



Challenges for Consumer Research and Consumer Policy in Europe

September 29-30, 2014

RRC Regional Museum Bonn | LVR-LandesMuseum Bonn
Museum of the Rhineland Regional Council (RRC)
Colmantstr. 14-16, D-53115 Bonn, North Rhine-Westphalia, Germany

Day 1: September 29, 2014

10:45-12:15 | Round-table discussion: "Consumer research on the move? Re-thinking the European Consumer Agenda, Horizon 2020, and the Research Strategy 'Progress NRW'"

08:00 | Registration

Dr Elke Anklam | Joint Research Centre of the European Commission, Director of the Institute for Reference Materials and Measurements (IRMM)

09:00-09:30 | Welcome

Engelbert Beyer | Federal Ministry of Education and Research, Head of Directorate 11: Innovation Strategies

Address by Svenja Schulze | Minister of Innovation, Science and Research of the German State of North Rhine-Westphalia

Prof. Dr Dirk Messner | Director of the German Development Institute (DIE) and Co-Chair of the German Advisory Council on Global Change (WBGU)

Address by Johannes Remmel | Minister for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia

Prof. Dr Lucia Reisch | Copenhagen Business School, Department of Intercultural Communication and Management and Editor in Chief of the "Journal of Consumer Policy"

Address by Wolfgang Schuldzinski | Chairman of the Consumer Association of North-Rhine Westphalia

Dr Beate Wieland | Ministry of Innovation, Science and Research of the German State of North Rhine-Westphalia, Head of Department 3 "Research and Technology"

09:30-10:15 | Keynote: Markets, morals and consumers

Moderation: Armin Himmelrath | Scientific Journalist

Prof. Dr Armin Falk | University of Bonn, Center for Economics and Neuroscience

12:15-13:30 | Lunch

10:15-10:45 | Coffee break



13:30-15:30 | Workshop 1: What's on the European Consumer agenda? (Part I)

Prof. Dr Jörn Lamla and Stefan Laser (Kassel, Germany) | University of Kassel

Session 1.1: The digital revolution

Chair: Prof. Dr Franziska Boehm | University of Münster, Rapporteur: Dr Dominik Schäfers | University of Münster

A more European approach to net neutrality: EU policy, national measures and a look at developments in the USA

Shane McNamee (Bayreuth, Germany) | University of Bayreuth

Consumer policy action in growing possibilities of manipulation of consumer interest by uncontrollable data analysis by companies

Prof. Dr Michael Schleusener, Dr Sarah Stevens, Prof. Dr Monika Eigenstetter and Prof. Dr Silvia Zaharia (Krefeld and Mönchengladbach, Germany) | Hochschule Niederrhein (University of Applied Sciences)

Consumer Informatics: Some consideration on theoretical foundation and on outlining a research agenda

Prof. Dr Gunnar Stevens (Siegen, Germany) | University of Siegen and Dr Alexander Boden (Sankt Augustin, Germany) | FIT Fraunhofer Institute for Applied Information Technology

Session 1.2: Political consumerism in the EU

Chair: Prof. Dr Sigrid Baringhorst | University of Siegen Rapporteur: Dr Mundo Yang | University of Siegen

Success factors of grassroots movements for sustainability

Janina Grabs, Gesa Maschkowski, Niko Schöpke and Nina Langen (Bonn, Germany) | University of Bonn

How can we help you? Rethinking the contribution of culture studies to consumer research

Dr Dirk Hohnsträter (Hildesheim, Germany) | University of Hildesheim

Towards democratic consumption and shared Responsibilities in transnational value chains

Session 1.3: Vulnerable consumers

Chair: Prof. Dr Hanna Schramm-Klein | University of Siegen

Rapporteur: Dr Gunnar Mau | University of Siegen

Consumer vulnerability among elderly people

Dr Lisbet Berg (Oslo, Norway) | National Institute for Consumer Research

The effects of consumer socialization on impulsive buying behavior among adolescents: data from South Korea

Dr Jung Eun Kim, Prof. Dr Jinhee Kim (College Park, USA) | University of Maryland and Dr Ji-Ha Kim (Seoul, South Korea) | Korean Educational Development Institute (KEDI)

The role of empowerment in enhancing financial capability among the young

Laura Luukkanen and Prof. Outi Uusitalo (Jyväskylä, Finland) | Jyväskylä University School of Business and Economics

