

Call for Papers

zfwu 25/1 (2024): Conflict and Participation in Sustainable Consumer Markets

Call for Papers until April 1, 2023

A common narrative in the sustainability discourse recognises a particularly strong connection between the success of sustainable consumer markets and the efficient management of the current ecological, economic, political, and social crisis. It is believed that if sustainable consumer markets are perceived as attractive and adaptable in everyday life by the general public, sustainable products will survive on the market exclusively. Contrary to this view the 'intention-behaviour-gap' phenomenon has repeatedly demonstrated that in many everyday contexts consumers are unable to translate their values into adequate consume decisions. Informational, cognitive, financial, temporal, political, and local market barriers may impede access to sustainable products and services. In addition, peoples' ideals as consumers may create conflicts with other social roles. An ecologically minded manager may consider the consumption of used clothing via the platform Vinted to be the right thing to do. Nonetheless, she might refuse to buy and wear used clothes out of consideration of her social status. When it comes to food waste, a socially minded mother may share the same values as the platform food-sharing. Nonetheless, she might still let food go to waste due to time pressure. A genitor may consider the installation of a photovoltaic system for ecological reasons. Due to unfavourable political funding guidelines, however, she might feel like she is denied participation in sustainable construction markets.

Resolving such conflicts is an important task of consumer policy. If citizen cannot translate their sustainable ideals into authentic consumer behaviour, they cannot choose to participate in sustainable markets. A **zfwu** special issue will focus on this normative and practical tensions. Contributions to the following topics are welcome:

- Which characteristics of sustainable consumption markets can limit or promote political and social participation?
- Which normative conflicts are generated by sustainable consumption markets and how can these conflicts be moderated or prevented?
- How are cognitive dissonances triggered by normative conflicts in consumer contexts? What emotional and behavioural reactions are triggered.
- How do social environments, social norms, and shame affect the experience of conflicts and participation in sustainable consumption markets?
- How do typical conflicts and participation opportunities differ in different areas of sustainable consumption like down-shifting, recycling, upcycling, sharing, and second-hand purchases?
- Can current methods in consumer research adequately model participation issues in sustainable consumption?

All contributions to the topics listed as well as corresponding issues are welcome. Contributions can be theoretical, methodological, or empirical. There will also be a Workshop on conflicts and participation in sustainable consumer markets held at the University of Kiel on February 22, 2023. The workshop is ment to discuss working papers on the CfP. Workshop participation is not mandatory to participate in the **zfwu** CfP. For more information see: www.marketing.bwl.uni-kiel.de/de/forschung/projekte

The editors of this issue are Ludger Heidbrink (University of Kiel), Stefan Hoffmann (University of Kiel), Sebastian Müller (University of Bonn) and Alexander Brink (University of Bayreuth).

Contact: Sebastian Müller (mail: s.mueller@uni-bonn.de)

Author Guidelines

Please note the author's instructions on our website www.zfwu.nomos.de before submitting manuscripts. In addition to the necessary formalities, you will also find a print format template that will make your work easier from a technical point of view. You can submit your manuscript by sending it to s.mueller@uni-bonn.de. For further questions, please contact the editorial team.