

Research of models of sustainable consumer behavior in the Russian market

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The article presents the results of a long-standing research work devoted to study of the dynamics of the sustainable consumer behavior in the Russian market. In recent years, more and more consumers around the world, including Russia, have been thinking about how their consumer choice affects both their own health and well-being, and the socio-ecological environment. The purpose of the research is to study the dynamics of these changes by assessing the differences in the size of consumer segments identified by their attitudes to sustainable values, as well as to develop the models of sustainable behavior for Russian consumers for each of the segments. The research methodology consists of sequentially conducting two stages of the survey with a five years interval, including questions about the attitude to the current environmental problems and the frequency of sustainable consumer behavior. The survey results were analyzed with the methods of statistical data analysis: factor and cluster analysis. Four segments of Russian consumers were identified according to their sustainable values, the characteristics of sustainable behavior for each of the segments were determined. For these segments, the motives of their sustainable consumer behavior, as well as the barriers to it, are highlighted. They are combined into four models of sustainable consumer behavior for each of the identified segments, which allow to overcome the barriers that prevent the direct transition of the declared sustainable values to sustainable consumer behavior, as well as activate motives that contribute to choosing a sustainable lifestyle.

Keywords: Sustainable development, consumer behavior, sustainable values, sustainable consumption, models of sustainable consumer behavior.

Introduction

In modern conditions, when the environmentally friendly products and processes of their production, the ethical relationships of companies with consumers, their contribution to regional development, become the subject of increased attention of consumers, companies need to study new emerging behavioral strategies in consumer markets. The theory and prac-

tice of modern marketing indicate that underestimation or insufficiently effective interaction with individual segments of consumers inevitably inhibits the company's market success. In modern conditions, when responsible consumption is an emerging trend in consumer behavior, it becomes relevant to study the influence of socio-environmental motives on consumer decision-making.

Responsible (sustainable) consumption and production has been singled out by the United Nations [1] as one of the sustainable development goals. They aim to reduce the use of resources, reduce degradation and pollution throughout the life cycle while improving the quality of life [2].

Studies show that many consumers are willing to accept the idea of reducing waste, recycling and reusing resources, and minimizing the negative impact of consumption on the environment. In developed countries, consumers are increasingly voting for money against the development of unsightly business practices that harm the environment, people, animals or increase the risks of such harm, and, on the contrary, support socially responsible producers with their consumer choice. Gradually, these practices appear in developing countries [3].

Three of the ten global consumer behavior trends identified by Euromonitor International in 2019 [4], can be attributed to responsible consumption. These are such trends as "Back to Basics" – the preference of local producers, simple, fresh and craft products; "Conscious consumption" – a careful attitude to consumption and a desire to reduce the negative impact that consumption has on the world: people around them, their environment, animals; "World without plastic" – increased attention to the responsible use of plastic and the possibility of its recycling, active promotion of packaging from plant materials.

Speaking about the relevance of responsible consumption and production, it is impossible not to note the relationship of sustainable development and long-term commercial success. For example, Deloitte in its report [5] notes that social and environmental projects do not lead to a decrease in economic efficiency.

On the contrary, companies striving to achieve a balance of these three aspects and contributing to the achievement of sustainable development goals achieve better financial results than their competitors do. An example is research data [6], which show that 64% of companies that are guided by the principles of sus-

tainable development in the production of their products achieve a significant reduction in logistics and supply chain maintenance costs.

In addition to the term “responsible consumption”, the concepts of “sustainable consumption”, “ethical consumption”, and “green consumption” are also used in scientific literature and official documents. In particular, in article [7] socially responsible and ethical consumption are considered as synonyms; such consumption is expressed in the special interest of buyers in the origin and composition of the purchased products, environmental and social conditions of production, social responsibility of the manufacturer, methods of disposal of goods and so on. In [8], it is explained that socially responsible consumption implies that the consumer takes into account the social consequences of his choice or uses his consumer spending in such a way as to achieve social change.

This article uses the concept of responsible consumption, which combines both the socio-environmental consequences of consumer choice and caring for one's own long-term well-being. The main goal of the author's research is to study the psychographic and behavioral factors, barriers and motives of responsible behavior in the four consumer segments identified in previous studies, as well as the development of models of responsible behavior of Russian consumers. The theoretical novelty of this study lies in the possibility of taking into account the factor of sustainable development in consumer behavior models. The practical significance of the research is reflected in the developed models of responsible consumer behavior for each selected consumer segment, which are differentiated based on the selected psychographic and behavioral characteristics.

