

# Lecture 4: Sustainability Consumer Behaviour

## Episode 1: Understanding Sustainable Consumption

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## Lecture 4: Overview





[Sustainability Marketing – A Global Perspective]

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## Lecture 4: Overview

### **Episode 1: Understanding Sustainable Consumption**

Episode 2: Sustainable Consumption in Context

Episode 3: Interview



## Learning Outcomes

### **Learning Outcome 1:**

Understand the whole consumption process from a sustainability perspective.

### **Learning Outcome 2:**

Appreciate the range of potential influences on the behaviour of consumers and how these may influence consumers to be more or less sustainable in their consumption behaviour.

### **Learning Outcome 3:**

Explain why identifying consumers whose behaviour reflects their social & environmental concerns in a consistent & significant way has proved difficult.



## Structure of the Episode

1. The Consumer
2. The Consumption Process
3. Influences on Consumption
4. Challenges in identifying and understanding, the Green Consumer

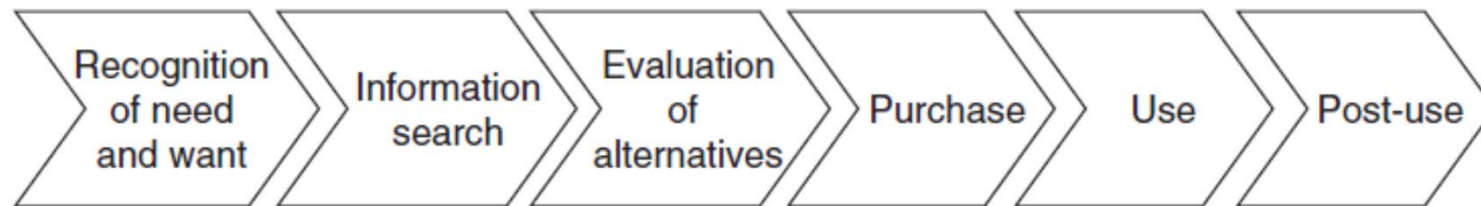


# The Consumer





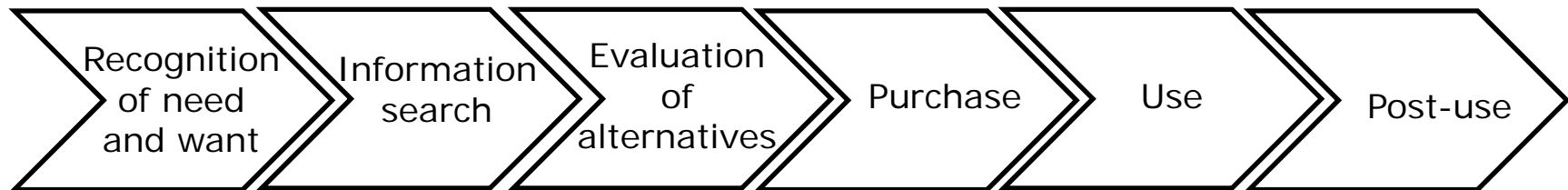
# Consumption – A Process, Not an Act



The Total Consumption Process



# Consumption – A Process, Not an Act



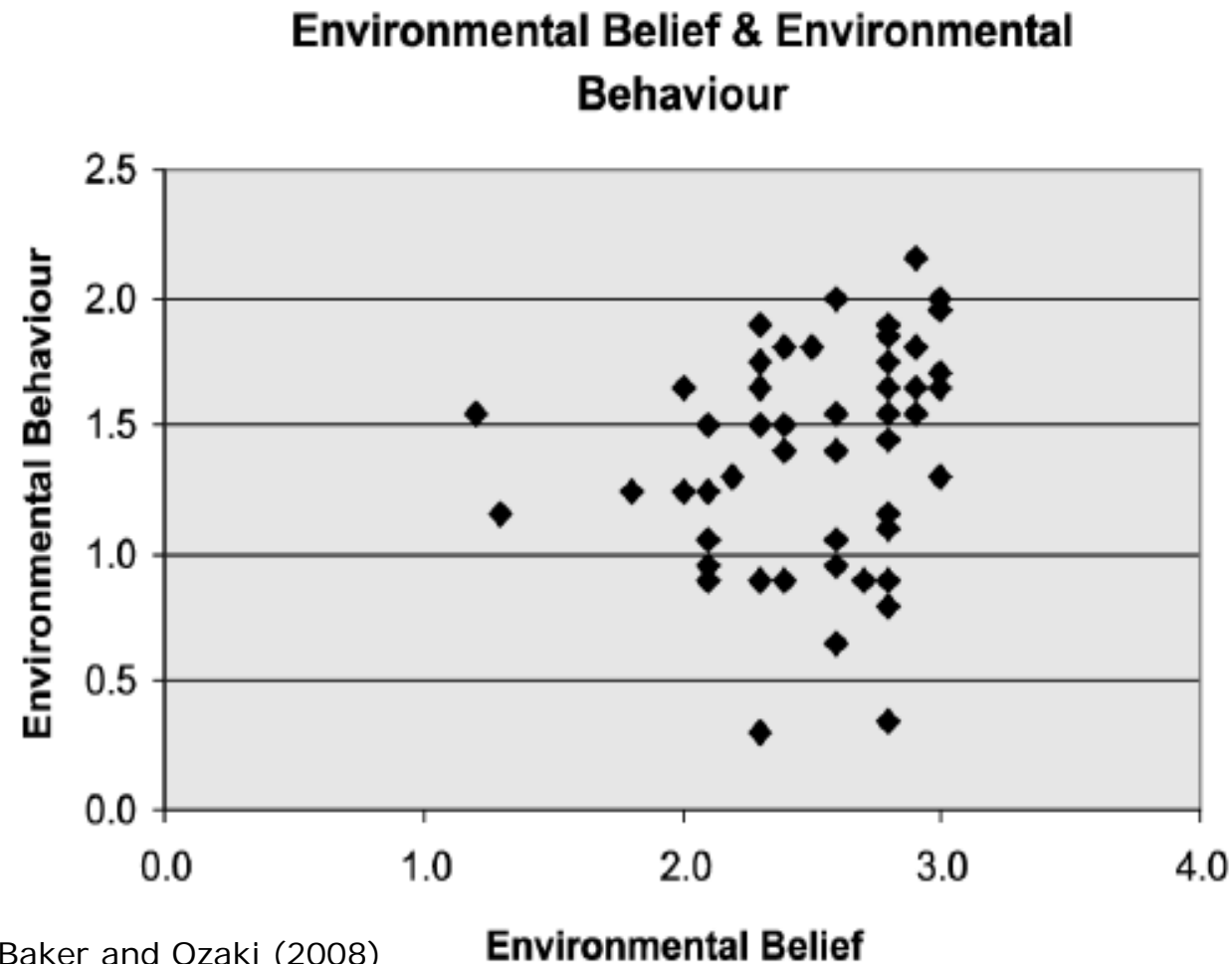
The Total Consumption Process





## The Belief-Behaviour Gap

Scatter diagram and linear regression of environmental behaviour against environmental belief



Source: Pickett-Baker and Ozaki (2008)



