

Lecture 4: Sustainability Consumer Behaviour

Episode 2: Sustainable Consumption in Context

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[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 role that context plays in determining the sustainability of particular consumer behaviours;

Learning Outcome 2:

Appreciate the differences in sustainability impacts of the lifestyle of a typical consumer in different countries and what that might mean for sustainability and for marketing.



Structure of the Episode

1. Purchases as Context
2. Lifestyles and Households as Context
3. International Context and Comparisons – the Greendex survey



Sustainable Purchase Perception Matrix

		Degree of compromise	
		Low	High
Degree of confidence	High	Win-win purchases	Feel-good purchases
	Low	Why not? purchases	Why bother? purchases



The Importance of Lifestyle as Context

The sustainability of our consumption behaviour is about the total impact of our overall lifestyle – not individual purchases.

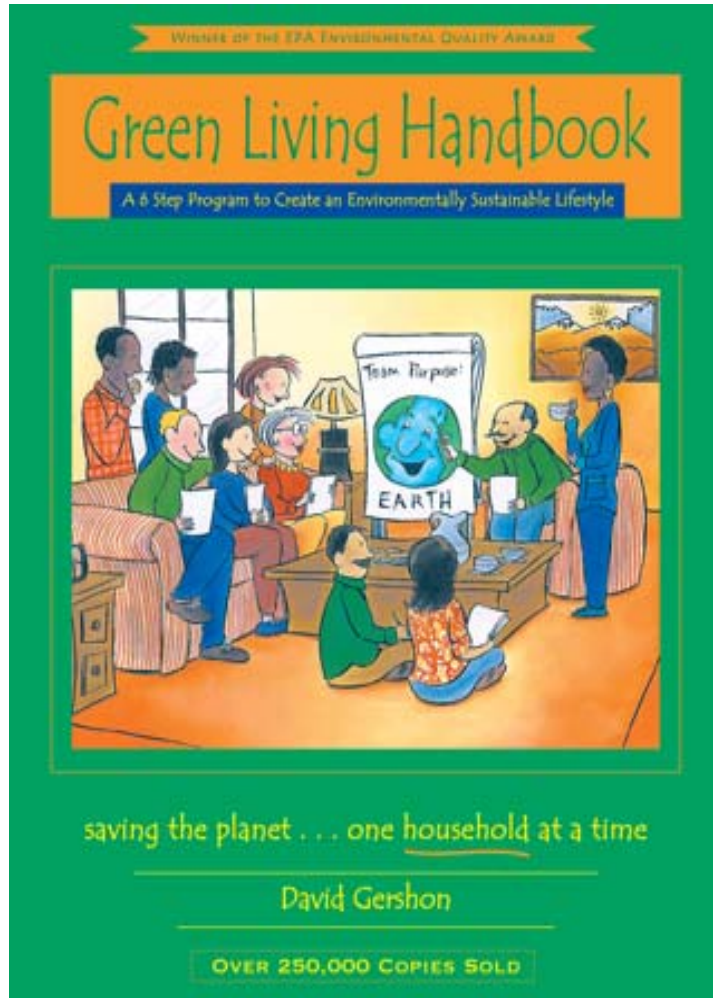


Source:

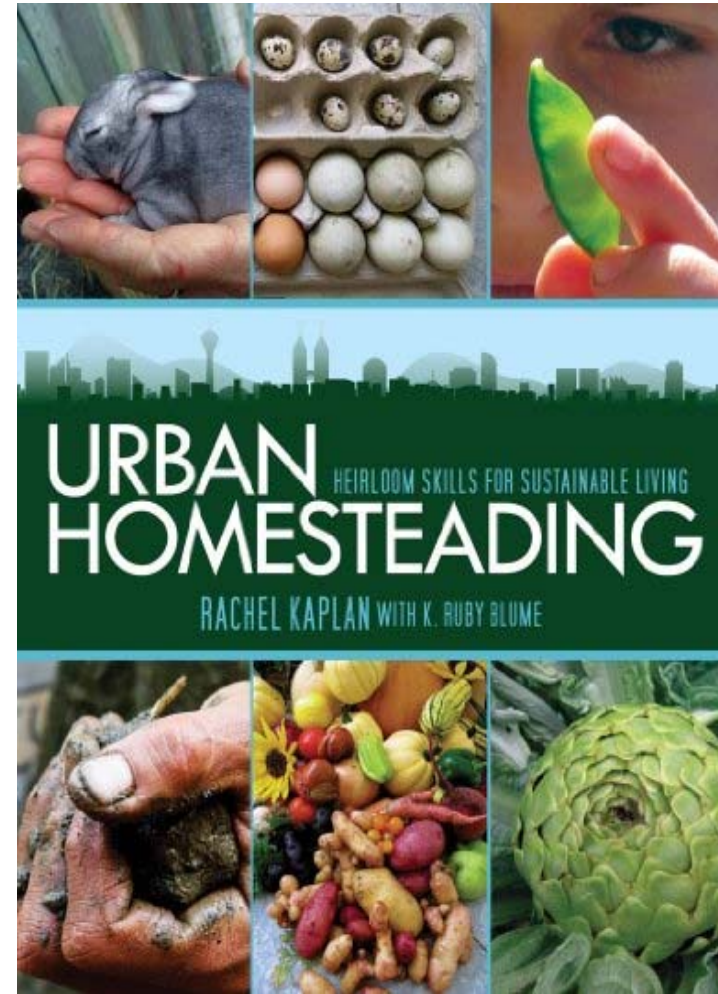
<http://www.moveoneinc.com/blog/moving/ennew-tariff-hhgs-shipment-russia/attachment/household-goods-2/>



The Sustainable Living Movement



Source: Empowerment Institute



Source: Urban-homesteading.org



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Live the Lifestyle – Play the Game

