

Lecture 10: Convenience

Episode 1: Making Consumption Convenient

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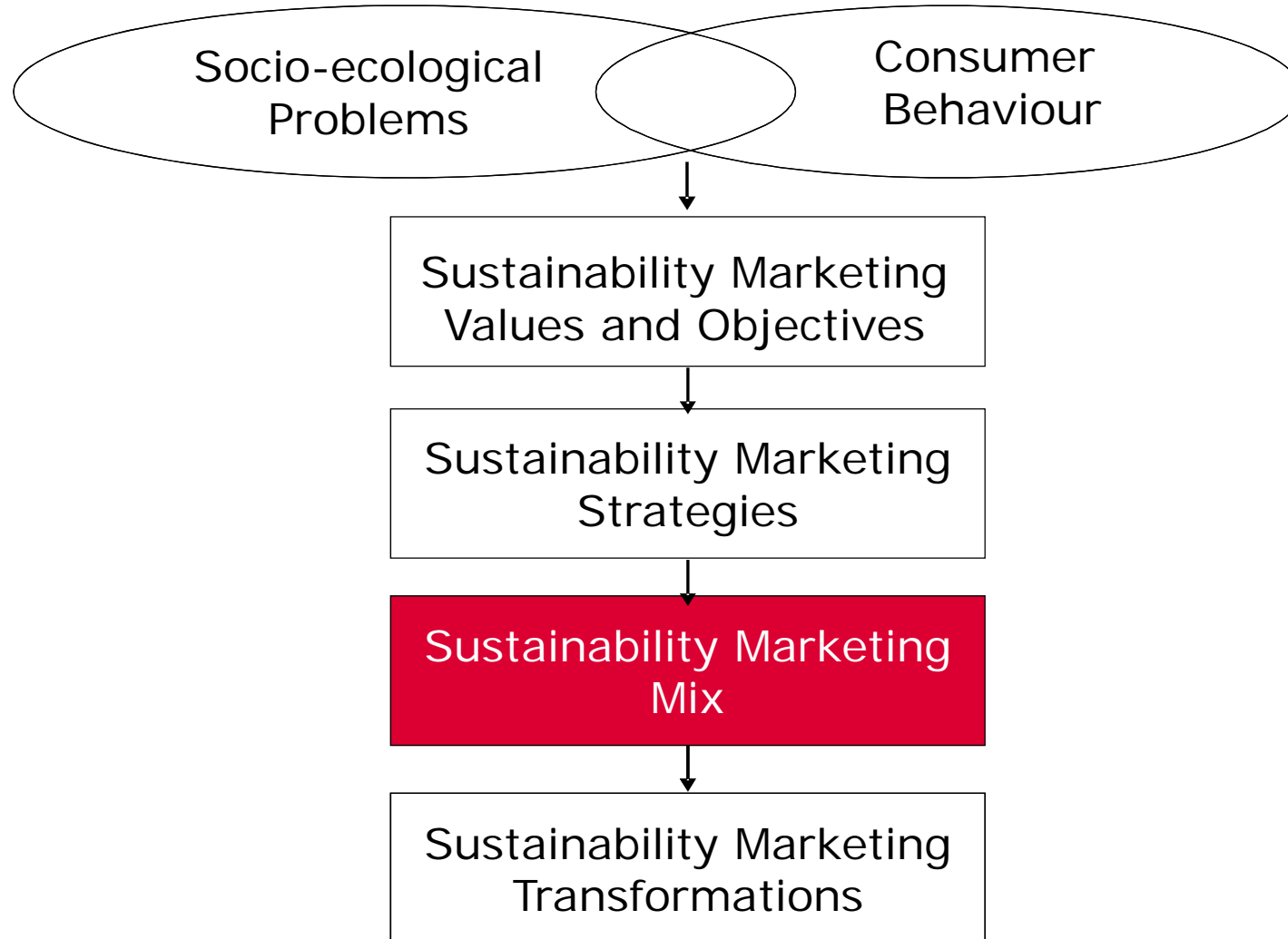
 **DBU** 

Deutsche Bundesstiftung Umwelt





Lecture 10: Overview



Source: Belz and Peattie 2012, p. 30



Lecture 10: Overview

Episode 1: Making Consumption Convenient

Episode 2: Packaging

Episode 3: Case Study – FamilyMart Stores



Learning Outcomes

Learning Outcome 1:

Understand the concept of convenience and its importance to consumers.

