



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

‘Going’ Green? Nomadic Consumers’ Paradoxical Journey Toward Sustainability

Sarah Schwarz, University of Innsbruck

This study shows how digital nomads navigate the paradoxes of liquid consumption—(de-)materialization, acceleration/deceleration, and (de-)consumption—in their pursuit of feeding the narrative of environmentally sensitive travelers. Analysis of in-depth interviews and Instagram posts reveals that nomadic consumers reconcile these tensions by adopting rationalizing and fragmenting strategies.

[to cite]:

Sarah Schwarz (2021) , "‘Going’ Green? Nomadic Consumers’ Paradoxical Journey Toward Sustainability", in NA - Advances in Consumer Research Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN : Association for Consumer Research, Pages: 60-64.

[url]:

<http://www.acrwebsite.org/volumes/3000614/volumes/v49/NA-49>

[copyright notice]:

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at <http://www.copyright.com/>.

'Going' Green? Nomadic Consumers' Paradoxical Journey Toward Sustainability

Sarah Schwarz, University of Innsbruck, Austria

INTRODUCTION

"The world is waking up. And change is coming, whether you like it or not." In her speech at the 2019 U.N. Climate Action Summit, teen advocate Greta Thunberg challenged political leaders to further the global movement toward sustainability. However, introducing new understandings of consumption experiences (Tezer and Onur Bodur 2020), the growing discourse on *going green* also invites consumers to pay closer attention to the environmental repercussions of materializing tendencies. In times where mobility is celebrated as an indispensable feature of postmodern societies (Bauman 2000), studies have alluded to the potential of exploring the demand for sustainability in the context of travelers (e.g., Orel 2021)—liquid consumers.

The explosion of online technologies allows digital nomads to combine work and travel (Hart 2015). Mirroring the vanguard of a mobile lifestyle revolution, they escape from traditions propagated by the settled (Reichenberger 2017). Recent consumer research has initiated a dialogue about liquid marketplace interactions (Bardhi and Eckhardt 2017; Eckhardt and Bardhi 2020). While consumption in conditions of linear mobility such as migration or expatriation assumes linking value (Belk 1992; Thompson and Tambyah 1999), nomadic consumers celebrate flexibility, immateriality, and functionality since ownership poses a potential threat to lightweight movements. Thus, their detachment from the marketplace is a manifestation of neither market alienation nor consumer resistance (Bardhi and Eckhardt 2017).

Nevertheless, research has hitherto overlooked to refine the role environmental sensibility plays in nomadic consumers' encounters with the material world. Put differently, studies placing the concept of liquid consumption under the umbrella of sustainability—"meeting the needs of the present without compromising the ability of the future generations to meet their own needs" (UN/WCED 1987)—remain scarce. Regarding the topicality of sustainable mobility, this study examines how nomadic consumers negotiate the paradoxes of liquid consumption in crafting their narrative of environmentally sensitive travelers. Drawing from a paradox lens, in-depth interviews and Instagram posts reveal that digital nomads use rationalizing and fragmenting strategies to realize self-imposed sustainability agendas.

THEORY

Consumer Sustainability

The current movement for climate action has sparked more and more protests that call for concerted efforts to address environmental justice. With the accumulation of movements promoting messages to save the planet (Schlosberg and Coles 2016), the imperative of adopting sustainable lifestyles has increasingly been thrust into the public spotlight. As this interest in the consolidation of nature and the human has permeated research across disciplines (Rockström, Bai, and deVries 2018), recent years have witnessed a more widespread academic discourse on the socio-economic facets of environmentalism. Translated into the realm of marketing research, the idea of sustainability has undergone a revival in the study of consumerism (e.g., Lim 2017). Scholars have made attempts to develop more nuanced insights into a plethora of concepts including environmental consciousness (Mataracı and Kurtuluş 2020), moral competences (Valor, Antonetti, and Merino 2020), or green altruism and thinking (Ali et al. 2020). Others have situated the consumption model of

the sharing economy in the trajectory of sustainability research (e.g., Plewnia and Guenther 2018). Lim (2017) summarizes debates from both within and outside academia and points to the threefold theoretical concepts of mindfulness, responsibility, and anti-consumption that crystallize in sustainable consumerism.

