapidly. Public reports have focused mainly on the emerging group's consumer potential, while global views of India's new economy

range from excitement about market prospects to anxieties over outsourcing of service sector jobs. Yet the consequences of India's economic liberalization and the expansion of the middle class have transformed Indian culture and politics. In *India's New Middle Class*, Leela Fernandes digs into the implications of this growth and uncovers--in the media, in electoral politics, and on the streets of urban neighborhoods--the complex politics of caste, religion, and gender that shape this rising population. Using rich ethnographic data, she reveals how the middle class represents the political construction of a social group and how it operates as a proponent of economic democratization. Delineating the tension between consumer culture and outsourcing, Fernandes also examines the roots of India's middle class and its employment patterns, including shifting skill sets and labor market restructuring. Through this close look at the country's recent history and reforms, Fernandes develops an original theoretical approach to the nature of politics and class formation in an era of globalization. In this sophisticated analysis of the dynamics of an economic and political group in the making, Fernandes moves beyond reductionist images of India's new middle class to bring to light the group's social complexity and profound influence on politics in India and beyond. Leela Fernandes is associate professor of political science at Rutgers University, New Brunswick.

This paper reviews the evidence on how households in Sub-Saharan Africa segment along consumption, income and earning dimensions relevant for quantitative macroeconomic policy models which incorporate heterogeneity. Key findings include the importance of home-grown food in the income and consumption of households well up the income distribution, the lack of formal financial inclusion for all but the richest households, and the importance of non-wage income. These stylized facts suggest that an externally-generated macroeconomic shock and the short-term policy response would mainly affect the behavior and welfare of these richer urban households, who are also more likely to have the means to cope. Middle class and poor households, especially in rural areas, should be insulated from these external shocks but vulnerable to a wide range of structural factors in the economy as well as idiosyncratic shocks.

We Forgot the Middle Class! Inequality Underestimation in a Changing Sub-Saharan Africa

China's Middle Class

An Empirical Analysis of Economic Inequality in the United States, 1967-2006

Alternatives Beyond Neoliberal Capitalism

A Comparison of Consumer Expenditure Pattern of Indian Middle Class and Working Class Families

The New Social Stratum

The Emerging Middle Class in Africa

In 1979 Kreml's first book, *The Middle Class Burden*, discussed the vulnerability of the American middle class and predicted that it would begin to suffer from corporate downsizing. In the first seven chapters of this follow-up study, Kreml reiterates the predictions of *The Middle Class Burden*, arguing that a goodly part of the size of the middle class was not a result of economic necessity for large private sector bureaucracies such as banking, insurance and real estate. Instead, the inflated size of the middle class was due to the fact that the American political system -- in concert with the American competitive and individualistic ethic -- needed the ratification of a majority of citizens. With this goal in mind, corporations were encouraged to place large numbers of people into white collar employments. The last two chapters bring the first edition up to date as Kreml shows how *The Middle Class Burden* turned out to be prophetic. He explains that by the 1990s,

important factors such as the computer age, foreign competition, and the weakness of labor unions placed the middle class in a far weaker position. In addition, the structure of the federal government, particularly the Congress, became fragmented, increasing the number of committees and subcommittees and allowing individuals within the government to become entrepreneurial in their approach to politics. This fragmentation -- which Kreml refers to as undemocratic decentralization -- meant that large corporations could downsize without fear of political retribution, thus abandoning America's middle class. India's 'new' middle classes have gained increasing prominence in media, political, and public imaginings since the liberalization of the economy in the 1990s. As a growing number of Indians living in an extraordinary variety of socio-economic circumstances are identifying as middle class, a concrete definition of this category remains elusive. Within the Limits explores what being 'middle class' means to those who identify as such. Set against the

backdrop of the south Indian city of Hyderabad, this work highlights the importance of moralized language of respectability and cosmopolitanism in the production of class and gender in India. The book charts how diverse understandings of the moral limits of middle-class being shape consumption patterns, education strategies, attitudes toward caste, shifting marriage ideals, and youth cultures of fashion and dating in the city.

The emergence of the African middle class as a driver of Africa's economic growth stands out as an important milestone in Africa's contemporary economic history. This growth, though uneven, is a source of hope for Africa, but also a signal to the rest of the world on the prospects for economic recovery and renewal, particularly because it has been steady despite the global downturn. *The Emerging Middle Class in Africa* analyses specific aspects of the lives of the middle class in Africa. It looks at how people become and remain in the middle class through a series of thematic chapters. It examines how behaviour changes in the process,

in terms of consumption patterns and spending on health and education. A further dimension of this analysis is how class impacts on gender relations and whether women are able to reap the same benefits of social advancement available to men. Africa is a continent of such scale and diversity that experiences across countries vary widely. The book thus captures the common patterns across the continent. This text is primarily aimed at Africanist researchers, policy makers, development practitioners, and bilateral and multilateral institutions, as well as students of African studies, political science, political economy, development studies, and development economics.

