

Firm Perspectives on Anti-consumption

Cases in the fast and slow fashion Industry

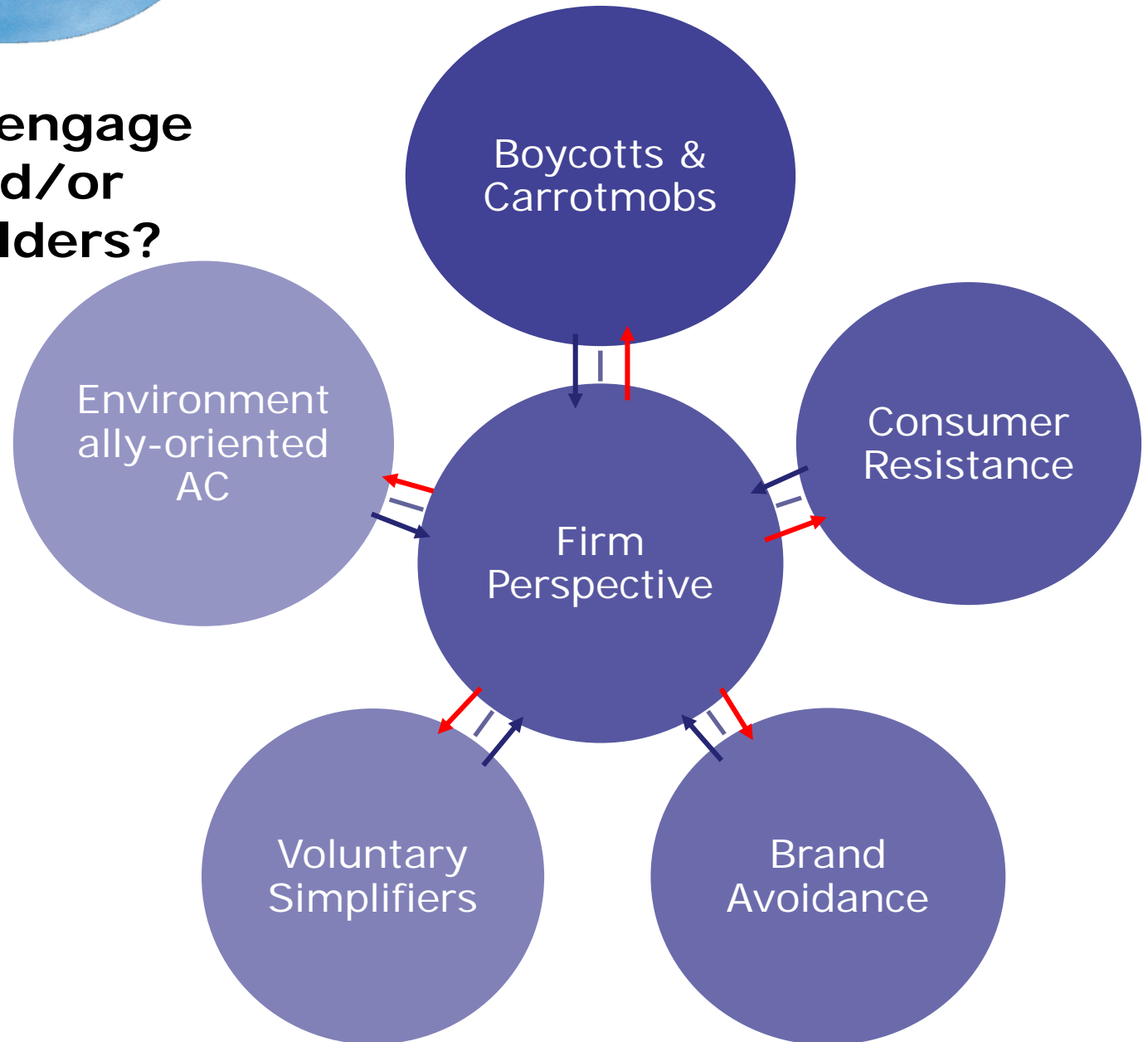
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