Similarly, a growing body of research has drawn attention to environmentally sensitive consumer behavior in contexts of postmodern mobility. Rokka and Moisander (2009), for example, highlight the critical role of global travelers' online communities in fostering an environmental dialogue. Alternatively, in their studies on contemporary nomads' de-materialization and pilgrims' deceleration, Bardhi et al. (2012) and Husemann and Eckhardt (2019) emphasize the importance of investigating the phenomenon of de-(or anti-) consumption in more detail. This quest for sustainable consumerism constitutes the flip side of multiplex and accelerated conditions (Bauman 2000; Rosa 2013). Thus, prior research has foreshadowed the ambivalent nature of consumption in liquidity where "everything is mobile, uncertain, temporary" (Bauman and Bordoni 2014, 88) and hinted at the power of illuminating the inherent paradoxical tensions.

The Paradox

Recent work outside of consumer research has gleaned further insights into the paradoxes of (de-)materialization, acceleration/deceleration, and (de-)consumption accompanying digital nomads. Studies from the field of information technology and tourism have implied that unsettled lifestyles are not only marked by minimalist and slowing-down tendencies but also nourished by material consumption facilitating immersion in ever-changing cultural contexts (Hannonen 2020; Mancinelli 2020). This suggests that digital nomads, who uniquely blur career and mobility trajectories (Hart 2015), find themselves *betwixt and between* these opposing quests of liquid consumption while feeding their narrative of environmentally sensitive travelers.

We aim to produce an all-encompassing picture of nomadic sustainable consumerism by reconciling the tensions unfolding in liquid conditions. This study therefore embraces the co-existence of polarities within consumer research (Firat and Venkatesh 1995; Mick and Fournier 1998) and carves out how nomadic consumers negotiate the "two sides of the same coin" (Lewis 2000, 761) on their journey toward sustainable working and traveling. We recognize the fruitfulness of the paradox lens as a perspective for describing postmodern phenomena (Brown 1995), and, more specifically, illuminating sustainability concepts from an angle that dissolves either/or divisions (e.g., Van der Byl, Slawinski, and Hahn 2020).

METHOD

Framed along an interpretive paradigm, this study draws upon narratives from interviews and social media posts to explore how digital nomads negotiate the paradoxes of liquid consumption to realize self-imposed sustainability agendas. We defined nomadic consumers—the poster child for liquid marketplace actors (Bardhi et al. 2012; Bardhi and Eckhardt 2017)—as lifestyle designers whose fluid working-while-traveling existence is nourished by digital technologies (Hart 2015; Reichenberger 2017). We applied heterogeneous purposive sampling to virtually select 17 interview participants with varying ages, genders, nationalities, professions, and mobility backgrounds. In-depth online conversations followed a semi-structured

guideline (McCracken 1988) and revolved around the role sustainability plays for nomadic consumers. We also studied online communication contexts netnographically (Kozinets 2020) to gain a more multifaceted picture of how digital nomads respond to the global call for *going green*. Considering the high priority that digital nomads attach to social media (Bonneau and Aroles 2021), we purposively selected four nomadic consumers, whose lifestyle blogs repeatedly picked up the debate on sustainable mobility, and paid closer attention to the written material (textual captions including hashtags) of overall 304 corresponding Instagram posts. We analyzed interview transcripts and online content through the iterative process of categorization and abstraction, using an inductive and constant comparison approach (Spiggle 1994).