Learning Outcome 2:

Follow the provision of convenience through different parts of the consumption process.

Learning Outcome 3:

Understand how trying to improve the sustainability performance of customer solutions can pose challenges in relation to convenience.



Structure of the Episode

1. Dimensions of Convenience
2. Convenience throughout the Consumption Process
3. From Supply Chains to Supply Loops



What is “Convenience”

Something is convenient if it is:

- appropriate in time and place;
- removes discomfort or trouble and promotes ease;
- well suited to one's wants.



Source: Photo by JohnRobertSheppard



Dimensions of Convenience

Convenience can refer to a type of good, a type of store or an attribute of a customer solution.

It can be provided at all stages of the consumption process including:

- Before and during purchase;
- During product use;
- Post-use for recycling, reuse or disposal.

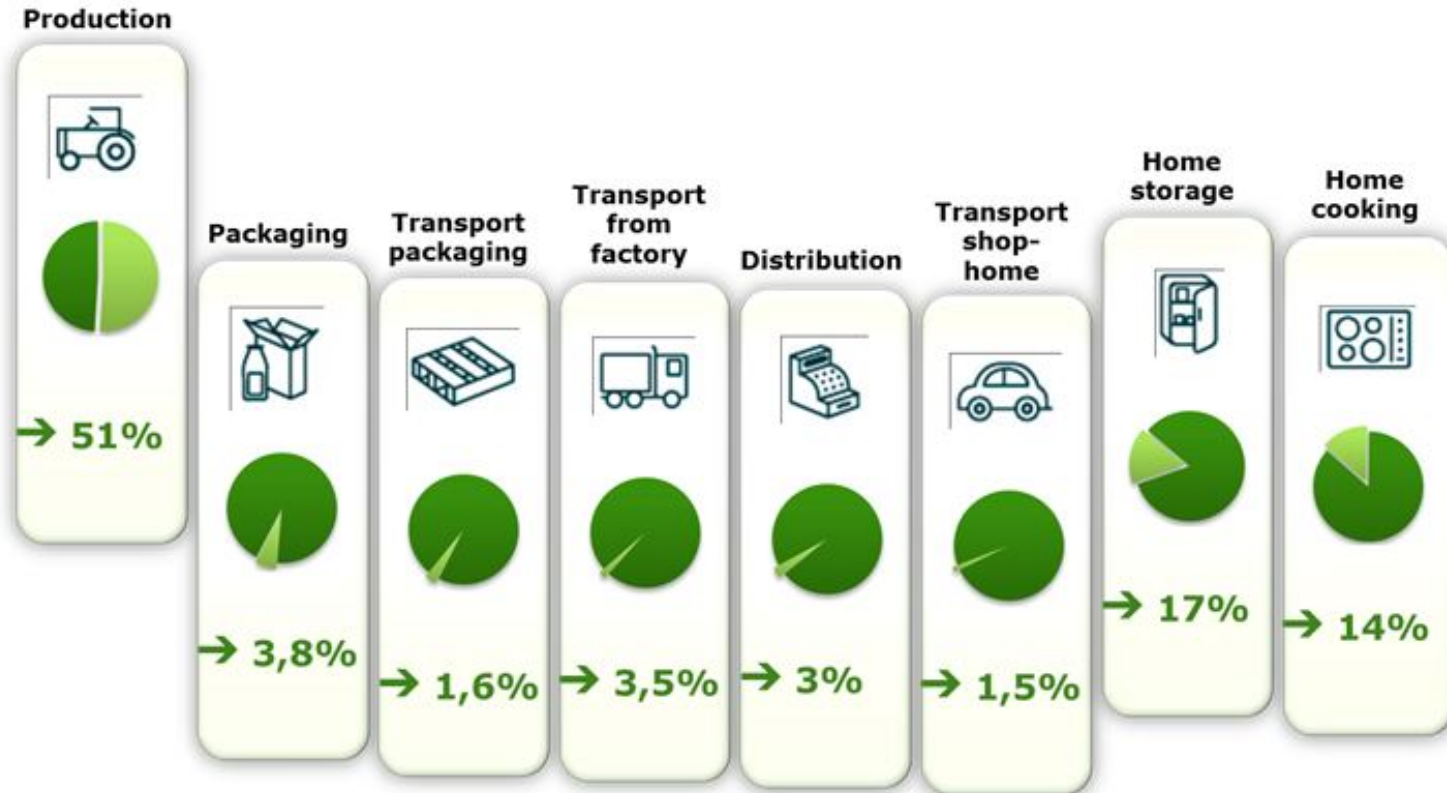


The Shopping Mall: Convenience Through Co-location





Environmental Impacts in the Supply Chain

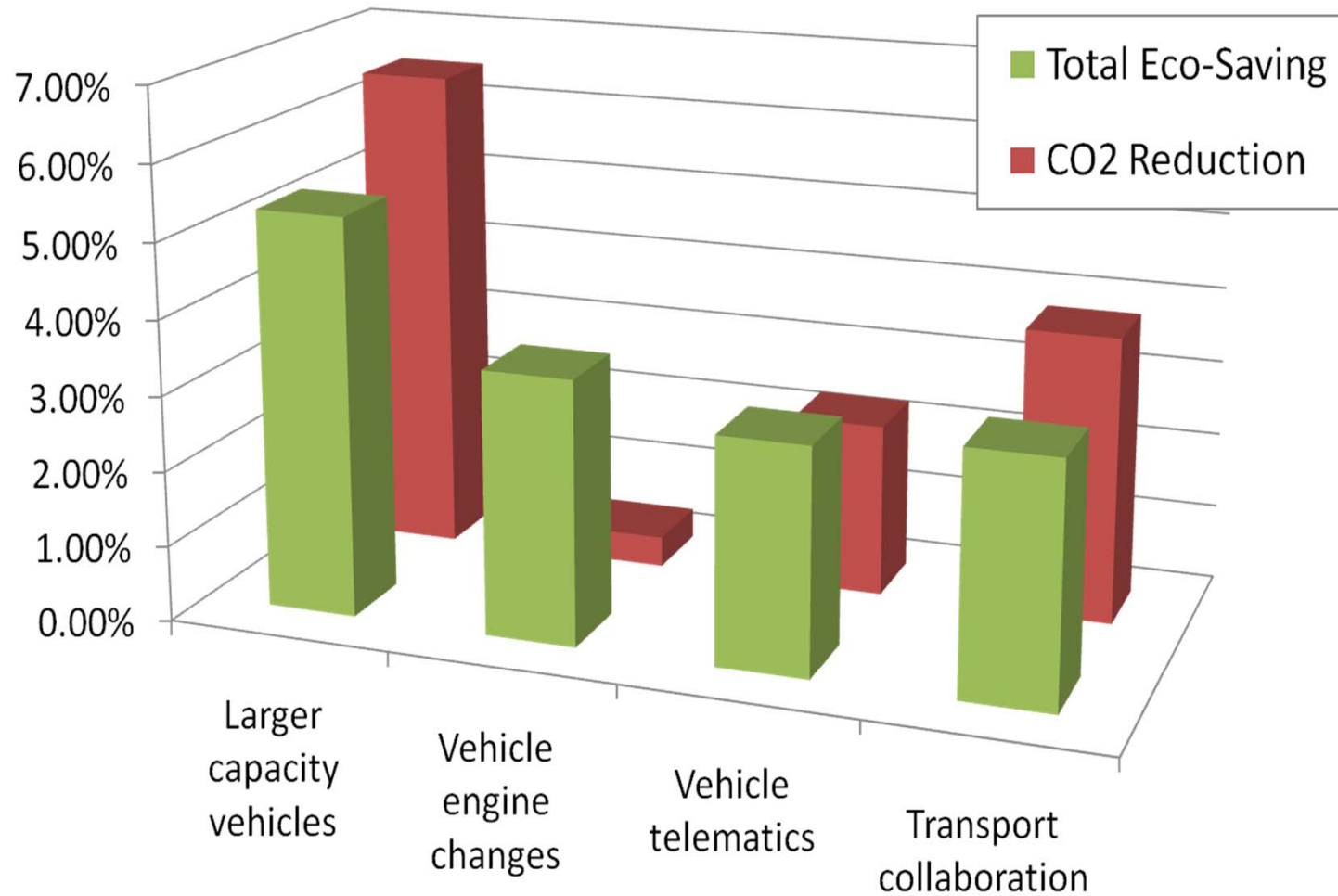


Source: Incpen (www.incpen.org)