Research methodology

The project on the study of responsible consumption was held in 2014-2018 and was a series of quanti-

tative and qualitative empirical studies. 200 Russian respondents attended the 2014 questionnaire men and women aged 18 to 30 years [9]. The authors conducted a second quantitative study using the same questionnaire in 2018. The sample included 170 Russian respondents: men and women aged 18 to 30 years. This category of consumers was chosen as reflecting the future development of markets.

To measure the respondents' attitude to the issues of the need to protect the environment and limit economic activity in order to preserve the environment, the questionnaire used the statements of the New Ecological Paradigm [10].

In addition, a qualitative study was conducted in the format of two focus groups, each of which was attended by six respondents, men and women under the age of 30, living in St. Petersburg. The aim of the qualitative stage of the study was to study external barriers that impede the transfer of declared values of responsible consumption into specific consumer behavior in the Russian market [11].

The analysis of the obtained quantitative data was carried out in the IBM SPSS using factor and cluster analysis. Next, a comparative analysis was conducted to study the changes that occurred in consumer behavior over four years. Based on a generalization of the results, models of responsible consumer behavior were developed for each of the four identified consumer segments.

Empirical Results

A repeated questionnaire in 2018 allowed us to analyze the changes in the structure of segments, as well as the behavioral and psychographic characteristics of the consumers, which have occurred over the past four years. Based on the results of factor and cluster analysis, four segments of Russian respondents were identified, shown in Fig. one.

<p>«The power of mankind»</p> <p>people who consider the environment fragile and in need of support, and think that the struggle between man and nature leads to critical consequences</p>	<p>«Power struggle»</p> <p>people who recognize the human right sometimes dominate nature, and sometimes, on the contrary, nature can dominate people. In connection with such a “dual power” the situation in the world is interpreted as unstable and restless</p>
<p>«Equality and stability»</p> <p>people who put humanity and nature on the same level, without giving anyone primacy, and consider the situation in the world stable</p>	<p>«The power of nature»</p> <p>people who are confident that it is necessary to achieve a balance of social, environmental and economic aspects, and striving to achieve the goals of sustainable development</p>

Fig. 1. Segments of Russian respondents in relation to the factor of sustainable development [9]

The results of factorial and cluster analysis as part of a repeated study confirmed the presence of four segments, the characteristics of which remained the same. At the same time, the distribution of respondents between the indicated segments has changed over the past 4 years. As indicated in fig. 2, the share of

the “Power of nature” segment, declaring support for sustainable development, showed significant growth – more than 10 times (from 2% to 24%), and the “Power Struggle” segment, which can be described as a kind of undecided, declined almost 2 times (from 51.5% to 28%).

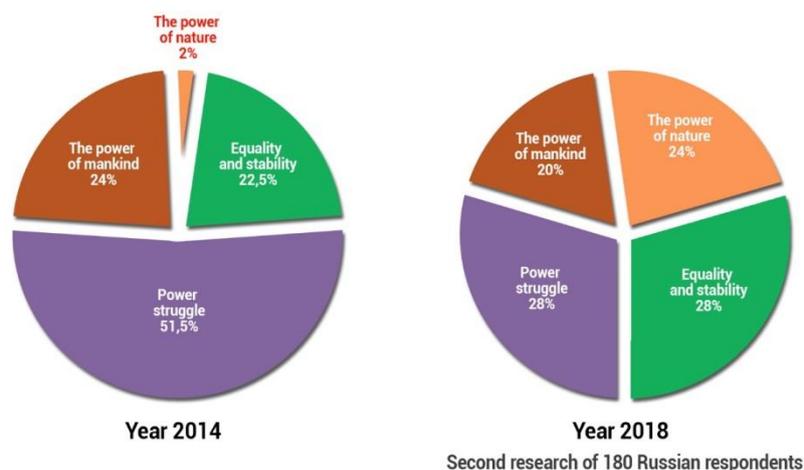


Fig. 2. Changes in the structure of segments in the period 2014-2018

Such a change allows us to speak about the presence of the following trends: the number of respondents who claim to strive for world stability and achieve sustainable development goals is increasing. In addition, the number of respondents who believe that a person can use resources unlimitedly to satisfy their own needs is significantly reduced. At the same time, the development of innovative technologies for environmental control (for example, in the framework of preventing and eliminating the consequences of natural disasters and other emergencies) provokes a positive reaction of respondents and is not perceived as an attempt to dominate nature.

