

Unlocking consumers' responsibilities – A corporate perspective on enhancing sustainable consumer behaviour

Anna-Karina Schmitz

WHU - Otto Beisheim School of Management

Katharina Göring-Lensing-Hebben

WHU - Otto Beisheim School of Management

Martin Fassnacht

WHU - Otto Beisheim School of Management

Cite as:

Schmitz Anna-Karina, Göring-Lensing-Hebben Katharina, Fassnacht Martin (2023), Unlocking consumers' responsibilities – A corporate perspective on enhancing sustainable consumer behaviour . *Proceedings of the European Marketing Academy*, 52nd, (114112)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Unlocking consumers' responsibilities – A corporate perspective on enhancing sustainable consumer behaviour

Abstract

As sustainability is becoming increasingly important for consumers and companies, there is an ongoing discussion about who should be accountable to reduce carbon emissions. Companies and consumers are contributing separately via corporate social responsibility (CSR) and consumer social responsibility (CnSR) to that goal. Yet, one remaining challenge is to align, strengthen and accelerate their joint efforts to bring sustainability to the forefront. Drawing on a qualitative interview study with 59 representatives of consumer goods companies across German-speaking countries, this research synthesizes theoretical considerations of CSR and CnSR. Results clarify companies and consumer responsibilities regarding sustainability across different life-cycle stages. Besides, this study assesses how companies perceive CnSR to be leveraged by strengthening of (1) ownership and (2) consumer education.

Subject Areas: *Consumer Behaviour, Intention-Behavior Link, Organization Behavior*

Track: Social Responsibility & Ethics