FINDINGS

This study unpacks the paradoxes around liquid consumption, shedding light on the imperative of acting sustainably. Revealing mobile consumers’ growing appetite for both de-materialization (Bardhi et al. 2012) and deceleration (Husemann and Eckhardt 2019), the findings show that they pursue de-consumption not only to travel lightly but also to realize self-imposed sustainability agendas. Our respondents’ cosmopolitanism is accompanied by the appreciation of minimalism—“*you do not need a lot of things in this world to be happy*” (Mel-31-Australia)—and the rejection of fastness—“*you realize that sooner or later, that you need to slow down*” (Franz-

Table 1: Overview of Findings

<p>RATIONALIZING AND FRAGMENTING STRATEGIES used to reconcile the paradoxes of liquid consumption—(de-)materialization, acceleration/deceleration, and (de-)consumption—in nomadic pursuits of realizing self-imposed sustainability agendas</p>
<p>RATIONALIZATION = declining responsibility for unsustainable actions that align with the nomadic lifestyle</p>
<p>Stressing Values “<i>[Sustainability] plays a huge role for me. [But] I know that I cannot take on a long-distance journey without flying. Also, I am aware that planes are not really good for the environment... My concept of living was just not built upon [this idea of] staying in Germany for an eternity.</i>” (Caro-47-Germany)</p>
<p>Blaming External Factors “<i>In Panama and Costa Rica, it was just awful, the amount of plastic that was wasted. That made me feel sick and depressed. We felt like in these countries, we were forced to use more plastic in three or four months than we would in one whole year at home.</i>” (Michael-39-Germany)</p>
<p>Neutralizing Implications “<i>I know that flying is just one drop in the bucket...And that consuming animal-based products tremendously destroys [sustainable living]. I am not even talking about the underlying moral aspects. So, in this regard, I try to live environmentally friendly.</i>” (Max-35-Austria)</p>
<p>FRAGMENTATION = assuming responsibility for sustainable actions that align with the nomadic lifestyle</p>
<p>Balancing Trade-Offs “<i>I am vegetarian, would love to be vegan but that kind of doesn’t seem to work out...I do not produce a lot of trash. I really am conscious. I do not consume unnecessary stuff. I do not buy leather products. But we travel a lot, which is for sure not sustainable.</i>” (Nora-30-Austria)</p>
<p>Choosing Alternatives “<i>I’ve started like [to carry] a water bottle with me...I kind of have converted a lot of like my stuff in our house, like into being a little eco-friendlier... We have tons of like terrycloth reusable towels and cloth napkins and, you know, just little things like that.</i>” (Brandy-31-US)</p>
<p>Minimizing Routines “<i>We have given a lot of thought to the fact that we fly more than most people and we do not like that, so we are trying to travel more regionally, [sustainably] ... You know, we do fly three, four times a year and we would like to minimize that.</i>” (Claude-55-US)</p>
<p>Advocating Initiatives “<i>I worked in a natural reserve for one month...I was volunteering there, so we would pull out trees that shouldn’t be there, because they were killing other vegetation and the animals shouldn’t be eating them. And we would plant new trees.</i>” (Mel-31-Australia)</p>
<p>Promoting Initiatives “<i>If we can educate a few people to use their reusable shopping bags, I think that’s helpful... And we, um, try to show, talk about some of these sustainability issues on our blog. And we’ve started a new business as well to help raise awareness.</i>” (Patricia-30-New Zealand)</p>

35-Germany). Nevertheless, the findings also unveil that mobile conditions do not produce complete detachments from the material and the fast (Hannonen 2020; Mancinelli 2020). Nomadic movement depends on certain objects serving as strategic resources (Bardhi et al. 2012)—“*my laptop is my most important tool...basically, everything comes down to the laptop*” (Kerstin-34-Canada)—and coined by re-immersion in experiences of acceleration (Husemann and Eckhardt 2019)—“*I can't imagine staying at one place forever...I am just enjoying my [unsettled] self too much*” (Rickey-51-US). These accounts underline that digital nomads find themselves torn between (de-)materializing and accelerating/decelerating tendencies, rather than entirely escaping from consumerism. We further unveil that in their pursuit of crafting the narrative of environmentally sensitive travelers, nomadic consumers resolve the tension between these opposing quests by engaging in rationalizing and fragmenting strategies (table 1).