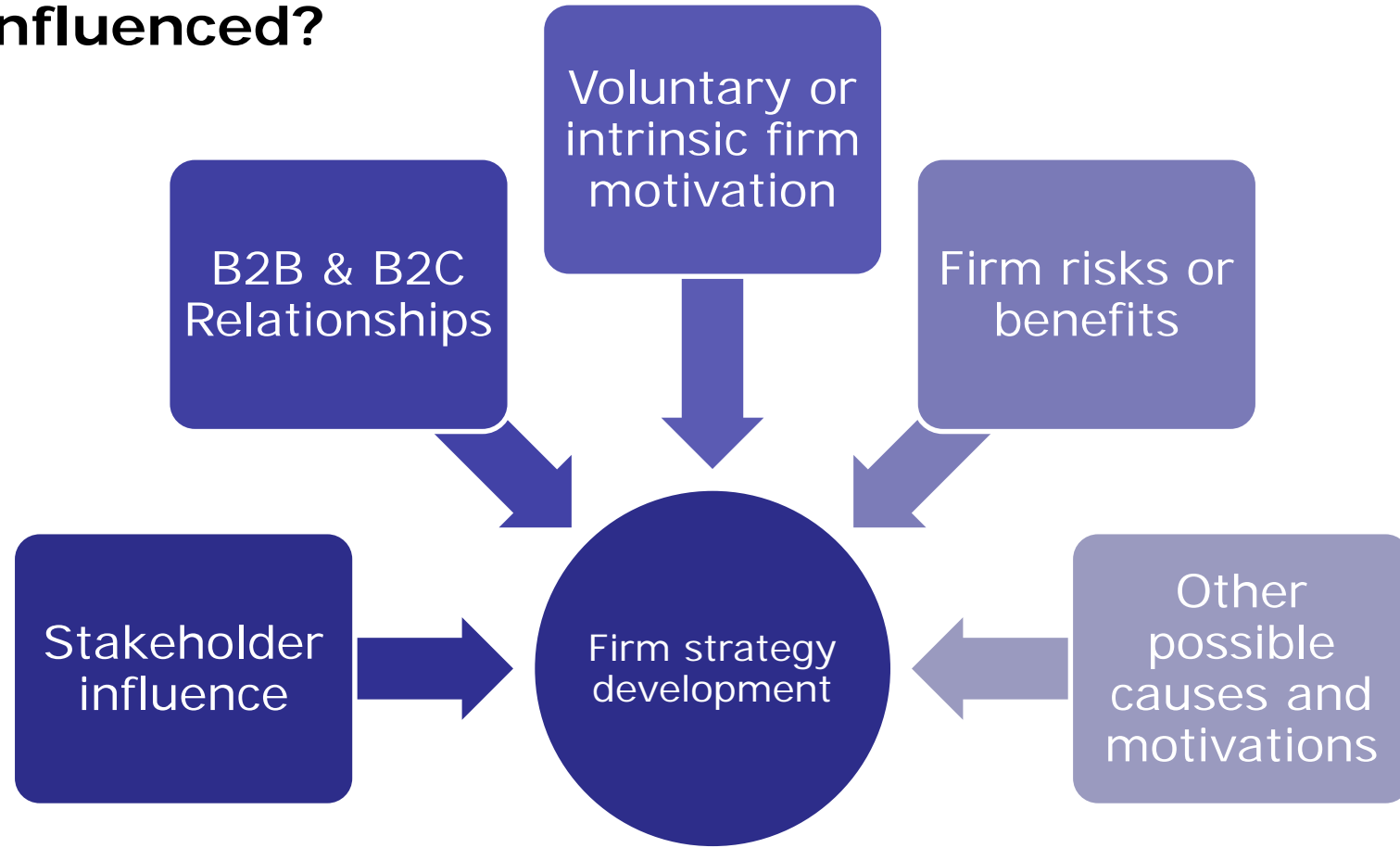
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If, how, and why may firms engage in anti-consumption (AC) and/or promote AC to their stakeholders?



