

# Sustainability in Retailing

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# Sustainability in Retailing

## Abstract

**Session Abstract** This session explores different strategies to foster sustainability in retailing. In particular, the session discusses whether and when these strategies are effective, and addresses potential (unintended) side-effects. It brings together researchers with a background in quantitative marketing, strategic marketing, consumer behavior, and consumer ethics, and presents four papers that build upon unique datasets, experimental research, and a systematic literature review. The included papers focus on the use of animal welfare labels, the sustainable-is-expensive intuition, price promotions, as well as on a multi-actor perspective we may need to take to make retailing more sustainable.

**The Impact of Voluntary Animal Welfare Labels**  
Marco Kotschedoff, Max Pachali, and Anita Rao  
Animal welfare in meat-based food production receives ever more attention. Little is known, however, whether consumers would change their purchase behavior if they knew the welfare conditions under which animals are treated. This paper examines consumer response to and willingness-to-pay for products labelled with animal welfare labels, using the voluntary (quasi-exogenous) introduction of animal welfare labels by retailers in Germany.

**A Green Premium: The Sustainable-Is-Expensive Intuition**  
Cara de Boer, Caroline Goukens, and Anne ter Braak  
Is there such a thing as a Sustainable-is-Expensive intuition? Via experiments, this paper shows that consumers believe that—without price information—sustainable products come with a higher price tag (“a green premium”). With scanner panel data, this paper aims to more formally demonstrate whether, when, and to what extent the intuition is (in)accurate and potentially even detrimental for retailers.

**Can Price Promotions Stimulate Sustainable Purchases?**  
Trang Bui, Barbara Deleersnyder, and Arjen van Lin  
This paper dives into the intricate relationship between price promotions and sustainable purchase behavior. Using household panel data, it investigates immediate and long-term price promotion elasticities for sustainable and conventional brands, how promotion effectiveness differs for sustainable NBs vs. PLs, and to what extent existing buyers of sustainable and conventional brands respond to promotions by sustainable NBs vs. PLs.

**Sustainable Business Models in Fashion: A Multi-Actor Perspective**  
Janneke Koster, Jan Willem Bolderdijk, Marijke C. Leliveld, and Hans Risselada  
The fashion industry is highly unsustainable in terms of e.g., CO2 emissions and microplastic pollution. This paper argues that sustainable business models (SBMs) can make the industry more sustainable and that a multi-actor perspective, including companies (retailers), consumers, and (non)governmental organizations is essential. A systematic literature review shows the current state of research on SBMs, the gaps in the literature, and the limitations and potential (negative) side-effects of SBM strategies that need to be explored further.