Data analysis reveals that the premise of sustainability—in this case, considering the environmental repercussions of consumer actions—runs like a continuous thread throughout digital nomads' lives. We therefore accentuate that “the display of social, environmental, and cultural knowledge” becomes the new token of liquidity (Eckhardt and Bardhi 2020, 93). Digital nomads feel responsible for “*keeping an eye on sustainable practices*” (Taba-26-Austria) and sometimes even try “*to encourage an open discussion and a big debate about all this*” (Claude-55-US). However, nomadic consumers also confess that aligning their lifestyle with self-imposed sustainability agendas poses a challenge since “*traveling is not as environmentally friendly as [they] would like to think*” (Andi-31-US).

Rationalization

The mobile existence of digital nomads is inextricably tied to materialized and accelerated consumption not serving sustainability goals, such as serial aerial transportation and innovative technological applications. We find that our respondents harmonize environmentally sensitive beliefs and discrepant behavior by drawing upon rationales “used to produce a notion of reason, and thus legitimation for one's own interpretation” (Kallio, Nordberg, and Ahonen 2007, 49). When falling into the seductive trap of accepting unethical offerings (Eckhardt, Belk, and Devinney 2010), nomadic consumers decline responsibility for acting unsustainably.

That is, our respondents engage in strategies of economic rationalization where actions are justified by prioritizing personal utilities (Eckhardt et al. 2010)—**stressing values** drawn from them. As exemplified in the case of consuming plane tickets, digital nomads “*flying around the whole bloody world*” (Kim-49-Denmark) reiterate that their mobile existence is contingent on long-haul traffic—“*I try to avoid aerial transportation. But how else should I travel from Europe to Asia*” (Taba-26-Austria). Moreover, our respondents consider **blaming external factors** to rationalize environmentally insensitive behavior. The findings point to consumers who attribute accountability to aggravating circumstances when assuming that actions are beyond their self-control (Kaptein and van Helvoort 2019). Michael's (39-Germany) account underlines this strategy: “*I am forced to live with plastic [bottles]...unlike when being at home in Europe, during my trips, I cannot just drink fresh water directly from the tap.*” Additionally, consumer narratives reveal that our respondents refer to rationalizing strategies by **neutralizing the implications** of their actions. The findings cast light on the claim of relative acceptability where justification is based on the argument that others act worse (Henry and Eaton 1999). Max (35-Austria), for example, stresses that nomadic transportation emissions are comparably in-

significant as “*70 percent of the greenhouse gases stem from animal husbandry [anyway].*”

Fragmentation

Digital nomads depend on materialized and accelerated consumption to carry out their mobility projects. This forces them to violate, to some extent, the environment (Orel 2021), which sparks feelings of guilt about “*traveling in a decadent way*” (Claude-55-US). The findings reveal that to balance environmentally sensitive beliefs and discrepant behavior, nomadic consumers seize opportunities for actively adapting the latter. Our respondents celebrate a fragmented “series of small wins” to tackle the problem (Weick 1984, 43) of unethical traveling, gradually taking responsibility for sustainable actions (O'Connor and Keil 2017) which align with their liquid existence.

One manifestation of these fragmenting strategies concerns the attempt of **balancing the trade-offs** between environmentally (in-)sensitive behavior. Digital nomads report making amends for their ecological footprint by renouncing from certain unsustainable experiences, such as using heating during European winters, purchasing counterfeit products, or possessing cars. Consumer narratives also emphasize the quest for **choosing alternatives** (Edbring, Lehner, and Mont 2016) to curate a nomadic yet environmentally sensitive lifestyle. Our respondents deliberately opt for the versions that seem to be most in accordance with the tenets of sustainability, exhibiting a preference for local over online shops, electronic over printed books, or natural over non-recyclable wrappings. Fragmenting strategies are further rooted in pursuits of **minimizing routines** that are considered environmentally insensitive. Digital nomads set limitations to corresponding behavior, such as in the form of temporal and spatial boundaries. For example, our respondents report taking advantage of slow traveling options by extending their stay in particular localities (Sales Oliveira 2020). Consumer narratives further unveil the attempt of **advocating initiatives** that address environmental issues (Schlosberg and Coles 2016) by contributing to the maintenance of natural resources. Examples are voluntary participations in beach clean-ups or programs for the protection of wildlife sanctuaries which outweigh the damage sometimes even caused from within the own tribe. Similarly, our respondents feel accountable for **promoting initiatives** (Marquardt 2020) of sustainable development to fellow travelers and local communities alike. Corresponding consumer narratives revolve around fragmenting strategies where online platforms (Rokka and Moisander 2009) (e.g., #zerowastelifestyle, #savetheplanet) and offline gatherings are used to communicate the urgency of environmentally sensitive living.