Studies [12] have shown that with a wide range of possible environmentally friendly behavioral practices, behavioral variables are closely related to variables that measure environmental attitudes. It should be borne in mind that the attitude to environmental issues directly affects not only certain types of environmentally friendly behavior and only if certain conditions are met [13, 14]. In general, the strength of the relationship between psychological variables and en-

vironmentally oriented behavior varies depending on the type of behavior and its context [15].

In the table 1 presents an analysis of the behavioral characteristics of each segment, distinguished by indicators of attitude to environmental problems (reverse encoding is used: 1 – always, 5 – never). These segments can be ranked by the frequency of responsible behavior: respondents from the “Power of mankind” segment choose responsible behavior most often, followed by representatives of the “Power struggle” and “Equality and Stability” segments, closes this list by respondents from the “Power of nature” segment, who choose responsible behavior less often than others do. It is interesting to note that it was the representatives of the “Power of nature” segment that, within the framework of the study, declared the most responsible, socially significant values and declared their readiness to choose responsible models of behavior. This distinction between declared values and specific actions confirms the existence of barriers to the direct transition of values into responsible actions.

Table 1

Behavioral characteristics of the segments

Behavior	Segments			
	The power of mankind	Power struggle	Equality and Stability	Power of nature
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Recycling (newspapers, glass)	1,50	2,30	2,90	3,27
Composting the food waste	1,82	3,10	3,47	4,80

1	2	3	4	5
Maintenance of temperature in rooms in the winter below 21 ° C	4,50	4,54	4,90	4,78
Turning off the light when leaving the room	1,03	1,30	1,60	1,82
Buying Natural Products	2,00	2,11	2,13	2,20
Buying Fair Trade Products	4,14	3,58	4,06	4,00
Buying products directly from farmers (in the market)	1,82	2,18	3,00	3,15
Paying attention to the country of origin (vegetables, fruits, cheese)	2,00	2,20	3,10	3,18
Paying attention to fat content	2,50	2,76	2,83	3,22
Paying attention to the composition (lack of GMOs, flavor enhancers)	2,15	2,25	2,50	2,80
Preference for cooking at home from the law-processed products	1,19	2,03	2,13	2,44
Preference to take bags from home when shopping	2,11	2,75	2,93	4,22
Using public transportation instead of a car	2,30	2,68	2,84	3,46
Hiking or cycling instead of using a car	2,50	2,66	2,83	3,26
Averages	2,25	2,60	2,94	3,33

When analyzing the table 1, several behavioral aspects can be identified that are distinguished by the dynamics of the frequency of actions. Very rarely, respondents stated that they “maintain room temperature in winter below 21 ° C” and “buy Fairtrade products” due to the presence of infrastructural barriers (lack of technical capabilities and lack of goods for mass sale). On the contrary, most often the respondents of all clusters noted that they “turn off the lights when leaving the room,” which is associated with saving money and habit.

It should be noted separately that socio-demographic characteristics do not affect the choice of a responsible behavioral strategy. The analysis of variance revealed a statistically insignificant difference in the following socio-demographic characteristics between representatives of different segments: gender, age, level of education, type of employment, level of education and type of employment of parents, type of residence.

The barriers that prevent the stated values of sustainable consumption from transitioning to specific buying behavior in the Russian market were identified by the authors earlier in the framework of a qualitative empirical study [11]. For the “Power of nature” segment, it is

necessary to use the educational function of marketing, which will influence the awareness of segment representatives about the possibilities of responsible behavior and overcoming existing barriers. The “Equality and Stability” segment is influenced by many barriers, namely, the lack of the necessary infrastructure and knowledge, the need for additional time and money. The segments “The power of mankind” and “Power struggle” face infrastructure barriers, to overcome which an integrated approach is needed, based on the development of innovative business models.

Responsible Consumption Models

An analysis of the psychographic characteristics of respondents, including motives that promote responsible consumption, and consumer values, made it possible to compare the resulting clusters with segments that are usually distinguished in the VALS system (Values, Attitudes, Lifestyles – values, relationships, and lifestyle types) developed by SRI International in 1978 and the research company KOMKON adapted to the Russian market [16]. The results of this comparison are presented in table 2.