European Food
Consumption and
Production System
Environmental Impacts



Potential Eco-Savings in UK Food Distribution



Source: Faber Maunsell (2007)



Towards Low-Carbon Distribution



Source: Image by Marks & Spencer



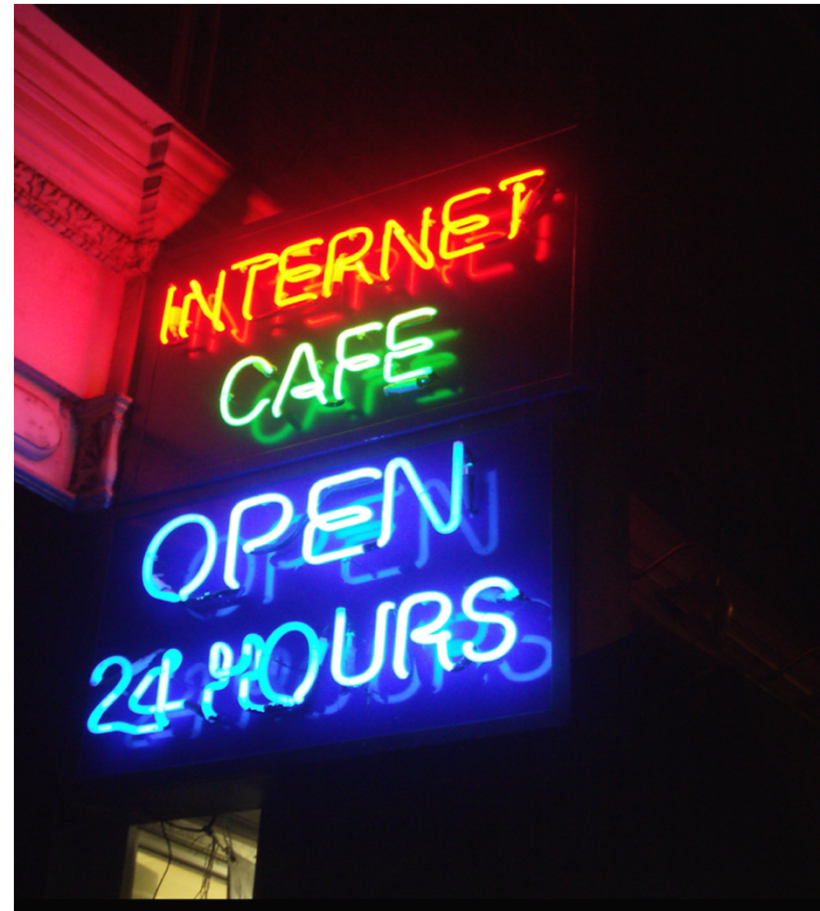
Convenience via Delivery





Convenience via Availability -The 24 Hour Economy

Convenient to
the consumer,
but at what
social and
environmental
cost?





Sustainability in Retailing

Involves both sustainability strategies of existing conventional retailers



... and the emergence of new sustainability orientated retailers and channels.



