

# Contents

*Angelika Zahrt*

## Preface

9

*Rico Defila, Antonietta Di Giulio, Ruth Kaufmann-Hayoz*

## Introduction

11

## Part 1 – The synthesis framework

*Rico Defila, Antonietta Di Giulio, Ruth Kaufmann-Hayoz, Markus Winkelmann*

### 1 A landscape of research around sustainability and consumption 23

*Antonietta Di Giulio, Bettina Brohmann, Jens Clausen, Rico Defila,  
Doris Fuchs, Ruth Kaufmann-Hayoz, Andreas Koch*

### 2 Needs and consumption – a conceptual system and its meaning in the context of sustainability 45

*Daniel Fischer, Gerd Michelsen, Birgit Blättel-Mink, Antonietta Di Giulio*

### 3 Sustainable consumption: how to evaluate sustainability in consumption acts 67

*Ruth Kaufmann-Hayoz, Sebastian Bamberg, Rico Defila, Christian Dehmel,  
Antonietta Di Giulio, Melanie Jaeger-Erben, Ellen Matthies, Georg Sunderer,  
Stefan Zundel*

### 4 Theoretical perspectives on consumer behaviour – attempt at establishing an order to the theories 81

*Ruth Kaufmann-Hayoz, Bettina Brohmann, Rico Defila, Antonietta Di Giulio,  
Elisa Dunkelberg, Lorenz Erdmann, Doris Fuchs, Sebastian Götz, Andreas Homburg,  
Ellen Matthies, Malte Nachreiner, Kerstin Tews, Julika Weiß*

### 5 Societal steering of consumption towards sustainability 113

*Melanie Jaeger-Erben, Martina Schäfer, Dirk Dalichau, Christian Dehmel,  
Konrad Götz, Daniel Fischer, Andreas Homburg, Marlen Schulz, Stefan Zundel*

### 6 Using 'mixed methods' in sustainable consumption research: approaches, challenges and added value 143

## Part 2 – Findings from the project groups

### A Status of sustainability in investment decisions

*Julika Weiß, Immanuel Stieß, Stefan Zundel*

- |   |   |     |
|---|---|-----|
| 1 | Motives for and barriers to energy-efficient refurbishment of residential dwellings | 165 |
|---|---|-----|

*Joachim Schleich, Bradford F. Mills*

- |   |   |     |
|---|---|-----|
| 2 | Determinants and distributional implications in the purchase of energy-efficient household appliances | 181 |
|---|---|-----|

### B Changing everyday consumption patterns

*Martina Schäfer, Melanie Jaeger-Erben*

- |   |   |     |
|---|---|-----|
| 3 | Life events as windows of opportunity for changing towards sustainable consumption patterns? The change in everyday routines in life-course transitions | 195 |
|---|---|-----|

*Ellen Matthies, Dirk Thomas*

- |   |  |     |
|---|--|-----|
| 4 | Sustainability-related routines in the workplace – prerequisites for successful change | 211 |
|---|--|-----|

### C Social embedding of consumer behaviour

*Matthias Barth, Daniel Fischer, Gerd Michelsen, Horst Rode*

- |   |   |     |
|---|---|-----|
| 5 | Schools and their 'culture of consumption': a context for consumer learning | 229 |
|---|---|-----|

*Konrad Götz, Wolfgang Glatzer, Sebastian Gözl*

- |   |   |     |
|---|---|-----|
| 6 | Household production and electricity consumption – possibilities for energy savings in private households | 245 |
|---|---|-----|

---

	<i>Melanie Jaeger-Erben, Ursula Offenberger, Julia Nentwich, Martina Schäfer, Ines Weller</i>	
7	<b>Gender in the focal topic "From Knowledge to Action – New Paths towards Sustainable Consumption": findings and perspectives</b>	<b>263</b>
	<i>Sophia Alcántara, Sandra Wassermann, Marlen Schulz</i>	
8	<b>Is "eco-stress" associated with sustainable heat consumption?</b>	<b>277</b>
	<i>Ursula Offenberger, Julia Nentwich</i>	
9	<b>Socio-cultural meanings around heat energy consumption in private households</b>	<b>291</b>
<b>D</b>	<b>Consumers in new roles</b>	
	<i>Cordula Kropp, Gerald Beck</i>	
10	<b>How open is open innovation? User roles and barriers to implementation</b>	<b>309</b>
	<i>Birgit Blättel-Mink, Jens Clausen, Dirk Dalichau</i>	
11	<b>Changing consumer roles and opportunities for sustainable consumption in online second-hand trading: the case of eBay</b>	<b>323</b>
	<i>Ulf Schrader, Frank-Martin Belz</i>	
12	<b>Involving users in sustainability innovations</b>	<b>335</b>
<b>E</b>	<b>Design and efficacy of societal steering</b>	
	<i>Andreas Koch, Daniel Zech</i>	
13	<b>Impact analysis of heat consumption – user behaviour and the consumption of heat energy</b>	<b>353</b>
	<i>Georg Sunderer, Konrad Götz, Sebastian Gölz</i>	
14	<b>The evaluation of feedback instruments in the context of electricity consumption</b>	<b>367</b>

	<i>Andreas Klesse, Joachim Müller, Ralf-Dieter Person</i>	
15	<b>Achieving and measuring energy savings through behavioural changes: the challenge of measurability in the actual operation of university buildings</b>	<b>383</b>
	<i>Bettina Brohmann, Veit Bürger, Christian Dehmel, Doris Fuchs, Ulrich Hamenstädt, Dörthe Krömker, Volker Schneider, Kerstin Tews</i>	
16	<b>Sustainable electricity consumption in German households – framework conditions for political interventions</b>	<b>399</b>
	<i>Bettina Brohmann, Christian Dehmel, Doris Fuchs, Wilma Mert, Anna Schreuer, Kerstin Tews</i>	
17	<b>Bonus schemes and progressive electricity tariffs as instruments to promote sustainable electricity consumption in private households</b>	<b>411</b>

## Appendix

Profiles of the project groups	423
Authors	447