DISCUSSION

This study offers a novel account of digital nomadism in liquid times of unprecedented change and ambivalence (Bauman 2000; Bauman and Bordoni 2014). We contribute to recent literature as follows: Recognizing the potential of unpacking phenomena of sustainability in the context of contemporary mobility (e.g., Orel 2021), this study picks up the debate on environmentalism within consumer research. We add to Rokka and Moisander's (2009) study on global travelers by revealing that they encounter the opposing quests for (de-)materialization (Bardhi et al. 2012), acceleration/deceleration (Husemann and Eckhardt 2019), and (de-)consumption to realize self-imposed sustainability agendas. The findings describe digital nomads as consumers who adopt an environmentally sensitive mindset and identify themselves “as a ‘good’ group of travelers” (Agyeiwaah et al. 2020). Nevertheless, since nomadic living entails consumption that does not always comply with the tenets of sustain-

ability, this study challenges the assumption that attitudes, expectations, and values—the intangible—are tied to sustainable behavior—the tangible (Lim 2017; Sheth, Sethia, and Srinivas 2011). The findings echo Eckhardt et al.'s (2010) picture of consumers taking advantage of rationales to reconcile beliefs and discrepant unethical—in this case, environmentally insensitive—behavior. However, reminding of Festinger's (1957) cognitive dissonance theory, this study emphasizes that nomadic consumers also perform adaptations to actively work toward compensating this gap in fragments. This study suggests that digital nomads either decline or assume responsibility for *going green*, depending on whether either environmentally insensitive or sensitive actions align with their unsettled lifestyle. Ultimately, we introduce the idea that digital nomads negotiate the tension of being *betwixt and between* sustainable orientations and unsustainable actions by engaging in a cycle of taking from and giving back to the environment. Thus, the findings point to a rather paradoxical nature of nomadic consumers' journey toward crafting their narrative of sustainable travelers.

This study comes with limitations since we neglected to touch upon the role of the SARS-CoV-2 pandemic in digital nomads' pursuit of environmentally sensitive mobility experiences. Follow-up studies could adopt a longitudinal study to refine the long-term implications of the current upheavals for mobile consumers and their sustainability agendas. Additionally, future research should pay closer attention to the interwovenness between rationalizing and fragmenting strategies. In doing so, studies could elaborate in more detail on how they mirror the quests for (de-)materialization, acceleration/deceleration, and (de-)consumption. Overall, we aim to initiate a discussion about sustainable consumerism in settings of nomadic liquidity. This is a phenomenon worth studying—after all, something that the world needs now is *going green*, which can never be as literally embodied as by travelers themselves.