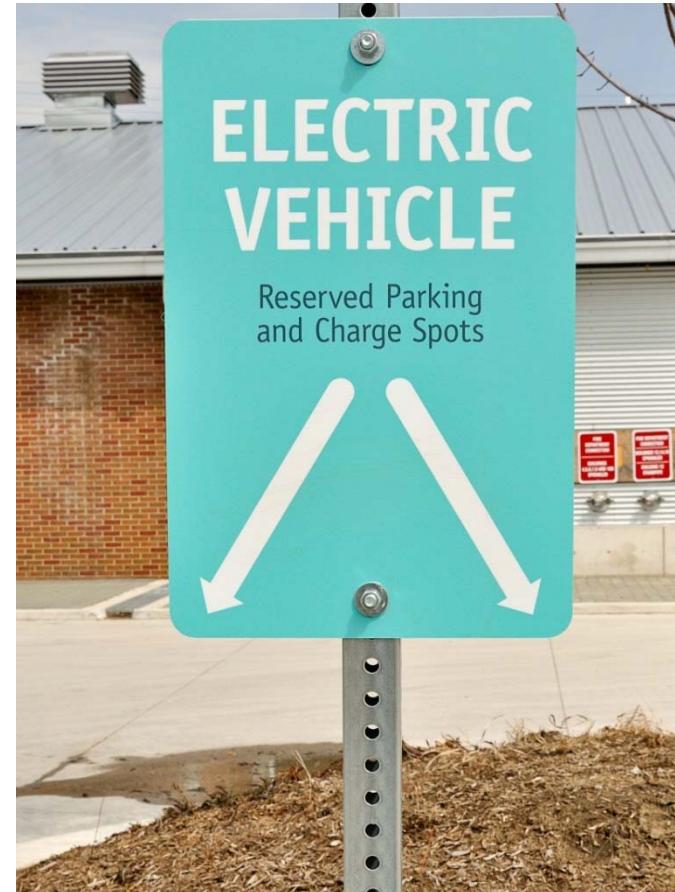
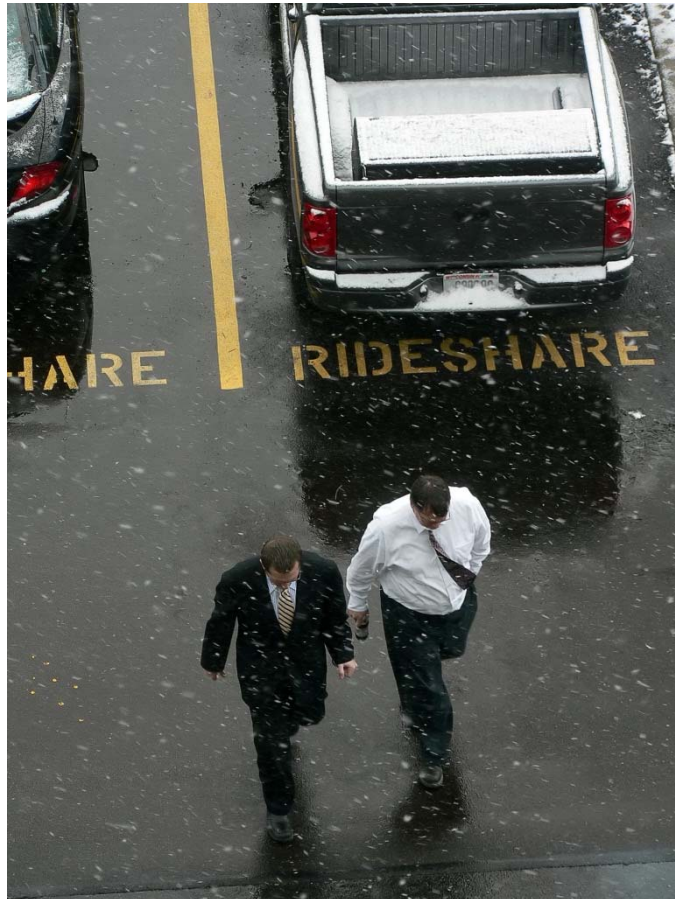
Convenience in Use

Some products' success is founded on their convenience.