American Public Media's new interactive online game



Source: <http://sustainability.publicradio.org/consumerconsequences/>



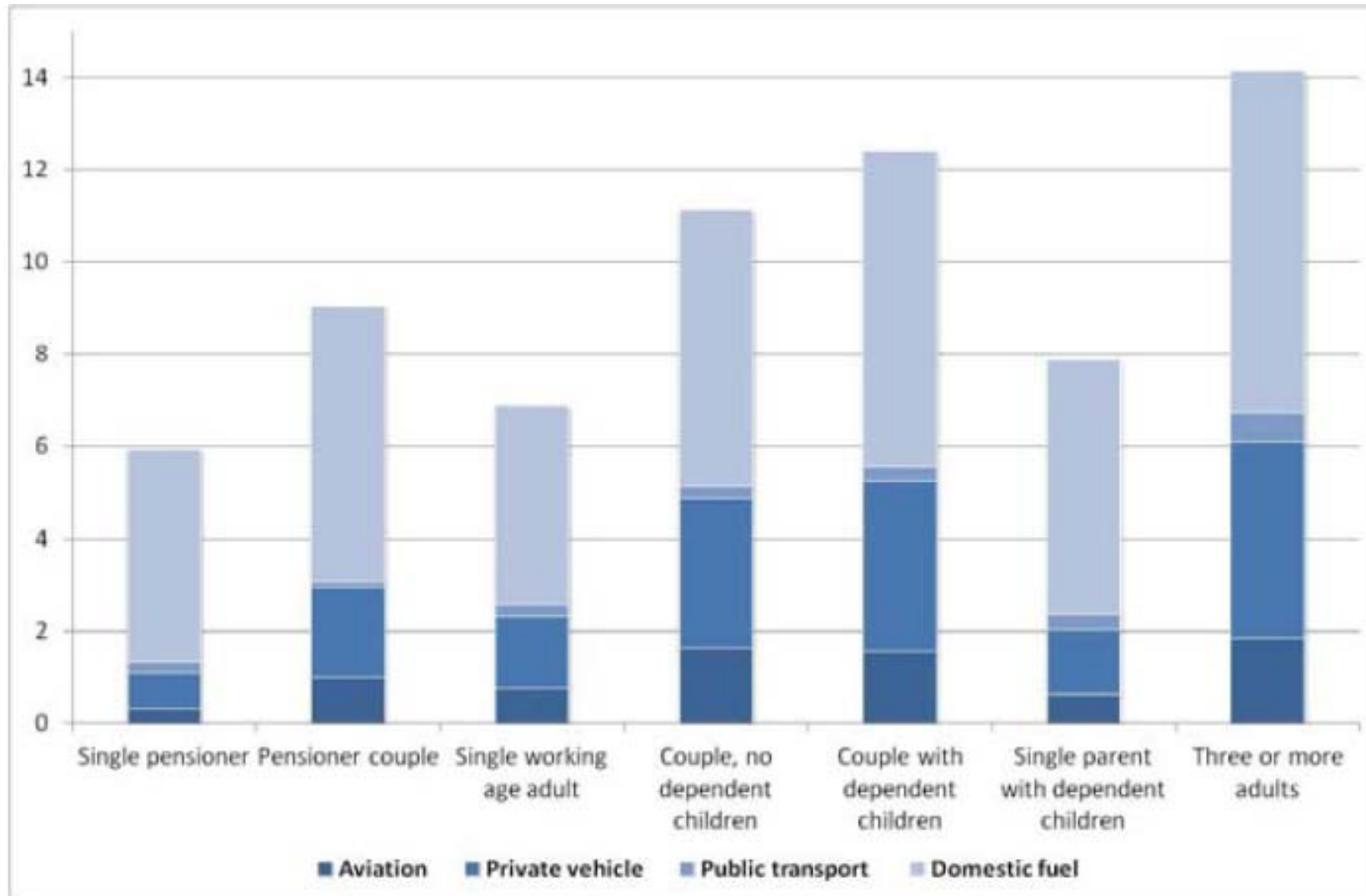


Lifestyles of Voluntary Simplicity

1. **Material simplicity:** consuming fewer products and services, seeking out efficient, durable, and low-impact products;
2. **Human scale:** moving towards working and living environments that are smaller, simpler and less centralized;
3. **Self-determination:** through a reduced reliance on large commercial businesses, or even large public sector organizations;
4. **Ecological awareness:** conservation of resources and reduction of waste in order to protect the environment;
5. **Personal growth:** satisfaction through experiences and the development of personal abilities instead of through commercially provided consumption experiences.