REFERENCES

- Agyciwaah, Elizabeth, Stephen Pratt, Benjamin Lucca Iaquinto, and Wantanee Suntikul (2020), "Social Identity Positively Impacts Sustainable Behaviors of Backpackers," *Tourism Geographies*, Published electronically October 23, 2020.
- Ali, Fayaz, Muhammad Ashfaq, Saira Begum, and Ayaz Ali (2020), "How 'Green' Thinking and Altruism Translate into Purchasing Intentions for Electronics Products: The Intrinsic-Extrinsic Motivation Mechanism," *Sustainable Production and Consumption*, 24, 281–91.
- Bardhi, Fleura and Giana M. Eckhardt (2017), "Liquid Consumption," *Journal of Consumer Research*, 44 (3), 582–97.
- Bardhi, Fleura, Giana M. Eckhardt, and Eric J. Arnould (2012), "Liquid Relationship to Possessions," *Journal of Consumer Research*, 39 (3), 510–29.
- Bauman, Zygmunt (2000), *Liquid Modernity*, Cambridge, UK: Polity.
- (2007), *Liquid Times: Living in an Age of Uncertainty*, Cambridge, UK: Polity.
- Bauman, Zygmunt and Carlo Bordoni (2014), *State of Crisis*, Cambridge, UK: Polity
- Belk, Russell W. (1992), "Moving Possessions: An Analysis Based on Personal Documents from the 1847-1869 Mormon Migration," *Journal of Consumer Research*, 19 (3), 339–61.
- Belk, Russell W., Giana M. Eckhardt, and Fleura Bardhi, eds. (2019), *Handbook of the Sharing Economy*, Cheltenham, UK: Edward Elgar.
- Bonneau, Claudine and Jeremy Aroles (2021), "Digital Nomads: A New Form of Leisure Class?," in *Experiencing the New World of Work*, ed. Jeremy Aroles, François-Xavier de Vaujany, and Karen Dale, Cambridge, UK: Cambridge University Press, 157–77.
- Brown, Stephen (1995), *Postmodern Marketing*, London: Routledge,
- Eckhardt, Giana M. and Fleura Bardhi (2020), "New Dynamics of Social Status and Distinction," *Marketing Theory*, 20 (1), 85–102.
- Eckhardt, Giana M., Russell W. Belk, and Timothy M. Devinney (2010), "Why Don't Consumers Consume Ethically?," *Journal of Consumer Behaviour*, 9 (6), 426–36.
- Festinger, Leon (1957), *A Theory of Cognitive Dissonance*, Stanford, CA: Stanford University Press.
- Firat, A. Fuat and Alladi Venkatesh (1995), "Liberatory Postmodernism and the Reenchantment of Consumption," *Journal of Consumer Research*, 22 (3), 239–67.
- Edbring, Emma Gullstrand, Matthias Lehner, and Oksana Mont (2016), "Exploring Consumer Attitudes to Alternative Models of Consumption: Motivations and Barriers," *Journal of Cleaner Production*, 123, 5–15.
- Hannonen, Olga (2020), "In Search of a Digital Nomad: Defining the Phenomenon," *Information Technology & Tourism*, 22 (3), 335–53.
- Hart, Anna (2015), "Living and Working in Paradise: The Rise of the 'Digital Nomad'," *The Telegraph*. Retrieved April 21, 2021 from <https://www.telegraph.co.uk/news/features/11597145/Living-and-working-in-paradise-the-rise-of-the-digital-nomad.html>.
- Henry, Stuart and Roger Eaton, eds. (1999), *Degrees of Deviance: Student Accounts of Their Deviant Behaviour*, 2nd ed., Salem, WI: Sheffield.
- Husemann, Katharina C. and Giana M. Eckhardt (2019), "Consumer Deceleration," *Journal of Consumer Research*, 45 (6), 1142–63.
- Kallio, Tomi J., Piia Nordberg, and Ari Ahonen (2007), "'Rationalizing Sustainable Development' – a Critical Treatise," *Sustainable Development*, 15 (1), 41–51.
- Kaptein, Muel and Martien van Helvoort (2019), "A Model of Neutralization Techniques," *Deviant Behavior*, 40 (10), 1260–85.
- Kozinets, Robert V. (2020), *Netnography: The Essential Guide to Qualitative Social Media Research*, 3rd ed., London: Sage.
- Lewis, Marianne W. (2000), "Exploring Paradox: Toward a More Comprehensive Guide," *Academy of Management Review*, 25 (4), 760–76.
- Lim, Weng Marc (2017), "Inside the Sustainable Consumption Theoretical Toolbox: Critical Concepts for Sustainability, Consumption, and Marketing," *Journal of Business Research*, 78, 69–80.
- Mancinelli, Fabiola (2020), "Digital Nomads: Freedom, Responsibility and the Neoliberal Order," *Information Technology & Tourism*, 22 (3), 417–37.
- Marquardt, Jens (2020), "Fridays for Future's Disruptive Potential: An Inconvenient Youth Between Moderate and Radical Ideas," *Frontiers in Communication*. Retrieved April 21, 2021 from <https://www.frontiersin.org/articles/10.3389/fcomm.2020.00048/full>.