Session 1.4: Sustainable consumption

Chair: Prof. Dr Christa Liedtke | Wuppertal Institute for Climate, Environment and Energy and Folkwang University of the Arts, Essen and Dr Carolin Baedeker | Wuppertal Institute for Climate, Environment and Energy

Rapporteur: Alexandra Seibt | Wuppertal Institute for Climate, Environment and Energy

Mindfulness of the stone-age mind? Contrasting evolutionary cognitive biases and mindfulness in the context of sustainable consumption

Prof. Sabrina V. Helm (Tucson, USA) | University of Arizona

Role of money, materialism and perceived ethical and social responsibility in promoting sustainable consumption



Prof. Duraipandian Israel (Jamshedpur, India) | XLRI
School of Management and Sharad Agarwal
(Jamshedpur, India) | Indian Institute of Management
Ranchi

Equality and sustainable consumption in capability perspective

Dr Ortrud Leßmann (Hamburg, Germany) | Helmut
Schmidt University, University of the Federal Armed
Forces and Torsten Masson (Leipzig, Germany) |
Helmholtz Centre for Environmental Research

15:30-16:00 | Coffee break

16:00-17:30 | Round-table discussion: "Challenges of European consumer policy in the 21st century"

Gerd Billen | State Secretary, Federal Ministry of Justice
and Consumer Protection

Peter Knitsch | State Secretary, Ministry for Climate
Protection, Environment, Agriculture, Nature
Conservation and Consumer Protection of the German
State of North Rhine-Westphalia

Dr Stephan Koppelberg | Head of the Office Bonn, EU
Commission

Klaus Müller | Chairman, Federation of German
Consumer Organisations (vzbv)

Ursula Pachl | Deputy Director General, Bureau
Européen des Unions de Consommateurs (BEUC)

Fatma Sahin | Adviser "Internal market & consumer
rights", EuroCommerce

Moderation: Prof. Dr Christian Thorun | Managing
Director of the Institute for Consumer Policy (ConPolicy)
and Professor at the Quadriga University of Applied
Sciences Berlin

20:00-22:00 | Conference dinner with award ceremony for excellent young consumer researchers in North-Rhine Westphalia

Awards presentation by
Peter Knitsch | State Secretary, Ministry for Climate
Protection, Environment, Agriculture, Nature
Conservation and Consumer Protection of the German
State of North Rhine-Westphalia

Dr Beate Wieland | Head of Department 3 "Research
and Technology", Ministry of Innovation, Science and
Research of the German State of North Rhine-
Westphalia

Moderation: Wolfgang Schuldzinski | Chairman of the
Consumer Association of North-Rhine Westphalia

Day 2: September 30, 2014

08:30-08:50 | Welcome and presentation of agenda

09:00-11:00 | Workshop 1: What's on the European Consumer agenda? (Part II)

Session 1.5: Challenges regarding product, service and food safety

Chair: Prof. Dr Monika Hartmann | University of Bonn
Rapporteur: Dr Johannes Simons | University of Bonn

Pre-sliced or do it yourself? Determinants of children's acceptance of convenience fruits and vegetables

Jan-Paul von Germeten and Dr Stefan Hirsch (Bonn,
Germany) | University of Bonn

Negotiating consumer responsibility for political issues: Contested food consumption and everyday agency in a Danish context

Prof. Bente Halkier (Roskilde, Denmark) | Roskilde
University

Counterfeiting as a social issue: Should anti- counterfeiting discourses state it explicitly?

Dr Anne-Flore Maman Larraufie (Paris, France) |
SémioConsult and École Supérieure des Sciences



Économiques et Commerciales (ESSEC Business School)

Session 1.6: Information overload - knowledge deficit

Chair: Prof. Dr Birgit Weber | University of Cologne
Rapporteur: Ulrike Danier | University of Cologne

Consumer today : Homer Simpson or Superman?