# Influences on Consumer Buying Behaviour

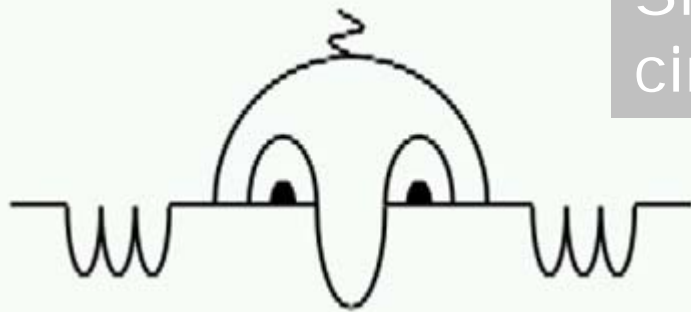
Cultural: including social class & subcultures.

Social: family, reference group, role & status.

Personal: sex, age, occupation, life-stage, disposable income, lifestyle, personality.

Psychological: motivations, perceptions, beliefs, attitudes, experience, identity.

Situational: time, place, company, circumstance.



... and of course, marketing !



## What Makes for a 'Good' Consumer?

Is it about intentions?

Or

Is it about impacts?



# The Problem of 'Exceptors'





# The Problem of 'Exceptors'

Some important exceptions  
can get left outside the tent





# The Many Roles of the Sustainable Consumer

The Chooser

The Protester

The User

The Refuser

The Re-User

The Co-Creator

The Recycler

The Collaborator

The Disposer



The Repairer

The Sharer



## Review and Discussion Questions

1. What stages make up the overall consumption process?
2. What range of factors can influence a particular consumer to make more sustainable choices.
3. If I make my house highly energy efficient, but spend the money I've saved on a cheap holiday flight, am I a relatively green consumer?



## References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.77-113.
- Jackson, T. (2004): Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change, Guildford: Centre for Environmental Strategy, University of Surrey.
- Gilg, A., Barr, S. & Ford, N. (2005): Green consumption of sustainable lifestyles? Identifying the sustainable consumer, *Futures*, 37(6): 481–504.





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