

Sustainable Consumption Research Group at the University of Potsdam

Recent publications on sustainable consumption

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., & 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*, 49:1151-1171. <https://doi.org/10.1007/s11747-021-00787-x>

Reimers, H; Jacksohn, A; Appenfeller, D; Lasarov, W; Hüttel, A; Rehdanz, K; Balderjahn, I; Hoffmann, S. (2021). Indirect rebound effects on the consumer level: A state-of-the-art literature review. *Cleaner and Responsible Consumption*, 3, <https://doi.org/10.1016/j.clrc.2021.100032>

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. <https://doi.org/10.1016/j.ecolecon.2020.106719>.

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

All publications on sustainable consumption

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>

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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.

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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.
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- 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.
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