Christophe Bernes (Paris, France) | National Institute for Consumer Affairs

A problem-oriented concept of consumer protection policy: Current controversies among ordoliberal ideas and behavioural economics

Prof. Dr Lothar Funk (Düsseldorf, Germany) | University of Applied Science

Financial literacy and financial Stress

Gianni Nicolini (Rome, Italy) | University of Rome "Tor Vergata" and Prof. Brenda Cude (Athens, USA) | University of Georgia

Session 1.7: Consumer Rights not fully respected in practice

Chair: Prof. Dr Peter Krebs | University of Siegen
Rapporteur: Sascha Stiegler | University of Siegen

Vulnerable consumer experience of complaints: challenges for ADR development in hybrid public/private services in Europe

Carol Brennan and Jane Williams (Edinburgh, United Kingdom) | Queen Margaret University Consumer Insight Centre

Innovative regulatory tools for a more efficient consumer law

Dr Stefanie Jung (Siegen, Germany) | University of Siegen

Re-thinking EU digital policies: Integrating consumers' interest in the Single Market for digital content products

Agustin Reyna (Brussels, Belgium) | Bureau Européen des Unions de Consommateurs (BEUC)

Session 1.8: Specific challenges: Financial Markets

Chair: Prof. Dr Christian Wey | Heinrich Heine University Düsseldorf, Düsseldorf Institute for Competition Economics (DICE)
Rapporteur: Miriam Thöne | Heinrich Heine University Düsseldorf, DICE

Consumer bankruptcy as new measure of social and consumer policy in Europe: general characteristics, national varieties, and the problem of social exclusion

Jan-Ocko Heuer (Bremen, Germany) | University of Bremen

Credible or biased? An analysis of insurance product ratings in Germany

Stephanie Meyr (Munich, Germany) | Munich Risk and Insurance Center, Ludwig-Maximilians-Universität Munich, Patricia Born (Tallahassee, USA) | Florida State University and Sharon Tennyson (Ithaca, USA) | Cornell University

Special challenges regarding financial markets

Prof. Dr Rolf H. Weber and Rainer Baisch, Mlaw (Zurich, Switzerland) | University of Zurich

11:00-11:30 | Coffee break



11:30-13:30 | Workshop 2: Parallel sessions: Horizons for European consumer research (Part I)

Session 2.1: Europe in a changing world - Inclusive, innovative and reflective societies

Chair: Prof. Dr Christoph Strünck | University of Siegen
Rapporteur: Anne-Kathrin Schwab | University of Siegen

From Consumer to Citizen – an approach of consumer research as an instrument for the emancipation of consumers

Prof. Dr Renate Hübner (Klagenfurt, Austria) | Alpen-
Adria University, Prof. Dr Karl Kollmann (Vienna,
Austria) | Vienna University of Economics and Business,
Prof. Christian Fridrich (Vienna, Austria) | College of
Education Vienna and Nina Tröger (Vienna, Austria) |
Chamber of Labour

The collaborative consumption - emerging research area and preliminary findings

Prof. Dr Maciej Mitreęa and Agnieszka Małecka
(Katowice, Poland) | University of Economics

Politics and media practices in the everyday life of German consumers on/offline

Katharina Witterhold (Siegen, Germany) | University of
Siegen

Session 2.2: Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy

Chair: Prof. Dr Carola Strassner | University of Applied
Sciences Münster

Rapporteur: Melanie Lukas | Wuppertal Institute for
Climate, Environment and Energy

The role of values and attitudes in determining organic consumption

Jana Diels (Berlin, Germany) | ConPolicy – Institute for
Consumer Policy

It's complicated: The environmental rebound effects of switching to vegetarianism. A microeconomic analysis of Swedish consumption behaviour

Janina Grabs (Uppsala, Sweden) | Swedish University of
Agricultural Sciences

Exploring the concept of mindfulness of consumption

Prof. Sabrina V. Helm (Tucson, USA) | University of
Arizona

Session 2.3: Secure, clean and efficient energy

Chair: Prof. Dr Christoph Weber | University Duisburg-
Essen Institute for Business and Economic Studies
(IBES)

Rapporteur: Andreas Dietrich | University Duisburg-
Essen, IBES

Is Europe an a paradigm of consumer behaviour for urban Chinese? An aspect of residential energy consumption

Guiying Cao (Laxenburg, Austria) | International
Institute for Applied System Analysis, Junlian Gao
(Beijing, China) | China University of Mining and
Technology and Xiangyang Xu (Beijing, China) | China
University of Mining and Technology

Implicit pricing of energy facility presence on real estate markets: Literature review and future directions