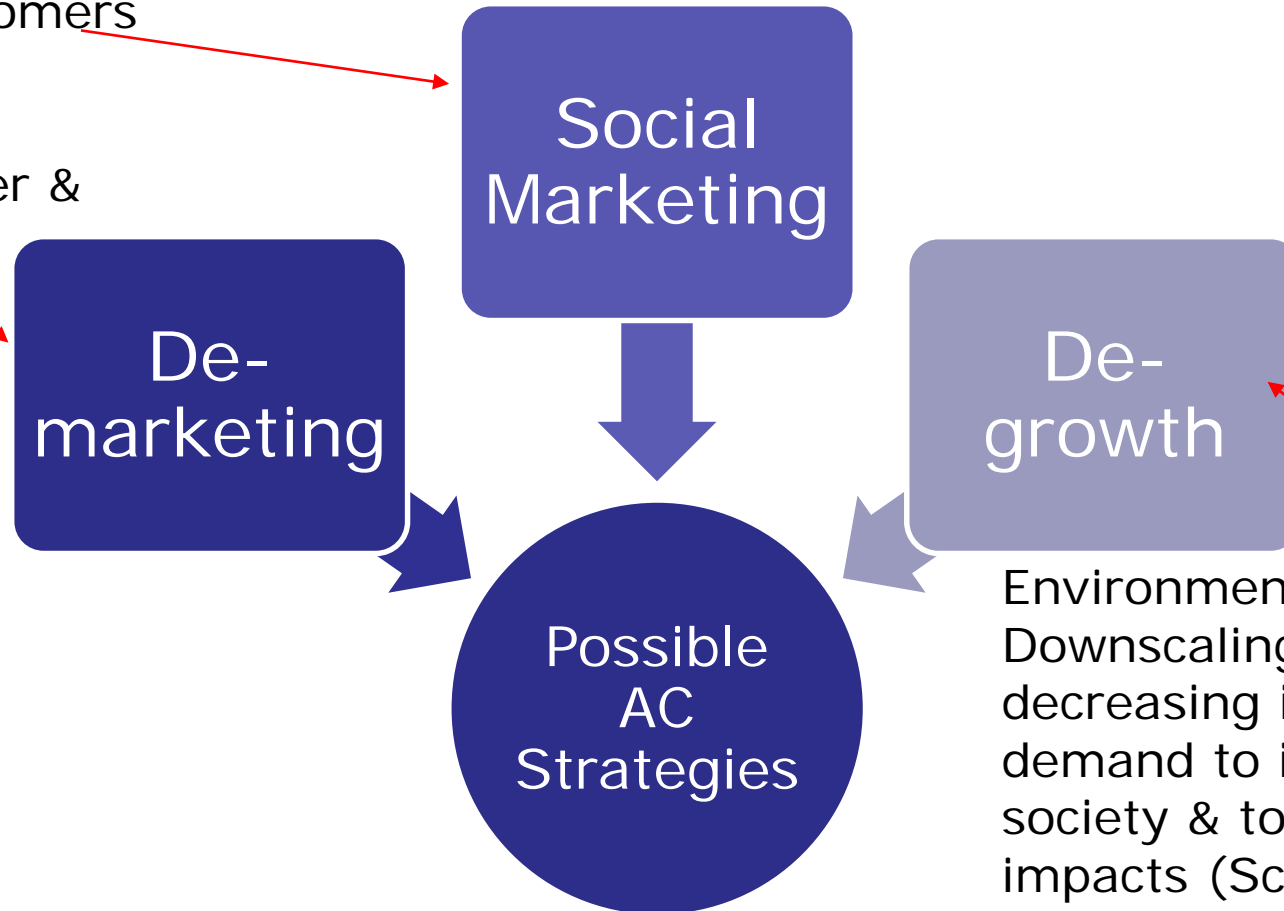
—> Currently explored Research areas
—> Gap in the literature