Fashion, Social Media, and Identity Expression

Economic Elites, Crises, and Democracy

The Middle Class in World Society

Consumption patterns and lifeworlds: using the example of convenience food

Culture of the Lower Middle Class Families

Are African Households Heterogeneous Agents?

Theories of the New Middle Class and Growth Patterns in Britain's White Collar Trade Unions

Economic Elites, Crises, and Democracy analyzes critical topics of contemporaneous capitalism. Andrés Solimano, President of the International Center for Globalization and Development, focuses on economic elites and the super rich, the nature of entrepreneurship, the rise of corporate's technostructure, the internal fragmentation of the middle class, and the marginalization of the working poor. While examining historical episodes of economic and financial crises from the 19th century to the present, he reviews a variety of related economic theories and policies, including austerity, which have been enacted in attempts to overcome these crises. Solimano also examines patterns of international mobility of capital and knowledge elites along with the rise of global social movements and migration diasporas. The book ends with an analysis of the concept, modalities, and potential areas of the application of economic democracy to reform 21st century global capitalism. The lifestyles and food consumption patterns of India's new urban middle classes are changing rapidly. Emerging trends such

as the growing popularity of fast food and convenience food and the increasing consumption of animal products, sugar and fat are causing adverse environmental, health and social effects. In order to counter these trends, effective strategies for promoting sustainable food consumption patterns are urgently needed. This empirical case study combines a revised update of the study "The Market for Organic Food: Consumer Attitudes and Marketing Opportunities" (Osswald and Dittrich 2009) with a broader perspective on the socio-cultural contexts of sustainable food consumption. The study outlines how "sustainable food choices" can be defined in the Indian context, and examines spatial structures of the market for products from sustainable agriculture in the South Indian emerging megacity of Hyderabad. It explores socio-cultural contexts of sustainable food consumption, outlines target groups for marketing organic food and identifies obstacles to sustainable food consumption. The findings point to a moderate but growing demand for organic food, especially among the middle classes. Availability is limited and not able to satisfy the demand at this stage. Most consumers are motivated almost exclusively by health considerations; awareness

of the links between environmental problems and food choices is low. Based on these findings, the report assesses the potential for future development of the organic segment as part of a sustainable urban food system, and develops recommendations for action in order to promote sustainable food consumption in Hyderabad.

This publication covers global megatrends for the next 20 years and how they will affect the United States. This is the fifth installment in the National Intelligence Council's series aimed at providing a framework for thinking about possible futures and their implications. The report is intended to stimulate strategic thinking about the rapid and vast geopolitical changes characterizing the world today and possible global trajectories during the next 15-20 years by identifying critical trends and potential discontinuities. The authors distinguish between megatrends, those factors that will likely occur under any scenario, and game-changers, critical variables whose trajectories are far less certain. NIC 2012-001. Several innovations are included in Global Trends 2030, including: a review of the four previous Global Trends reports, input from

academic and other experts around the world, coverage of disruptive technologies, and a chapter on the potential trajectories for the US role in the international system and the possible the impact on future international relations. Table of Contents: Introduction 1 Megatrends 6 Individual Empowerment 8 Poverty Reduction 8 An Expanding Global Middle Class 8 Education and the Gender Gap 10 Role of Communications Technologies 11 Improving Health 11 A MORE CONFLICTED IDEOLOGICAL LANDSCAPE 12 Diffusion of Power 15 THE RISE AND FALL OF COUNTRIES: NOT THE SAME OLD STORY 17 THE LIMITS OF HARD POWER IN THE WORLD OF 2030 18 Demographic Patterns 20 Widespread Aging 20 Shrinking Number of Youthful Countries 22 A New Age of Migration 23 The World as Urban 26 Growing Food, Water, and Energy Nexus 30 Food, Water, and Climate 30 A Brighter Energy Outlook 34 Game-Changers 38 The Crisis-Prone Global Economy 40 The Plight of the West 40 Crunch Time Too for the Emerging Powers 43 A Multipolar Global Economy: Inherently More Fragile? 46 The Governance Gap 48 Governance Starts at Home: Risks and Opportunities 48 INCREASED FOCUS ON EQUALITY AND OPENNESS 53 NEW GOVERNMENTAL FORMS 54 A New Regional Order? 55 Global Multilateral Cooperation 55 The

