

Singular Consumption

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Abstract

Contemporary consumer culture is increasingly governed by the value of singularity—the ideal that goods, experiences, and selves should be perceived as unique, non-interchangeable, and incomparable. This article theorizes singular consumption as a distinct consumption logic shaped by the sociocultural turn toward singularity. We conceptualize singular consumption as emerging from a singularization regime, a macro-level configuration of economic, social, technological, and ideological forces that elevate singularity as a normative cultural good. Within this regime, we identify the defining characteristics of singular consumption, delineate its motivational and evaluative orientations, formative vectors, and interpretive markers. Finally, we theorize three paradoxes that structure the lived experience of singular consumption. By articulating the cultural logic of singular consumption, this research contributes to theorizing consumption in post-industrial societies and offers new insight into meaning-making and distinction in platform-mediated marketplaces.

Track: Consumer Behaviour