Household as Context

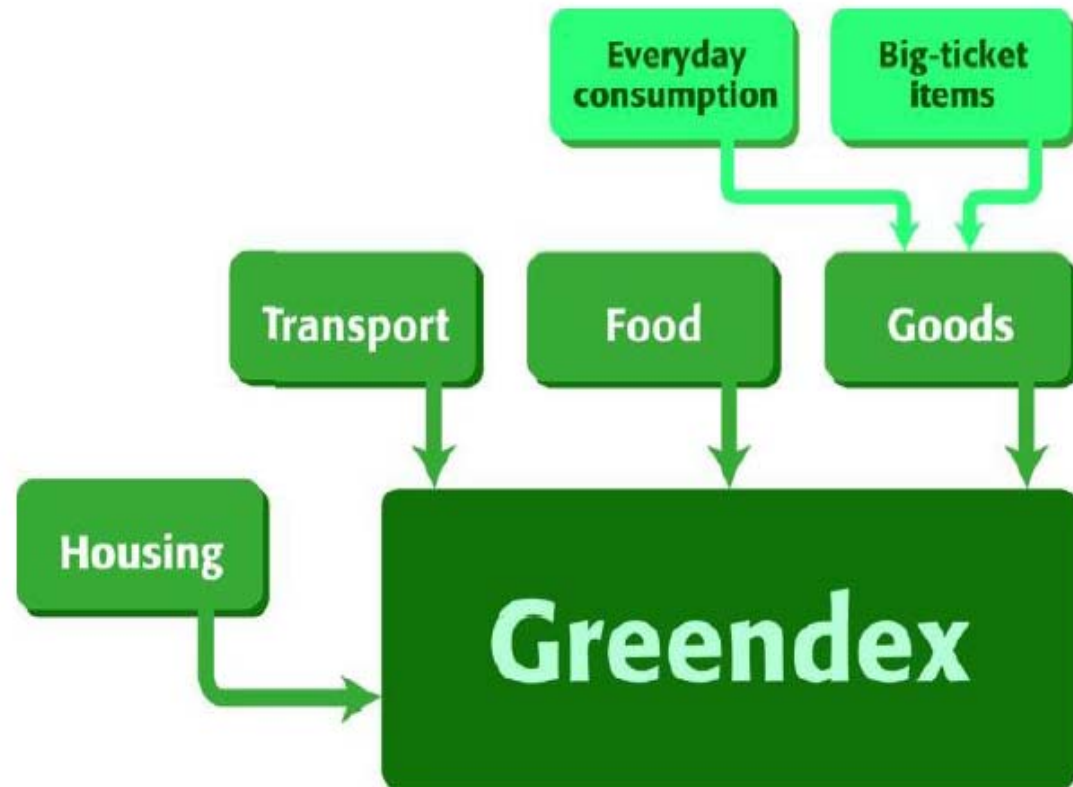


Source: Joseph Rowntree Foundation (www.jrf.org.uk)



National Geographic & Globescan Greendex Survey

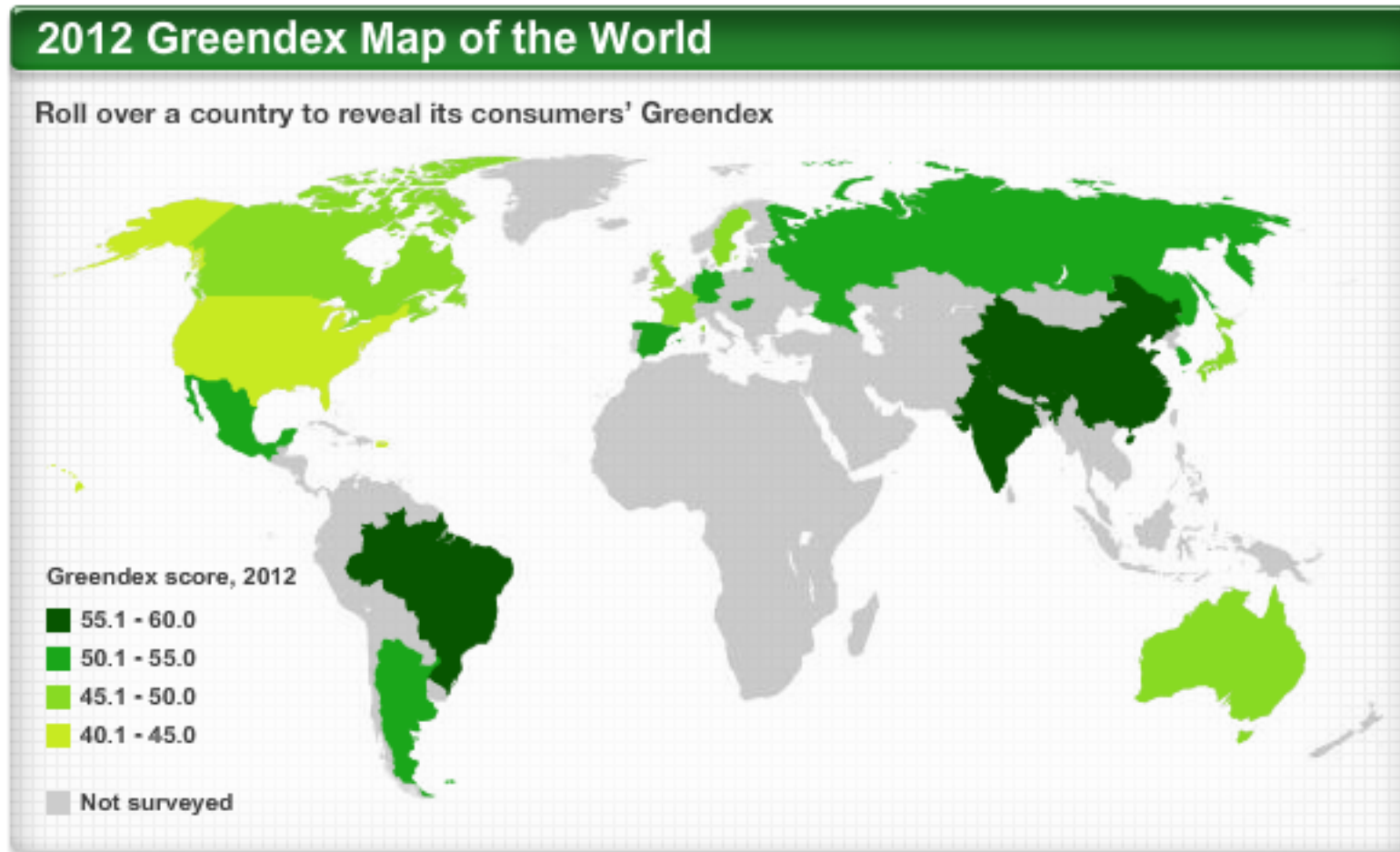
Compares
Lifestyles of
'average
consumers'
across 17
countries
using 65
areas in four
key lifestyle
categories



