

THE SHOPPING EXPERIENCE:
ETHNOGRAPHIES OF BLACK FEMALE
CONSUMPTION

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Masters

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Research Thesis

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Declaration

I hereby declare that this is my unaided work, and I have given full acknowledgement to the sources that I have used. This research is being submitted for the Degree of Masters in Arts (Social Anthropology) at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination at any other University.

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“And, when you want something,
all the universe conspires in helping you to achieve it”

– Paulo Coelho, *The Alchemist* --

~*~

*When I shop,
The world gets better,
And the world is better,
But then it's not,
And I need to do it again...*

— Rebecca Bloomwood, “Confessions of a Shopaholic” 2009 film —

~*~