

Contents

- 9 Science for a good consumer policy: CECORE and ICCR –
a North Rhine-Westphalian initiative
Christian Bala and Wolfgang Schuldzinski

- 17 The road to the twenty-first-century consumer:
A historical perspective
Frank Trentmann

Part 1 Consumer Behaviour

- 29 Introduction
Kathrin Loer and Birgit Weber
- 33 Nudging the government: How open data can be used to make
behavioural governance work both ways
Ulrich Greveler
- 47 Exploring consumers' financial fragility in Europe: Over-indebtedness,
rainy day funds and the role of financial literacy
Gianni Nicolini
- 61 Identifying the strategic conditions to develop and strengthen
sustainable social innovations as enablers of sustainable living
through participatory processes
Georgina Guillen-Hanson
- 85 Socio-economic heterogeneity as a challenge for consumer education
in general education schools
Ulrike Danier

Part 2
Consumer Data

- 97 Introduction
Remi Maier-Rigaud and Ulrich Greveler
- 101 The scored consumer: Privacy and big data
Walter Peissl and Jaro Krieger-Lamina
- 113 Precious people: How digital alchemy transforms us into
vulnerable consumers
Stefan Selke
- 127 Nudging towards a healthier life? Conceptualising the role of health
apps and wearables between empowerment and manipulation
Remi Maier-Rigaud and Sarah-Lena Böning

Part 3
Sustainable Consumption

- 143 Introduction
Christa Liedtke and Reinhard Loske
- 147 Consumption corridors as a means for overcoming trends in
(un)sustainable consumption
Doris Fuchs
- 161 Buying green in times of social insecurity: The effects of insecure
employment on the purchase of organic food
Torsten Masson and Ortrud Leßmann
- 173 Anti-consumption beliefs among the Swedish general public
Jonas Nässén
- 189 Second-hand consumption as a lifestyle choice
Adrienne Steffen

Part 4
Alternative Consumption

- 209 Introduction
Wiltrud Terlau and Darya Hirsch
- 213 Political consumerism: Part of slaktivism and adhocrcy?
Michele Micheletti
- 225 The well-fed consumer: Sustainable and healthy food
Christoph Klotter
- 235 The second-curve model: A promising framework for ethical
consumption? Veganism as a case study.
Estela Díaz
- 245 Companies' monetary benefits from consumer social responsibility
Friederike Paetz and Daniel Guhl
- 257 Prosumption among young consumers: Some research insights
from Poland
Maciej Mitreęga and Agnieszka Matecka
- 269 The responsible, sharing consumer: A closer look at the motivation
of potential private durable goods' suppliers in the sharing economy
Vita Zimmermann and Michael Schleusener
- 293 The costs of a healthy diet
Thomas Brunner
- 302 Impress