Source: <http://environment.nationalgeographic.com/environment/greendex/>



International Context – 2012 Greendex Scores



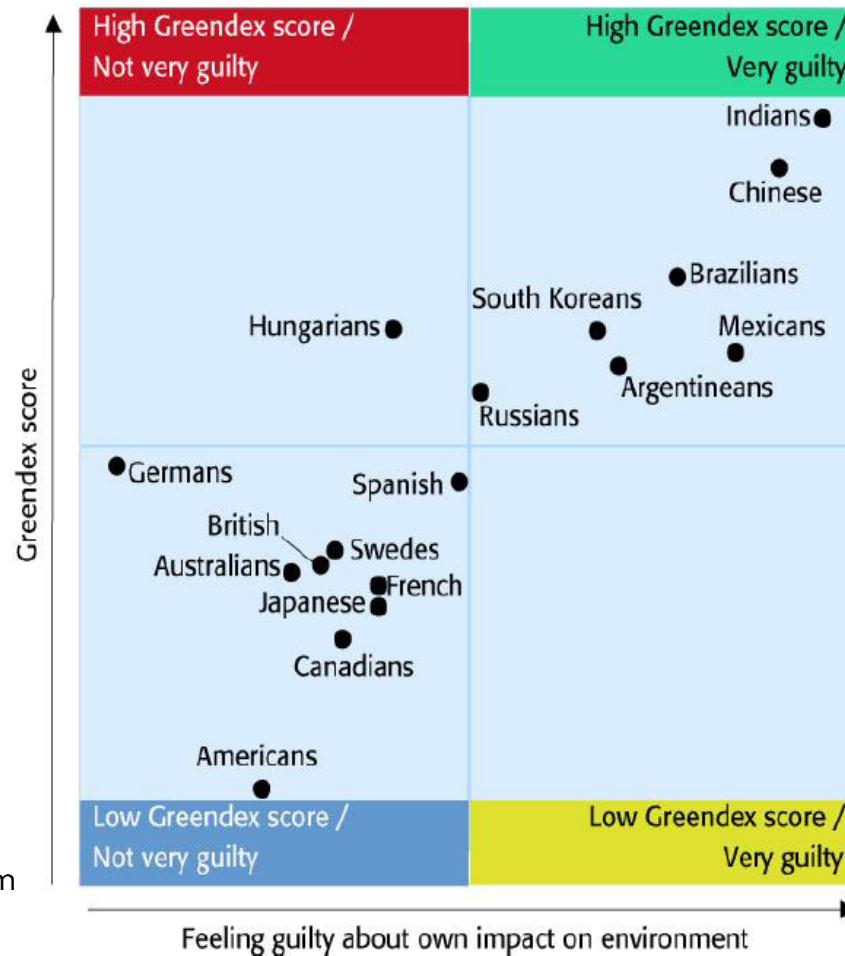
Source: <http://environment.nationalgeographic.com/environment/greendex/>



Why Do Guilt & Greenness Correlate?

Greendex Score vs Feeling Guilty about One's Own Environmental Impact

Consumers in Each Country, 2012





Review and Discussion Questions

1. If household structure is important for our environmental impacts as consumers, what are the implications for marketers and policy makers?
2. What factors could make a lifestyle of voluntary simplicity difficult for an individual to adopt?
3. Calculate your own Greendex score at <http://environment.nationalgeographic.com/environment/greendex/calculator/> and discuss what changes you could make to improve it;



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.77-113.
- McDonald, S. & Oates, C.J. (2006): Sustainability: Consumer perceptions and marketing strategies, Business Strategy and the Environment, 15(2): 157–70.
- National Geographic Greendex Survey 2012
<http://environment.nationalgeographic.com/environment/greendex/>



In Cooperation



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