

**RUSSIAN  
ACADEMY  
OF SCIENCES**

**MINISTRY OF SCIENCE  
AND HIGHER EDUCATION  
OF THE RUSSIAN FEDERATION**

**Federal State Budgetary Institution of Science  
Institute of Scientific Information for Social Sciences  
of the Russian Academy of Sciences  
(INION RAN)**

**SOCIAL NOVELTIES  
AND  
SOCIAL SCIENCES**

**Scholarly journal**

**Nº 2(2) / 2020**

**THE PAST AND PRESENT  
OF THE CONSUMER SOCIETY**

**Published since 2020**

**Issued 4 times a year**

The issue was compiled by  
O.V. Bolshakova, PhD (Hist. Sci.)

**Moscow 2020**

Founder:  
Federal State Budgetary Institution of Science Institute of Scientific Information for Social Sciences of the Russian Academy of Sciences

***Editorials***

Editor-in-chief:  
*Maria Polozhikhina*, PhD (Geogr. Sci.)

Deputy editor-in-chief:  
*Olga Bolshakova*, PhD (Hist. Sci.)

Executive secretary:  
*Natalia Korovnikova*, PhD (Polit. Sci.)

***Editorial board:*** *Vladimir Gerasimov*, PhD (Philol. Sci.); *Elena Grebenschchikova*, DrS (Philos. Sci.); *Elena Meleshkina*, DrS (Polit. Sci.); *Svetlana Kodaneva*, PhD (Law Sci.); *Yuri Korgunyuk*, DrS (Polit. Sci.)

***Advisory board:*** *Alexey Kuznetsov*, Cor. Member of the RAS, DrS (Econ. Sci.), Moscow, Russia; *Dmitry Efremenko*, DrS (Polit. Sci.), Moscow, Russia; *Arif Aliev*, DrS (Hist. Sci.), Moscow, Russia; *Elena Alferova*, PhD (Law Sci.), Moscow, Russia; *Natalia Makasheva*, DrS (Econ. Sci.), Moscow, Russia; *Olga Larina*, DrS (Law Sci.), Kursk, Russia; *Irina Loskutova*, DrS (Soc. Sci.), Moscow, Russia; *Nikolay Nenovsky*, PhD, Prof. (Amiens, France); *Zhang Shuhua*, PhD, Prof. (Beijing, China)

DOI: 10.31249/snsn/2020.02.00.

---

## **CONTENTS**

### **THE SPACE OF DISCOURSE: THEORY AND HISTORY**

<i>Polozhikhina Maria</i>	
The evolution of the consumer society: from Jacqueline Kennedy to Greta Thunberg .....	4
<i>Bolshakova Olga</i>	
Consumerism in the Russian empire and the USSR: a glance from foreign historians .....	4
<i>Ivanovskiy Boris</i>	
Prospects for achieving sustainable consumption: concepts and tools .....	5

### **POINT OF VIEW**

<i>Kodaneva Svetlana</i>	
Consumer society vs circular economy: compatible or mutually exclusive models? .....	6
<i>Nickulichev Yury</i>	
From "field" to "fork": nutrition practices and public health in the consumer society .....	7
<i>Sharko Elena</i>	
Business development in a sharing economy .....	7

### **YESTERDAY AND TODAY**

<i>Osipova Elena</i>	
Consumer protection in Russia. Towards the 30 <sup>th</sup> anniversary of the antimonopoly authority of Russian Federation. (Review) .....	8
<i>Dolgov Alexander</i>	
Research on holiday sales: behavior, motives and attitude of buyers to Black Friday. (Review) .....	8
<i>Smirnov Sergei</i>	
The impact of the COVID-19 pandemic on the Russian consumer market: statistical analysis .....	9

### **PROFESSIONAL OPINION**

<i>Korovnikova Natalia</i>	
Consumer behavior and marketing strategies of the companies at the context of digitalization (Review of collective monograph «Business management in a digital economy: Challenges and solutions»)....	10
<i>Dunaeva Julia</i>	
The Soviet «consumption oases» (Review of A.Ivanova's monograph «“Berezka” shops: Paradoxes of consumption in the late USSR») .....	10

---

# THE SPACE OF DISCOURSE: THEORY AND HISTORY

## THE EVOLUTION OF THE CONSUMER SOCIETY: FROM JACQUELINE KENNEDY TO GRETA THUNBERG

**Polozhikhina Maria**

PhD (Geogr. Sci.), Leading Researcher at the Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

*Abstract. Examining the socio-economic foundations of the emergence and development of the consumer society as well as theoretical approaches to understanding this phenomenon, the text outlines the evolution of economic activities in relation to the evolution of needs and the current trends in the transformation of the consumer society.*

**Keywords:** needs; consumption; consumer society; theoretical concepts; directions of economic activities; development trends.