Table 2

Correspondence of the segments identified by their relation to sustainable development to the VALS system

	<i>Motives for responsible consumption</i>	<i>Barriers for responsible consumption</i>	<i>Values</i>	<i>Type</i>	<i>Main group</i>
1	2	3	4	5	6
<i>Power of mankind</i>	Caring for health and safety; Habits	Infrastructure (external)	Individual (internal)	Social responsible	Guided by internal factors
<i>Power struggle</i>	Caring for health and safety; Habits	Infrastructure (external)	Social (external)	Integrated	Integrated

1	2	3	4	5	6
<i>Equality and Stability</i>	Caring for health and safety; Habits	Infrastructure (external); Need for additional time and money; Lack of knowledge (internal)	Individual (internal)	Taking risks	Guided by internal factors
<i>Power of nature</i>	No	Infrastructure (external); Need for additional time and money; Lack of knowledge (internal)	Individual (internal)	Individual	Guided by internal factors

The results of an empirical study made it possible to create models of responsible consumer behavior for each selected consumer segment, which are differentiated based on psychographic and behavioral characteristics. Before developing these models, an analysis of existing approaches to modeling consumer behavior was carried out and an integrative model of influence proposed by Matties [17] was identified, which reflects not only internal (individual) factors, but also external (social) ones. This model is a development of the theory of activation of Schwartz norms, explaining behavior with the help of three elements: personal norms, awareness of negative consequences and responsibility for negative consequences of inaction [18]. The activation of norms is seen as the first step in making a purchasing decision, followed by motivation, evaluation and action. In order to develop a model of responsible consumer behavior, the activation model of norms was refined and supplemented with information on behavioral and psychographic characteristics (including values, barriers and motives) of respondents for each of the four selected segments of the Russian market.

Let us consider in more detail the phases of the model of responsible consumer behavior:

- activation of norms is associated with consumer awareness of the problems of sustainable development, their ability to overcome them and the importance of their own behavior. This phase may be

influenced by formed habits (both responsible and non-responsible consumption);

- motivation is directly related to norms and values (of individual and social significance), as well as to the assessment of possible costs and the availability of resources. This phase may be influenced by the actions of opinion leaders, as well as formed habits (both responsible and non-responsible consumption);

- redefinition is associated with the possible influence of changing environmental factors (including the influence of educational tools);

- assessment as a consideration of the moral, social, environmental, economic and other costs and benefits and the decision to choose a behavioral strategy. After this, upon transition to concrete actions, the stage of influence of various types of barriers begins;

- action – the implementation of a responsible or non-responsible behaviour strategy. Certain factors also influence this phase: the current context and the actions of other people.

For the “Power of mankind” segment, the model of responsible behavior is presented in Fig. 3. The model is supplemented by the characteristics of this segment: they are aware of the problems of sustainable development, the importance of their own behavior and their capabilities; guided by such standards as caring for health and safety, simplicity, frugality, caring for the environment; have additional funds and time; faced with an infrastructure barrier.

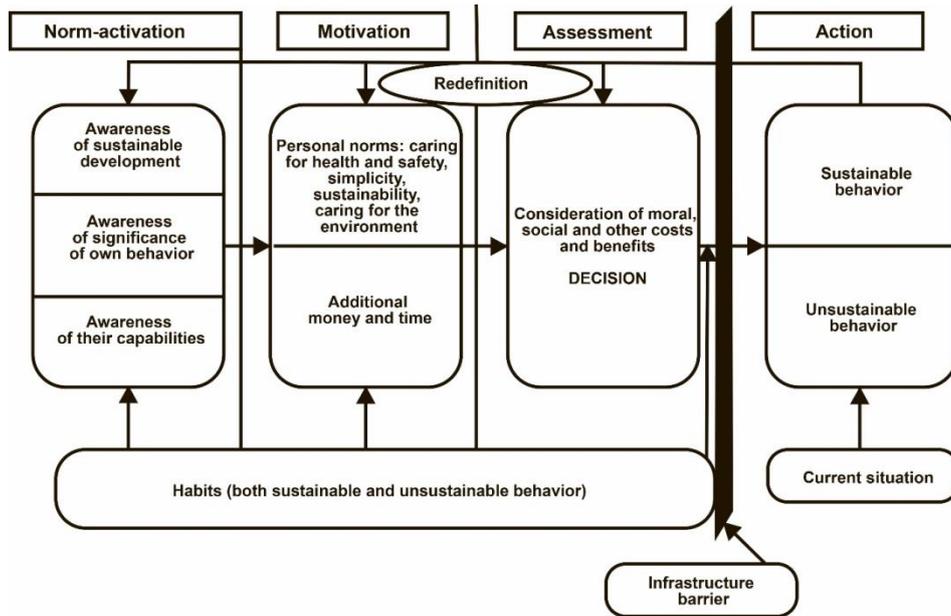


Fig. 3. The model of responsible behavior of the segment "Power of mankind"