- Mataracı, Pinar and Sema Kurtuluş (2020), "Sustainable Marketing: The Effects of Environmental Consciousness, Lifestyle and Involvement Degree on Environmentally Friendly Purchasing Behavior," *Journal of Global Scholars of Marketing Science*, 30 (3), 304–18.
- McCracken, Grant (1988), *The Long Interview*, Newbury Park, CA: Sage.
- Mick, David Glen and Susan Fournier (1998), "Paradoxes of Technology: Consumer Cognizance, Emotions, and Coping Strategies," *Journal of Consumer Research*, 25 (2), 123–43.
- O'Connor, James and Mark Keil (2017), "The Effects of Construal Level and Small Wins Framing on an Individual's Commitment to an Environmental Initiative," *Journal of Environmental Psychology*, 52, 1–10.
- Orel, Marko (2021), "Life is Better in Flip-Flops: Digital Nomads and Their Transformational Travels to Thailand," *International Journal of Culture, Tourism and Hospitality Research*, 15 (1), 3–9.
- Plewnia, Frederik and Edeltraud Guenther (2018), "Mapping the Sharing Economy for Sustainability Research," *Management Decision*, 56 (3), 570–83.
- Reichenberger, Ina (2017), "Digital Nomads – A Quest for Holistic Freedom in Work and Leisure," *Annals of Leisure Research*, 21 (3), 364–80.
- Rosa, Hartmut (2013), *Social Acceleration: A New Theory of Modernity*, New York: Columbia University Press.
- Rockström, Johan, Xuemei Bai, and Bert deVries (2018), "Global Sustainability: The Challenge Ahead," *Global Sustainability*, 1 (1–3), e6.
- Rokka, Joonas and Johanna Moisander (2009), "Environmental Dialogue in Online Communities: Negotiating Ecological Citizenship Among Global Travellers," *International Journal of Consumer Studies*, 33(2), 199–205.
- Sales Oliveira, Catarina (2020), "My Trip in My Words: Subjectivities, Time(s) and Mobilities in Slow Travel Blogs," *Time & Society*, 29 (1), 223–55.
- Schlosberg, David and Romand Coles (2016), "The New Environmentalism of Everyday Life: Sustainability, Material Flows and Movements," *Contemporary Political Theory*, 15 (2), 160–81.
- Sheth, Jagdish N., Nirmal K. Sethia, and Shanthi Srinivas (2011), "Mindful Consumption: A Customer-Centric Approach to Sustainability," *Journal of the Academy of Marketing Science*, 39 (1), 21–39.
- Spiggle, Susan (1994), "Analysis and Interpretation of Qualitative Data in Consumer Research," *Journal of Consumer Research*, 21 (3), 491–503.
- Tezer, Ali and H. Onur Bodur (2020), "The Greenconsumption Effect: How Using Green Products Improves Consumption Experience," *Journal of Consumer Research*, 47 (1), 25–39.
- Thompson, Craig J. and Siok Kuan Tambyah (1999), "Trying to Be Cosmopolitan," *Journal of Consumer Research*, 26 (3), 214–41.
- UN/WCED (1987), *Our Common Future*, Oxford, UK: Oxford University Press.
- Valor, Carmen, Paolo Antonetti, and Amparo Merino (2020), "The Relationship Between Moral Competences and Sustainable Consumption Among Higher Education Students," *Journal of Cleaner Production*, 248, 119161.
- Van der Byl, Connie, Natalie Slawinski, and Tobias Hahn (2020), "Responsible Management of Sustainability Tensions: A Paradoxical Approach to Grand Challenges," in *Research Handbook of Responsible Management*, ed. Oliver Laasch, Roy Suddaby, R. E. Freeman, and Dima Jamali, Cheltenham, UK: Edward Elgar, 438–52.
- Weick, Karl E. (1984), "Small Wins: Redefining the Scale of Social Problems," *American Psychologist*, 39 (1), 40–9.