

Sustainable Consumption Research Group at the University of Potsdam

Balderjahn, I., und Hoffmann, S. (2023). The Effectiveness of Consume-less Appeals in Social Marketing. *Journal of Macromarketing*, 02761467231205448.

Balderjahn, I. und Appenfeller, D. (2023). A Social Marketing Approach to Voluntary Simplicity: Communicating to Consume Less, *Sustainability*, 15(3), 2302.
<https://doi.org/10.3390/su15032302>

Balderjahn, I., Hoffmann, S. and Hüttel, A. (2023), "How empowerment and materialism contribute to anti-consumers' well-being", *European Journal of Marketing*, Vol. 57 No. 4, pp. 1186-1218. <https://doi.org/10.1108/EJM-04-2020-0284>

Balderjahn, I. (2022). Anti-Consumption und Nachhaltigkeit. In: Boltz, D.-M.: Bruhn, M.; Gröppel-Klein, A. und Hellmann, K.-U. (Hrsg.), *Marke, Nachhaltigkeit und Verbraucherpolitik, Verbraucherforschung Band 5*, S. 29-40, Nomos, Baden-Baden. OA: <https://www.nomos-elibrary.de/10.5771/9783748912712-29/anti-consumption-und-nachhaltigkeit>

Hüttel, A. und Balderjahn, I. (2021). The coronavirus pandemic: A window of opportunity for sustainable consumption or a time of turning away? *Journal of Consumer Affairs*, 1–29.
<https://doi.org/10.1111/joca.12419>

Mai, R., Hoffmann, S., Balderjahn, I. (2021). When drivers become inhibitors of organic consumption: the need for a multistage view. *Journal of the Academy of Marketing Science*.
<https://doi.org/10.1007/s11747-021-00787-x>

Ziesemer, F., Hüttel, A., Balderjahn, I. (2021). Young People as Drivers or Inhibitors of the Sustainability Movement: The Case of Anti-Consumption. *Journal of Consumer Policy*,
<https://doi.org/10.1007/s10603-021-09489-x>

Balderjahn, I., Seegebarth, B., and Lee, M.S.W. (2020). Less is more! The rationale behind the decision-making style of voluntary simplifiers, *Journal of Cleaner Production*,
<https://doi.org/10.1016/j.jclepro.2020.124802>.

Hüttel, A.; Balderjahn, I.; Hoffmann, S. (2020): Welfare Beyond Consumption: The Benefits of Having Less. *Ecological Economics* 176 (2020), 106719.

Balderjahn, I., Lee, M.S.W., Seegebarth, B., Peyer, M. (2020): A Sustainable Pathway to Consumer Wellbeing. The Role of Anticonsumption and Consumer Empowerment, in: *Journal of Consumer Affairs*, 54 (2), 456-488. DOI: 10.1111/joca.12278.

Ziesemer, F.; Hüttel, A.; Balderjahn, I. (2019): Pioneers' Insights into Governing Social Innovation for Sustainable Anti-Consumption. *Sustainability* 11 (23), S. 6663- 6679. DOI: 10.3390/su11236663

Balderjahn, I., Hüttel, A. (2019): Why Consumers Buy Sustainably: The Role of Personal Values, *Marketing ZFP – Journal for Research and Management*, 41(1), 24-38.

Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K.-P., Weber, A. (2018): The many faces of sustainability-conscious consumers: A category-independent Typology, in: *Journal of Business Research*, 91, 83-93.

- Hoffmann, S.; Balderjahn, I.; Seegebarth, B.; Mai, R.; Peyer, M. (2018): Under Which Conditions Are Consumers Ready to Boycott or Buycott? The Roles of Hedonism and Simplicity, *Ecological Economics*, 2018 (147), 167-178.
- Hüttel, A., Ziesemer, F., Peyer, M., & Balderjahn, I. (2018). To Purchase or Not? Why consumers make economically (non-)sustainable consumption choices. *Journal of Cleaner Production*, 174, 10 (2018), 827-836.
- Peyer, M., Balderjahn, I., Seegebarth, B. & Klemm, A. (2017). The role of sustainability in profiling voluntary simplifiers, *Journal of Business Research* 70, 37–43.
- Ziesemer, F., Peyer, M., Klemm, A. & Balderjahn, I. (2016). Die Messung von nachhaltigem Konsumbewusstsein, in: *Ökologisches Wirtschaften*, 4.2016 (31), 24-26.
- Seegebarth, B., Peyer, M., Balderjahn, I. & Wiedmann, K.-P. (2016). The sustainability roots of anti-consumption lifestyles and initial insights regarding their effects on consumers' well-being. In: *Journal of Consumer Affairs*, 2016 (50), 68-99.
- Balderjahn, I. (2014). Entscheidungsorientierung im Sustainable Marketing Management, in: Meffert, H.; Kenning, P.; Kirchgeorg, M. (Hrsg.), *Sustainable Marketing Management*, Wiesbaden 2014, S. 135- 157.
- Balderjahn, I., Buerke, A., Kirchgeorg, M., Peyer, M., Seegebarth, B. & Wiedmann, K.-P. (2013). Consciousness for sustainable consumption: scale development and new insights in the economic dimension of consumers' sustainability, *AMS Review: 2013* (3,4), 181-192.
- Balderjahn, I., Peyer, M. & Paulssen, M. (2013). Consciousness for fair consumption: conceptualization, scale development and empirical validation, in: *International Journal of Consumer Studies* 2013 (37), 546–555.
- Silbermann, A. & Balderjahn, I. (2013). Die Rolle der Selbstaufmerksamkeit beim Bewusstsein für einen gesunden Konsum: Überblick und Konzeptentwicklung, in: *International Journal of Marketing*, 2013 (52,1), S. 37-48.
- Balderjahn, I. & Peyer, M. (2012). Soziales Konsumbewusstsein: Skalenentwicklung und – validierung, in: Corsten, H.; Roth, S. (Hrsg.), *Nachhaltigkeit – Unternehmerisches Handeln in globaler Verantwortung*, Wiesbaden 2012, 93-112.
- Balderjahn, I. & Peyer, M. (2012). Das Bewusstsein für fairen Konsum: Konzeptualisierung, Messung und Wirkung, in: *Die Betriebswirtschaft (DBW)*, 2012 (72, 4), 343-364.
- Balderjahn, I. (1988). Personality Variables and Environmental Attitudes as Predictors of Ecologically Responsible Consumption Patterns, *Journal of Business Research*, 1988 (17), 51-56.