



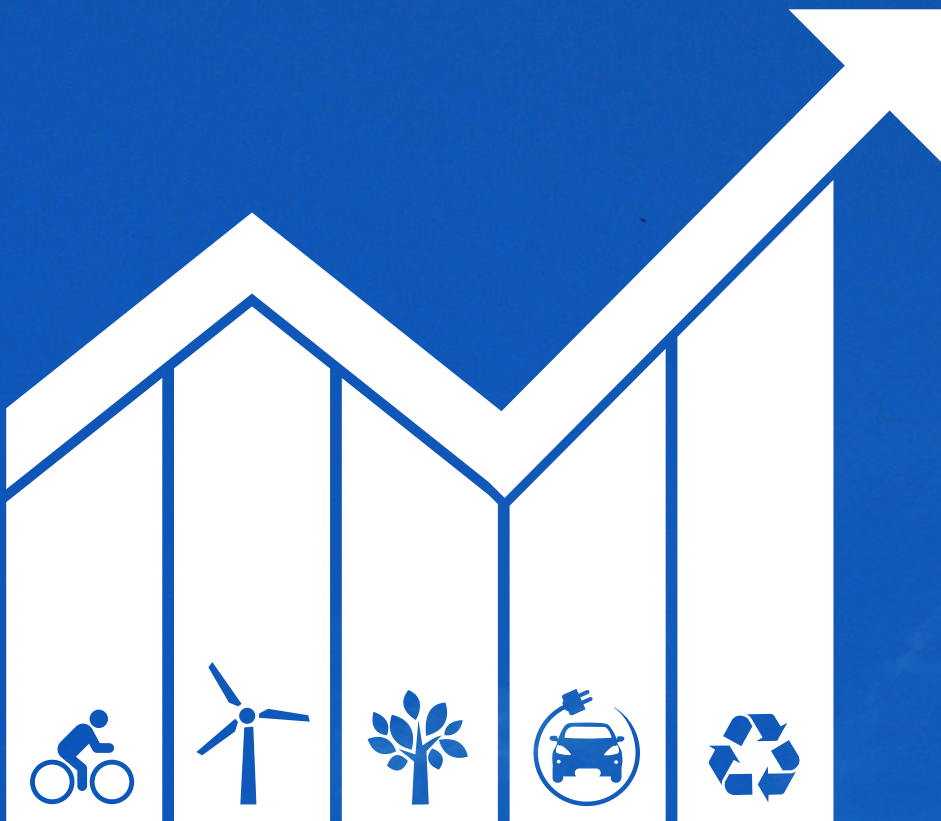
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Challenging markets for sustainability: the conjoint influence of entrepreneurs and activists through bottom up change

Enthoven, M. P. M., & Thelken, H. N.



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Editor: Niels Faber
Academic director: Dr. Gjalt de Jong
Design (cover): David-Imre Kanselaar

Challenging markets for sustainability: the conjoint influence of entrepreneurs and activists through bottom up change

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January 2020

Abstract

In this research we address how activists and entrepreneurs aim to influence market failure in contentious markets through consumer culture change. We use an abductive case study in the market for animal products in the Netherlands. We interviewed 25 entrepreneurs and activists who challenge incumbents in this market. We find that entrepreneurs and activists use mutually enforcing strategies that focus on pushing consumers out of their existing behavior and pulling them into new behaviors. The value of this research lies in its focus on bottom up change in markets, through consumers.

Keywords: Activists, Entrepreneurs, market failure, case study