**For citation:** Polozhikhina M.A. The evolution of the consumer society: from Jacqueline Kennedy to Greta Thunberg // Social novelties and social sciences. – 2020. – N 2. – pp. 7–36.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.01

## CONSUMERISM IN THE RUSSIAN EMPIRE AND THE USSR: A GLANCE FROM FOREIGN HISTORIANS

**Bolshakova Olga**

PhD (Hist. Sci.), Leading Researcher at the Department of History, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

*Abstract. The paper deals with the recent Western historical writing on consumerism in the tsarist and Soviet Russia, introducing the predominant narrative that describes historic developments in the*

*sphere of consumption. In the focus is the formation of consumer culture in the period from the 1880s to the 1930s with a special attention to retailing, fashion industry, advertisement, and entertainment.*

**Keywords:** consumerism; Western historiography; retailing; fashion industry; advertising; gender norms; entertainment; luxury under socialism.

**For citation:** Bolshakova O.V. Consumerism in the Russian empire and the USSR: A glance from foreign historians // Social novelties and social sciences. – 2020. – N 2. – pp. 37–63.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.02

## **PROSPECTS FOR ACHIEVING SUSTAINABLE CONSUMPTION: CONCEPTS AND TOOLS**

**Ivanovskiy Boris**

PhD (Econ. Sci.), Leading Researcher at the Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

**Abstract.** *The article examines definitions and concepts of sustainable consumption, bringing into light the socio-economic, regulatory and behavioral conditions for the formation of sustainable consumption as well as indicators that characterize the level of sustainable consumption in different countries. Special attention is paid to the problem of transition to responsible consumption in Russia.*

**Keywords:** sustainable consumption; economic development; consumer market; measurement of sustainable consumption; EU; Russia.

**For citation:** Ivanovskiy B. Prospects for achieving sustainable consumption: Concepts and tools// Social novelties and social sciences. – 2020. – N 2. – pp. 64–82.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.03

---

## POINT OF VIEW

### CONSUMER SOCIETY VS CIRCULAR ECONOMY: COMPATIBLE OR MUTUALLY EXCLUSIVE MODELS?

**Kodaneva Svetlana**

PhD (Law Sci.), Senior Researcher at the Department of Legal Studies, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

*Abstract. This article analyzes the development of closed-loop economic concepts and the experience with their implementation in various countries of the world. Examining this subject, the author comes to three key conclusions: 1) to solve the problems facing humanity, it is necessary to minimize the consumption of resources and extend the useful life of products; 2) to do this, it is necessary to radically change the existing consumption model, change the existing social patterns; 3) it is impossible to solve the mentioned tasks solely on the market principles; the key actors in their solution should be the state and the scientific community.*

**Keywords:** consumer society; circular economy; closed-cycle economy; linear model of economy.

**For citation:** Kodaneva S.I. Consumer society vs circular economy: compatible or mutually exclusive models? // Social novelties and social sciences. – 2020. – N 2. – pp. 83–99.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.04

## **FROM "FIELD" TO "FORK": NUTRITION PRACTICES AND PUBLIC HEALTH IN THE CONSUMER SOCIETY**

**Nickulichev Yury**

DrS in cultural studies, a Leading Researcher at the Centre for Scientific Research of the Global and Regional Problems, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

*Abstract. The text analyzes a specific aspect of the food security paradigm with a focus on nutrition practices, as they have evolved across the world and in Russia as well. It's argued that there is a strong link between the dominant model of eating behavior and the so-called diseases of civilization. Concluding, the piece highlights the need to renounce the «standard diet of the consumer society» and indicates the ways for addressing this issue.*

**Keywords:** FAO; USA; agriculture; agro-industrial networks; food industries; processed foods; diseases of civilization.

**For citation:** Nickulichev Yu.V. From field to fork: Nutrition practices and public health in the consumer society // Social innovations and social sciences. – 2020. – N 2. – pp. 100–115.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.05

## **BUSINESS DEVELOPMENT IN A SHARING ECONOMY**

**Sharko Elena**

PhD (Econ. Sci.), Researcher at the Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

*Abstract. The sharing economy is presented as a hybrid business model with various forms of exchange and value creation. The article analyzes the economic, social and technological prerequisites for the emergence of the sharing economy as well as the main features of its services.*

**Keywords:** shared consumption; sharing economy; services; business models; Uber.

**For citation:** Sharko E.R. Business development in a sharing economy // Social novelties and social sciences. – 2020. – N 2. – pp. 116–126.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.06

---

# YESTERDAY AND TODAY

## CONSUMER PROTECTION IN RUSSIA: TOWARDS THE 30<sup>TH</sup> ANNIVERSARY OF THE ANTIMONOPOLY AUTHORITY OF RUSSIAN FEDERATION. (REVIEW)

