

Better Marketing for a Better World (BMBW) Proseminar – Session 2

Session Title: A Deep Dive into Better Marketing for Responsible Consumption

Readings:

Bublitz, M., Peracchio, L. et al. (under review). [Stronger Together: Developing Research Partnerships with Social Impact Organizations](#)

Cornil, Y., Plassmann, H., Aron-Wisnewsky, J., Poitou-Bernert, C., Clément, K., Chabert, M., & Chandon, P. (2021). Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery. *Journal of Consumer Psychology*.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49.

White, K., & Simpson, B. (2013). When do (and don't) normative appeals influence sustainable consumer behaviors?. *Journal of Marketing*, 77(2), 78-95.

Popular press articles on responsible consumption:

- Responsible consumption and production: <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>
- Actually, consumers do buy sustainable products: <https://hbr.org/2019/06/research-actually-consumers-do-buy-sustainable-products>
- Your diet is cooking the planet: <https://www.theatlantic.com/health/archive/2021/04/rules-eating-fight-climate-change/618515/>
- Do we consume too much: <https://www.theatlantic.com/magazine/archive/1997/06/do-we-consume-too-much/376877/>

Assignment:

Using the materials above for inspiration, write two short paragraphs describing a research idea related to how we may nudge or persuade consumers toward more responsible consumption. Alternatively, what antecedents may shape people's willingness to consume more responsibly? Write ~100-200 words for your idea, outlining the nature of the impact and why it is important. Describe at least one key hypothesis you might study. You can [enter your idea into this survey](#), and we will review these before the session. We will select one or two ideas to discuss in detail in each breakout room, and you will be informed in advance if your idea is selected.

[Link to Register](#)