

## Sustainable Consumption Research Group at the University of Potsdam

### Recent publications on sustainable consumption

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.

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., 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.

### All publications on sustainable consumption

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>

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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.
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