

Part 4

Alternative Consumption

Introduction

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Current global challenges such as climate change, lack of resources, desertification, land degradation as well as loss of biodiversity can ultimately be due to human actions. Reasons are excessive production and consumption of goods and services, along with using and consuming natural resources, causing emissions and waste products. Demand in the form of consumption and supply in the form of production are closely intertwined. Changes in consumer behaviour, technological and organizational innovations as well as an appropriate political and economic framework are of major importance for a sustainable development based on responsible demand and supply. Interdisciplinary cooperation between such disciplines as psychology, anthropology, sociology, neurology, evolutionary and behavioural economics as well as marketing is required. Authors in this section of the conference proceedings focus on various types and manifestations of consumption. This is an attempt to address shortcomings of the alternative consumption by providing a wide range of theoretical and empirical explorations. These papers all generally contribute to understand the consumption phenomenon but also discuss potential developments and diffusions of (new reflective) lifestyle. Micheletti addresses the topic of political consumerism from theoretical and empirical point of view showing and discussing different forms of potential actions such as boycotting, discursive endeavors and lifestyle changes. Latter is exactly discussed in Diaz's paper, namely veganism as an example of a new comprehensive and reflexive consumer and citizen lifestyle. Díaz's chapter sets the context by putting veganism as a case study for an application of the innovation diffusion theory development. Klotter's contribution based on psychological, philosophical and historical explanations calls upon the development of new (individual) lifestyle where sustainable food becomes a new competence. In the paper on sharing economy by Zimmermann and Schleusener authors use the theory of planned behaviour (TPB) as a basis to prove affective attitude based on different expected consequences in Germany. Paetz and Guhl present another example from Germany with their study on consumer social responsibility and monetarily pay off for German top orange juice brands at the example of preference and (increased) willingness-to-pay (WTP) for Fair Trade of orange juice. Mitreğa and Malecka report on engagement in or rather determinants of propensity to prosumption in Poland measured based on innovation diffusion literature. The case study from Switzerland presented by Brunner focuses on the cost of healthy diet. Being contributions from the different scientific fields and various geographical areas, all these papers have points in common which

are worth to consider. First, they contribute to the domain of social psychology and consumer behaviour. Second, the guiding topic of papers is the existence of the attitude-behaviour gap which needs to be closed. Third, the contributions identify the demand in more effective framing and communication strategies. To cite just a few, the papers emphasize e.g. “tailor-made” information, “available consumer information that explains”, “targeting more precisely” at the consumers. Development of applicable communication strategies are only possible if consumption behaviour of specific target groups is investigated and known as pointed out by Paetz and Guhl and Brunner. Therefore, it is also essential to differentiate consumption/action trends as Micheletti’s and Díaz’s contributions show.