

## **(No) Time for shopping!**

Using family practices to add depth and breadth to the everyday life of parents with young children

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### *1. Introduction*

Whether family and work are not mutually exclusive spheres, not rigid boxes separated by fixed lines such as conventionally they were conceptualized (Morgan 1996), there is still much to know with respect to the implications resulting from the various, sometimes invisible, overlaps and (un)balances between these key-arenas of contemporary life. As both work and family worlds dramatically changed in the last decades (Cohen 2018; Chambers 2012), consumption practices arise as one of such untapped avenues. Behind and beyond economic institutions, the study of consumption practices has long attracted the interest of social scientists. In this regard, Veblen's remarkable work at the end of the 19th century drew attention to the fact that consumption is deeply intertwined with the social, and not simply an individual, discrete activity, matter of a rational decision-making process in the marketplace. More recently, several authors have insisted on the fact that consumption is socially constructed and an outcome of the everyday practices of social life (Featherstone 1991; Miller *et al.* 1998; Warde 1997; Southerton 2011b; Stillerman 2015).

Sharing this backdrop, this article builds on the concept of the everyday (Pink 2012) and specifically family practices (Morgan 1996; 1999; 2011b) to move forward over the pre-ordered categories and boundaries between family and work. It focuses on consumption in supermarkets, as these practices constitute a regular activity of the families as advertisers best-publicized (Miller 1998). The aim of this essay is to explore the situatedness of the «family practices» by investigating how the nature of paid work and current work conditions relates to the shopping