

Submission ID

206

Title (required)

Sustainable Children Consumption: A Systematic, Integrative Framework and Research Agenda

Type of Submission (required)

Competitive Short Paper for Oral Presentation

Oral Presentation (required)

Theoretical Development

Competitive Short Paper (required)

Children are at the heart of the sustainability agenda. Sustainable children consumption has received significant practical and scholarly interest. In their Education for Sustainable Development Plan, and the Sustainable Development Goals (SDGs), the United Nations (UN, 2015; UNESCO, 2018) recognise children as drivers of change for a sustainable future. Over 25 years of research (e.g. Easterling et al., 1995; Grønhøj & Thøgersen 2009; Schill et al., 2020) has produced substantial results, but the field remains fragmented. In particular, no study exists that integrates the substantial volume of dispersed and interdisciplinary research (e.g. marketing, transportation, early child development, environmental psychology) into a comprehensive, state of the art systematic review. Adopting state-of-the art practices (e.g. Booth et al., 2012; Snyder, 2019), this paper systematically reviews the cross-disciplinary literature on sustainable children consumption. A domain-based (Palmatier et al., 2018) synthesis approach was chosen to summarise multiple theoretical and methodological perspectives. To ensure a rigorous, replicable and transparent process, a systematic literature review method (Tranfield et al., 2003; Denyer & Tranfield, 2009) was employed. To identify relevant papers for this review, we follow the PRISMA protocol (Moher et al., 2009; Moher et al., 2015), consisting of four stages: identification, screening, eligibility and inclusion. The initial searches in three major electronic databases (Scopus, Web of Science, and EBSCO) yielded 2598 papers, covering a period of 28 years from 1993 to 2021. After strict screening (e.g. articles should focus on sustainable children consumption) and eligibility criteria (e.g. selecting papers from journals with a cut-off impact factor of 1.0), a corpus of 80 relevant papers was retained for this review. The 80 articles were content analysed inductively and core themes derived using the Gioia methodology (Gioia et al., 2012). Five aggregate themes are identified (socialisation agent: the family; other socialisation agents; children characteristics; interplay between socialisation agents and children characteristics; and sustainable children consumption) and are synthesised into an organising framework. Notably, our framework builds and extends on the only, but dated theorisation of sustainable children consumption offered by Easterling et al., (1995). Our review acknowledges the relevance and interplay of the family and other socialisation agents such as the media and nature, interacting with children to shape sustainable consumption. The article identifies gaps in the literature and formulates nine theoretical and methodological agenda for future research. Overall, the study contributes to theoretical advancement by summarising, integrating, and structuring extent knowledge on sustainable children consumption across multiple literature streams. This review offers a solid starting point for researchers, offering a prime, unique, and timely guide by showcasing trends, theories, and practices of sustainable children consumption.

Additionally, the review acts a guide to aid marketers, parents, educational institutions, and governments towards better decision-making.

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Keyword 1 (required)

children

Keyword 2

sustainable consumption

Keyword 3

systematic review

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Yes

No

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Author Approval (required)

I confirm that this submission has been approved by all authors

Commercial Interests (required)

Yes

No

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