Sandra Ifrim and Tim Böker (Düsseldorf, Germany) |
Heinrich Heine University

Sustainable Use of Washing Machines: The challenge of increasing machine capacities and smaller family sizes

Emir Lasic, Prof. Dr Rainer Stamminger (Bonn, Germany)
| University of Bonn, Christian Nitsch and Arnd Kessler
(Düsseldorf, Germany) | Henkel AG & Co. KGaA



Session 2.5: Health, demographic change and well-being

Chair: Prof. Dr Claudia Hornberg | Bielefeld University
Rapporteur: Timothy Mc Call | Bielefeld University

The same but not the same – Challenges in comparing patient opinions

Prof. Dr Michaela Geierhos and Sabine Schulze
(Paderborn, Germany) | University of Paderborn

Alleviating self-objectification in women: The self-affirmation strategy

Alexander Gunz (Manchester, United Kingdom) |
Manchester Business School and Prof. Dr Christine
Logel (Waterloo, Canada) | Renison University College,
University of Waterloo

Consumer protection in EU public health policies: Degrees of paternalism in vaccination and tobacco policies

Dr Remi Maier-Rigaud (Cologne, Germany) | University
of Cologne

13:30-14:45 | Lunch

14:45-16:45 | Workshop 2: Horizons for European consumer research (Part II)

Session 2.4: Smart, green and integrated transport

Chair: Claus Seibt | Wuppertal Institute for Climate,
Environment and Energy
Rapporteur: Miriam Müller | Wuppertal Institute for
Climate, Environment and Energy

**Why do people switch to environmentally friendly
modes of transport? USEmobility - Understanding
Social behaviour for Eco-friendly multimodal mobility**
Jolanta Skalska (Berlin, Germany) | Pro-Rail Alliance

Integrated ticketing to support changing mobility patterns in wider urban areas: User and consumer aspects and operators perspectives beyond public transport

Herwig Schöbel (Vienna, Austria) | AustriaTech - Federal
Agency for Technological Measures

Future trends in carpooling - Opportunities for multimodal urban mobility from a consumer and provider perspective

Regine Rehaag and Gabriele Tils (Cologne, Germany) |
KATALYSE Institute

Session 2.6: Climate action, resource efficiency and raw materials

Chair: Prof. Dr Wiltrud Terlau | Bonn-Rhein-Sieg
University of Applied Sciences, International Centre for
Sustainable Development (IZNE)

Rapporteur: Dr Darya Hirsch | Bonn-Rhein-Sieg
University of Applied Sciences, IZNE

Preparation methods of convenience food and their impact on energy consumption and consumer satisfaction

Dr Jasmin Geppert, S. Conin and Prof. Dr Rainer
Stamminger (Bonn, Germany) | University of Bonn

How relevant is obsolescence – result of an empirical survey

Laura Hennies and Prof. Dr Rainer Stamminger (Bonn,
Germany) | University of Bonn

Climate change impacts on agriculture, food prices and consumer welfare: Evidence from Israel

Iddo Kan, Ayal Kimhi and Jonathan Kaminski
(Jerusalem, Israel) | Hebrew University of Jerusalem



Session 2.7: Secure societies

Chair and Rapporteur:

Prof. Dr Artus Krohn-Grimberghe | University of Paderborn and Prof. Dr-Ing. Christoph Sorge | University of the Saarland

Social networking increases financial risk-taking

Eugene Y. Chan (Sydney, Australia) | University of Technology and Najam U. Saqib, PhD (Doha, Qatar) | Qatar University

Traditional vs "share economy"-based trust systems and their impact on buying decisions

Bastian Dinter, Prof. Dr Lothar Funk (Düsseldorf, Germany) | University of Applied Sciences and Prof. Dr Sven Pagel (Mainz, Germany) | University of Applied Sciences

Consumer interfaces in the smart grid – Dawn of a privacy divide?

Timo Jakobi and Prof. Dr Gunnar Stevens (Siegen, Germany) | University of Siegen

16:45-17:15 | Coffee Break

17:15-18:00 | Closing session: "What is good consumer policy for Europe?"

Prof. Dr Christoph Strünck | University of Siegen, Chair for Political Science, Social Policy, Labor Market Policy
Prof. Dr Sigrid Baringhorst | University of Siegen, Chair for Political Science, Political Systems, Comparative Political Science

verbraucherzentrale *Nordrhein-Westfalen*

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