Representatives of the "Power struggle" segment have similar characteristics: they are aware of the problems of sustainable development, the importance of their own behavior and their capabilities; are guided by such norms as caring for health and safety, as well as social norms (they care about the well-being of others: especially family members and colleagues, and also tend to adjust their behaviors to their expecta-

tions and recommendations); have additional funds and time; have some habits of responsible consumption; faced with an infrastructure barrier

Thus, they differ from the previous segment by the presence of social values and norms, as well as by the structure of personal norms. The model of responsible behavior for this segment is presented in Fig. 4.

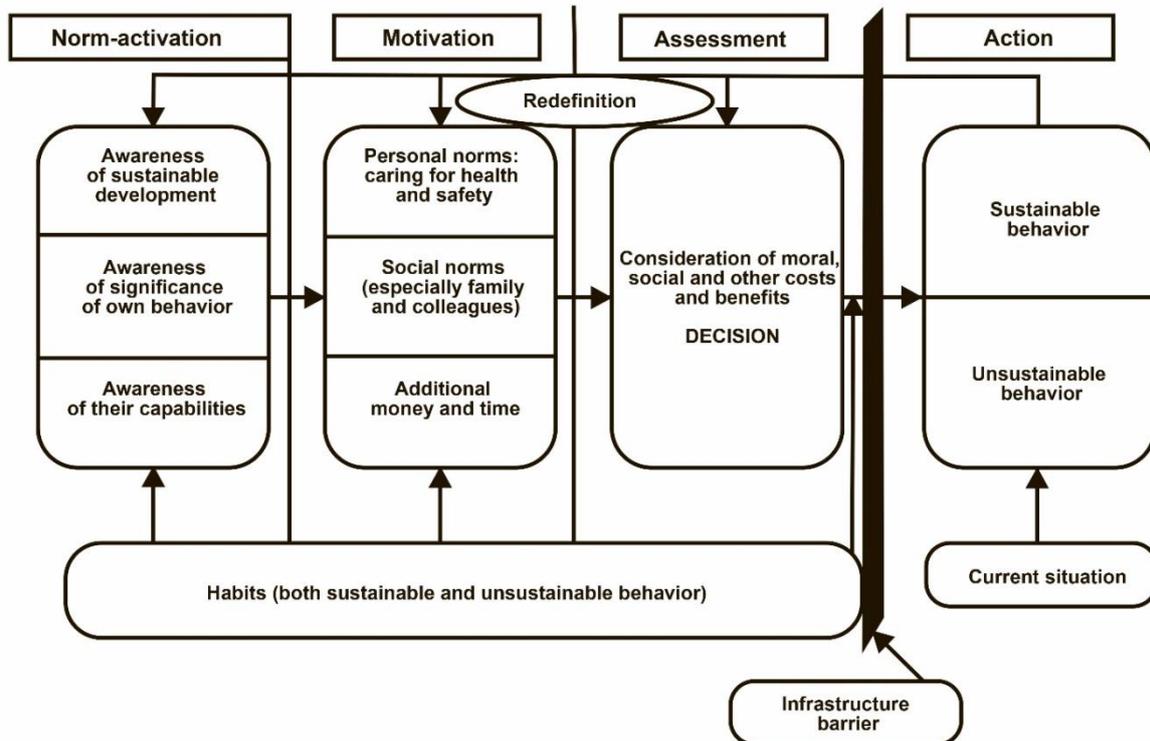


Fig. 4. The model of responsible behavior of the segment "Power struggle"

The model developed for representatives of the “Equality and Stability” segment does not have the “Norm-Activation” phase presented in models of other segments. This is due to the lack of awareness among respondents about the problems of sustainable development, the importance of their own behavior and their capabilities. Thus, this segment lacks the knowledge and skills necessary for responsible consumption. Significant differences can also be distinguished in the “Motivation” phase: due to lack of funds and time, an additional barrier appears, and of the values and motives, only concern for health and safety

remains. All this complicates the choice of a responsible behavioral strategy by this segment.