If firm AC exists, how is firm strategy development & positioning influenced?



If consumer AC influences firms, could it influence the adoption of AC strategies by firms?

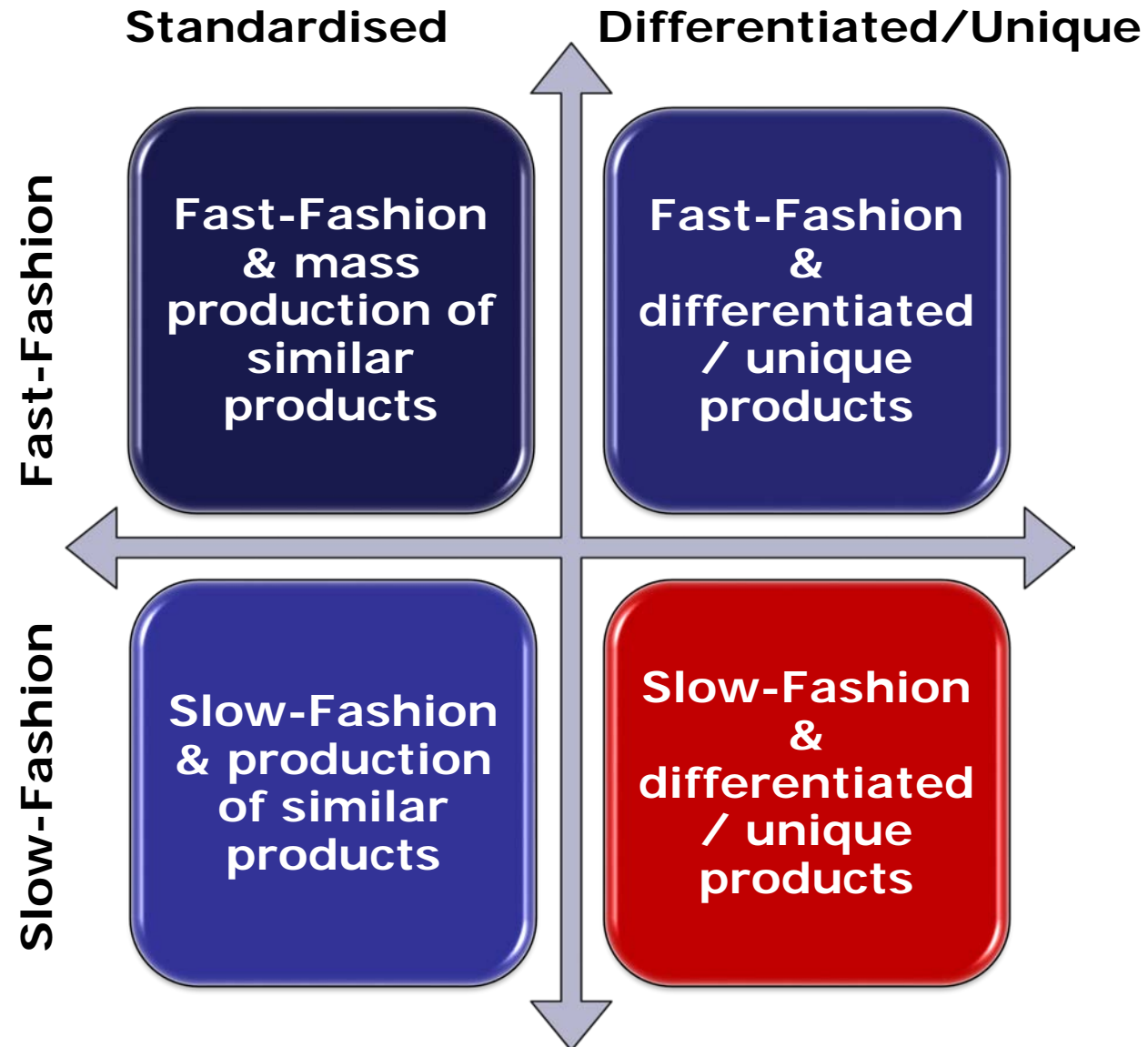
Strategic management tools used to discourage customers from consuming more products and services (Andreasen, 1994; Kotler & Levy, 1971).



Environmentally-motivated AC: Downscaling of production and decreasing individual consumption demand to increase well-being of the society & to minimise ecological impacts (Schneider, Kallis, & Martinez-Alier, 2010).

Context of study Fast & Slow Fashion

- Major contributor of problems related to social and environmental sustainability
- Current sustainability firm approaches seem to be limited (Pedersen & Andersen, 2015)
- Fast and Slow Fashion characteristics differences:
 - Competitive positioning
 - Value creation
 - Strategic choices, directions & firm goals
- Fashion industry may identify differences in how firms:
 - engage in AC
 - promote AC to stakeholders
 - create new strategic directions to create value through sustainability



References

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Any questions?

