

The promotion of recycled and upcycled products – A literature review

Language: English

Sustainability is becoming more and more important. This holds true for companies as well as for consumers. Recycling and upcycling are “production modes that involve the repurposing of old and dysfunctional products into new products” (Kamleitner et al., 2019, p. 76). An example is the transformation of an old boat into a table (Kamleitner et al., 2019). Previous literature found out that the salience of products’ past identity is able to increase customers’ demand of recycled and upcycled products (Kamleitner et al., 2019) and suggests ways of positioning upcycled foods (Zhang et al., 2021).

This seminar paper should summarize relevant research papers that examined recycled and upcycled products. Additionally, an overview should be given of research on effective ways to promote those products.

Introductory Literature:

- Kamleitner, B., Thürridl, C., & Martin, B. A. S. (2019). A Cinderella Story: How Past Identity Salience Boosts Demand for Repurposed Products. *Journal of Marketing*, 83(6), 76-92.
<https://doi.org/10.1177/0022242919872156>
- Wilson, M. (2016). When creative consumers go green: understanding consumer upcycling. *Journal of Product & Brand Management*, 25(4), 394-399.
<https://doi.org/10.1108/JPBM-09-2015-0972>
- Winterich, K. P., Nenkov, G. Y., & Gonzales, G. E. (2019). Knowing What It Makes: How Product Transformation Salience Increases Recycling. *Journal of Marketing*, 83(4), 21-37.
<https://doi.org/10.1177/0022242919842167>
- Zhang, J., Ye, H., Bhatt, S., Jeong, H., Deutsch, J., Ayaz, H., & Suri, R. (2021). Addressing food waste: How to position upcycled foods to different generations. *Journal of Consumer Behaviour*, 20(2), 242-250.
<https://doi.org/10.1002/cb.1844>

Making my heart beat faster? A review on physiological measures in consumer research

Language: English

An abundance of consumer research postulates process explanations relating to physiological states such as arousal. However, only a small proportion of those articles actually measure a physiological reaction (e.g. heart rate or skin conductance).

Following this observation, the seminar paper will provide a structured overview on physiological measures employed in consumer research. Specifically, it will provide an overview on the research questions tackled with physiological methods, review the methodologies and, ultimately, assess the state-of-the-art on physiological measures in consumer research.

Introductory Literature:

- Chan, E. Y., & Maglio, S. J. (2019). Coffee cues elevate arousal and reduce level of construal. *Consciousness and Cognition*, 70, 57–69. <https://doi.org/10.1016/j.concog.2019.02>
- Noseworthy, T. J., Di Muro, F., & Murray, K. B. (2014). The Role of Arousal in Congruity-Based Product Evaluation. *Journal of Consumer Research*, 41(4), 1108–1126. <https://doi.org/10.1086/678301>
- Zwebner, Y., & Schrift, R. Y. (2020). On My Own: The Aversion to Being Observed During the Preference-Construction Stage. *Journal of Consumer Research*, Article ucaa016. Advance online publication. <https://doi.org/10.1093/jcr/ucaa016>