**Osipova Elena**

Research Fellow at the Institute for the Study of Science, the Russian Academy of Sciences; Head of Research and Methodology Division of the Federal Antimonopoly Service of the Russian Federation (Moscow, Russia)

*Abstract. Consumer protection has become an integral part of life of the population in Russia. The article presents a brief history of the consumer movement, the consumer law as well as the formation of the national system of consumer protection in the Russian Federation at the end of the 20th century, describing its main elements.*

**Keywords:** consumer protection; antimonopoly authority; consumer law; national system.

**For citation:** Osipova E.V. Consumer protection in Russia: For the 30<sup>th</sup> anniversary of the antimonopoly authority of Russian Federation. (Review) // Social novelties and social sciences. – 2020. – N 2. – pp. 127–139.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.07

## RESEARCH ON HOLIDAY SALES: BEHAVIOR, MOTIVES AND ATTITUDE OF BUYERS TO BLACK FRIDAY. (Review)

**Dolgov Alexander**

PhD (Soc. Sci.), Senior Researcher at the Department of Sociology, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences; Senior Lecturer at the National Research University «Higher School of Economics» (Moscow, Russia)

*Abstract. The review discusses approaches to describing Black Friday, the annual sales day, which originated in the United States and has spread around the world. The text analyzes the attitude of buyers*

*to Black Friday, their behavior during the days of sales, rituals and emotions related to partaking in this «festivals of consumption». Black Friday is seen as part of the consumption culture, market relations, and capitalism.*

**Keywords:** *Black Friday; consumption; buying behavior; holiday; ritual; emotions.*

**For citation:** Dolgov A.Yu. Research on holiday sales: behavior, motives and attitude of buyers to Black Friday. (Review) // Social novelties and social sciences. – 2020. – N 2. – pp. 140–148.

URL: <https://sns-journal.ru/en/archive/> DOI:10.31249/snsn/2020.02.08

## **THE IMPACT OF THE COVID-19 PANDEMIC ON THE RUSSIAN CONSUMER MARKET: STATISTICAL ANALYSIS**

**Smirnov Sergei**

DrS (Econ. Sci.), Head of the Centre for Social Programmes and Risks Analysis, Institute for Social Policy, National Research University «Higher School of Economics» ; Leading Researcher at the Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

**Abstract.** *The quarantine measures introduced in Russia and its regions in the first half of 2020 caused negative consequences for the economy as a whole and its various sectors in particular. One of the most affected was the consumer market. The article provides a quantitative assessment of the impact of quarantine measures on individual components of the consumer market sector, analyzes the pace of its recovery in May-July 2020 after gradual easing of quarantine measures. It is argued that the further development of the situation is difficult to predict due to the uncertainty of the situation with the dynamics of the pandemic.*

**Keywords:** *consumer market; COVID-19 pandemic; personal income; economic damage; archaic consumption.*

**For citation:** Smirnov S.N. The impact of the covid-19 pandemic on the Russian consumer market: statistical analysis // Social novelties and social sciences. – 2020. – N 2. – pp. 149–159.

URL: <https://sns-journal.ru/en /archive/>

DOI:10.31249/snsn/2020.02.09

# PROFESSIONAL OPINION

## CONSUMER BEHAVIOR AND MARKETING STRATEGIES OF THE COMPANIES AT THE CONTEXT OF DIGITALIZATION

(Review of collective monograph «Business management in a digital economy: Challenges and solutions»)

**Korovnikova Natalia**

PhD (Polit. Sci.), Senior Researcher at the Department of Economics, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

**Keywords:** *consumer behavior; e-commerce; online consumption; marketing strategies; digital marketing.*

**For citation:** Korovnikova N.A. Consumer behavior and marketing strategies of the companies in the context of digitalization (Review of collective monograph «Business management in a digital economy: Challenges and solutions») // Social novelties and social sciences. – 2020. – N 2. – pp.160–168.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.10

## THE SOVIET «CONSUMPTION OASES»

(Review of A. Ivanova's monograph «“Berezka” shops: Paradoxes of consumption in the late USSR»)

**Dunaeva Julia**

PhD (Hist. Sci.), Senior Researcher at the Department of History, Institute of Scientific Information for Social Sciences, Russian Academy of Sciences (Moscow, Russia)

**Keywords:** *consumption; currency exchange; black economy; ideology of socialism; social differentiation.*

---

**For citation:** Dunaeva J. The Soviet «consumption oases» (Review of A.Ivanova's monograph «"Berezka" shops: Paradoxes of consumption in the late USSR») // Social novelties and social sciences. – 2020. – N 2. – pp. 169–176.

URL: <https://sns-journal.ru/en/archive/>

DOI:10.31249/snsn/2020.02.11