

Ph.D. candidate: Simon DUPONT
Main promoter: Sandra ROTHENBERGER

Impact Pricing: How Innovative Pricing and Monetisation Strategies are Paving the Way for Positive Impact on People, Planet and Prosperity

The urgent need to address climate change has propelled sustainable consumption to the top of the academic marketing research agenda. While consumers express a growing concern for sustainability and claim willingness to pay more for eco-friendly products, there exists a significant gap between intention and behaviour. In fact, price remains a significant obstacle, as it is often higher due to the greater production and distribution costs of sustainable products which in turn deter widespread adoption. Additionally, consumers' perceived lack of expertise and knowledge about sustainable goods, resulting in information asymmetry, further hinders responsible purchasing. Hence, labelling schemes are identified as a potential solution to mitigate this issue by providing reliable information on social and environmental impact. Despite the proliferation of sustainability claims in the market, sustainable consumption has not yet become the norm. Therefore, exploring the complex relationship between sustainability claims and pricing cues emerges as a crucial area in consumer research when companies are being called upon to speed up their transition to more sustainable practices.