Making Sustainability Solutions Convenient in Use





Convenience Post-Use



Photo: Alan Stanton



Making Post Use Convenient



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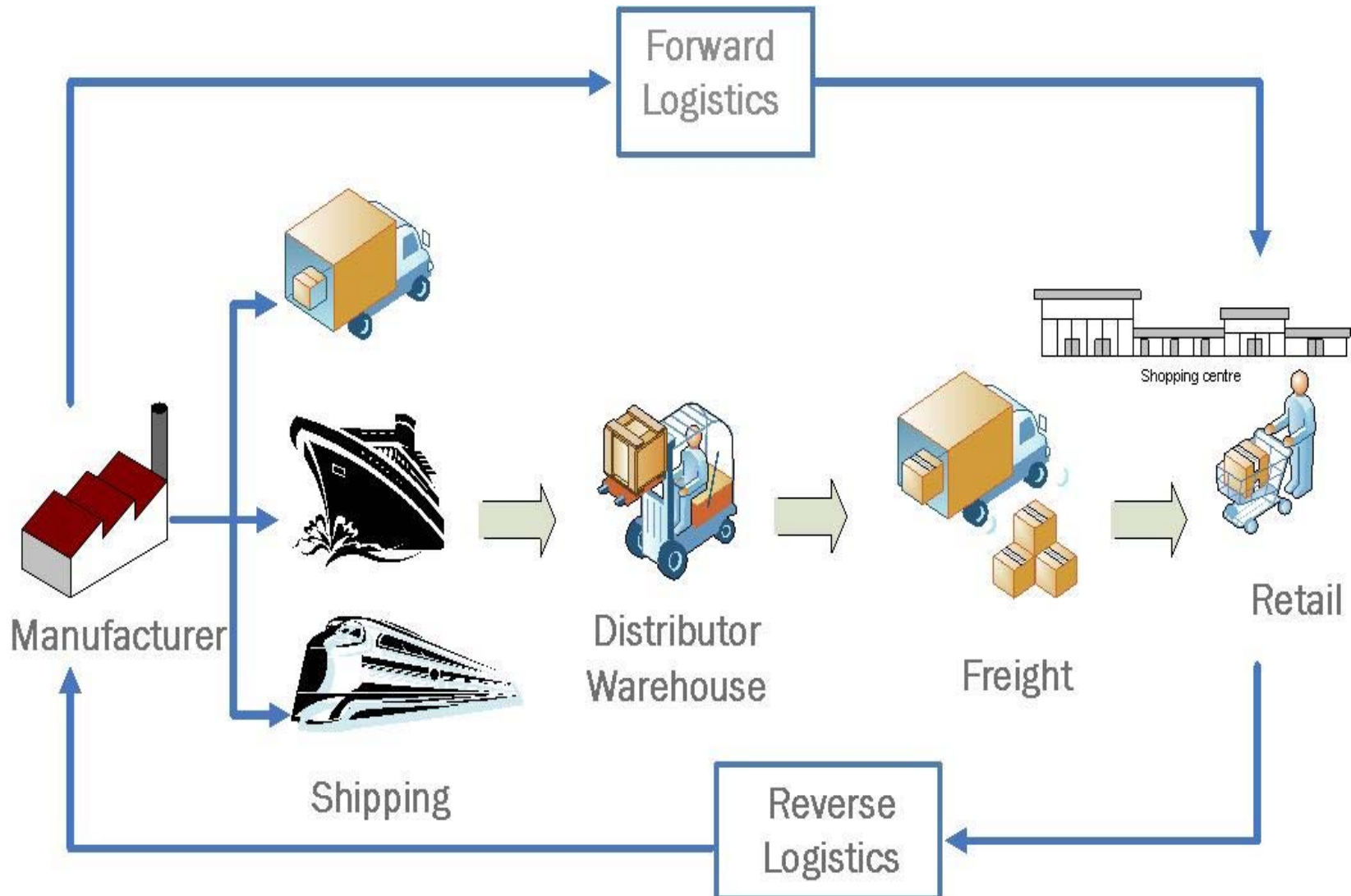
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From Supply Chains to Loops: Reverse Logistics



Source: ECNGroup (www.ecngroup.com.au)



Review and Discussion Questions

1. Why does the sustainability marketing mix focus on convenience rather than distribution?
2. What environmental and social impacts are linked to the provision of convenience?
3. For which types of products would you expect it to be most difficult to develop convenient post-use solutions for, and why?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.255-274.
- European Commission (DG ENV) (2009): Towards a Greener Retail Sector, report 500355/G4 by BIO Intelligence Service, Brussels/Paris.
- Warde, A., Shove, E. and Southerton, D. (1998), 'Convenience, Schedules and Sustainability', ESF Workshop on Consumption, Everyday Life and Sustainability, Lancaster University, <http://www.lancs.ac.uk/fass/projects/esf/convenience.htm>



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