Potential for Increased Conflict 59 INTRASTATE CONFLICT:
CONTINUED DECLINE 59 Interstate Conflict: Chances Rising 61
Wider Scope of Regional Instability 70 The Middle East: At a
Tipping Point 70 South Asia: Shocks on the Horizon 75 East Asia:
Multiple Strategic Futures 76 Europe: Transforming Itself 78 Sub-
Saharan Africa: Turning a Corner by 2030? 79 Latin America: More
Prosperous but Inherently Fragile 81 The Impact of New
Technologies 83 Information Technologies 83 AUTOMATION AND
MANUFACTURING TECHNOLOGIES 87 Resource Technologies 90 Health
Technologies 95 The Role of the United States 98 Steady US Role
98 Multiple Potential Scenarios for the United States' Global
Role 101 Alternative Worlds 107 Stalled Engines 110 FUSION 116
Gini-out-of-the-Bottle 122 Nonstate World 128 Acknowledgements
134 GT2030 Blog References 137 Audience: Appropriate for anyone,
from businesses to banks, government agencies to start-ups, the
technology sector to the teaching sector, and more. This
publication helps anticipate where the world will be: socially,
politically, technologically, and culturally over the next few
decades. Keywords: Global Trends 2030 Alternative Worlds, global
trends 2030, Global Trends series, National Intelligence

Council, global trajectories, global megatrends, geopolitics, geopolitical changes

A Study with Specific Reference to Life Chances and Life Styles

The Politics of Middle-Class Daily Life in Brazil

Democratic Politics in an Era of Economic Reform

Purchasing Patterns, Life-style, and Demographics Among Middle Class Mexican-Americans and Mexicans

Sustainable Food Consumption and Urban Lifestyles

An Intersectional Approach to Understanding the Fashion

Consumption Patterns of Black Middle-class Women

A Market Segmentation Study

Middle-class households feel left behind and have questioned the benefits of economic globalisation.

This paper offers remarkable insights into the German food market and its consumers. A solid theoretical foundation is laid by classical as well as modern authors. The works of these authors form the basis for the theoretical analysis on a social determination of taste. In the following, the field of sociology of consumption is taken into account and analysed. In the practical part, consumers are researched using lifeworlds as a tool of categorization of German households. In the market research economy, lifeworlds are widely perceived as an

appropriate tool for researching present and future market developments. The analysed empirical data on purchasing behaviour was provided by the market research study Typology of Desires 2010. Results in the direction of a social determination of taste offer valuable perceptions for theorists and practitioners alike. With respect to the developing and threshold economies, it is no longer the poor who are the only focus of media attention. Today, the new middle classes are about to take centre stage, too. With their lifestyles and attitudes, the new middle classes are considered to be both the products as well as the promoters of globalization. They are a highly heterogeneous group in socio-economic terms as well as in habits and preferences, including their societal role as consumers and citizens. The first wave of scholarly and political attention can be traced back to the mid-nineties. The focal point was surprise and unease about indubitable symptoms of consumerism which, until then had been seen as a characteristic of the richest western societies. However, since the nineties, consumerism has run rampant in - veloping countries too. This has particularly been noted with respect to the emerging middle classes in South East Asia. The "will to consume seemed inexhaustible, and appetites insatiable. This rage to consume [...] was both celebrated and feared by political leaders and other social/moral gatekeepers, who began to condemn the process as

'Westernization' and even 'westoxi?cation"' (Chua 2000: xii). Ever since, the debate about the lifestyles of the new middle classes and their role in society has gained momentum.

The Role of Brands in South African Black Middle Class Society

Under Pressure: The Squeezed Middle Class

The Case of Hyderabad/India

Within the Limits

India's New Middle Class

Beyond Arranged and Love Marriage

Demand, Supply, Sustainability and Security

Based on interviews with entrepreneurs, professionals and regional party cadres' from a range of age groups, this book argues that Western class categories do not directly apply to China and that the Chinese new middle class is distinguished more by socio-cultural than by economic factors.

The ability to freely express one's identity through apparel is a staple of U.S. cultural freedom. The rise of social networking sites (SNSs) have increased these liberties, as fashion-related user-generated content has curtailed much of the influence of fashion industry powerhouses. This ability to freely use apparel to express identity, however, is not fully available to all

Americans—particularly members of historically marginalized groups like black middle-class female consumers. In spite of this marginalization, these women have historically impacted popular fashion trends, frequently use SNSs to exchange fashion-related information, and have strong buying power. Despite their value, however, knowledge of their apparel-related consumption behaviors is limited. Using an intersectional theoretical approach guided by theories of black feminism and black respectability politics, this study utilized Photovoice and in-depth interview methods to explore the complex relationship between black middle-class female identity and apparel-related consumption. The four themes that emerged from this data (cultural double-standards and appearance, the respectability politics of fashion, within-group differences, and #BlackGirlMagic) provide valuable theoretical and practical insights, including increased evidence for the use of an intersectional approach in Consumer Culture Theory research, a proposed extension of the Model of Situational Ethnicity and Consumer Behavior, and suggestions for cultural-relevant marketing and advertising messages, both on and off-line.