In the formation of a model of responsible behavior for this segment, educational tools come to the forefront that stimulate the possibility of the “Norm-Activation” phase by informing not only about sustainable development problems, but also about actions that need to be taken to implement the sustainable development goals, as well as the significance of the actions of each individual person. The model of responsible behavior for the “Equality and Stability” segment is presented in Fig. 5.

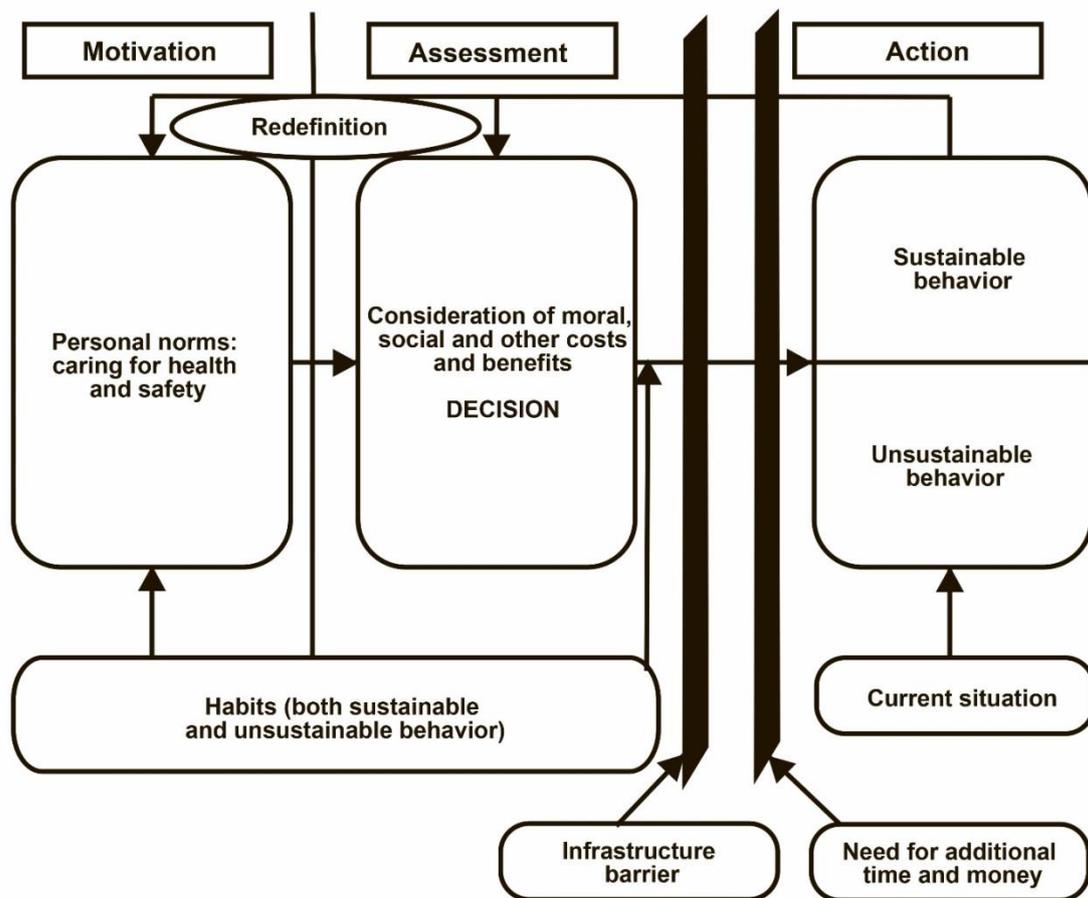


Fig. 5. The model of responsible behavior of the segment “Equality and stability”

The “Power of nature” segment has quantitatively grown more than 10 times over the past four years, and this dynamic makes it one of the most interesting for study. Representatives of this segment within the framework of psychographic characteristics express their commitment to the values of sustainable development and the desire to “make the world a better place.” Moreover, judging by the behavioral characteristics, it is this segment that selects responsible behavior less often than all the others do.

Thus, in the model of responsible behavior for the “Power of nature” segment, all three types of barriers

will be present: lack of necessary knowledge and skills, the need for additional time and money, infrastructure barrier. When forming a model of responsible behavior for this segment, a set of actions comes to the forefront aimed at overcoming all these types of barriers. In addition, the actions of others can encourage representatives of this segment to change their behavioral strategy, because they often exhibit behavior similar to other people. The model of responsible behavior for the “Power of nature” segment is presented in Fig. 6.

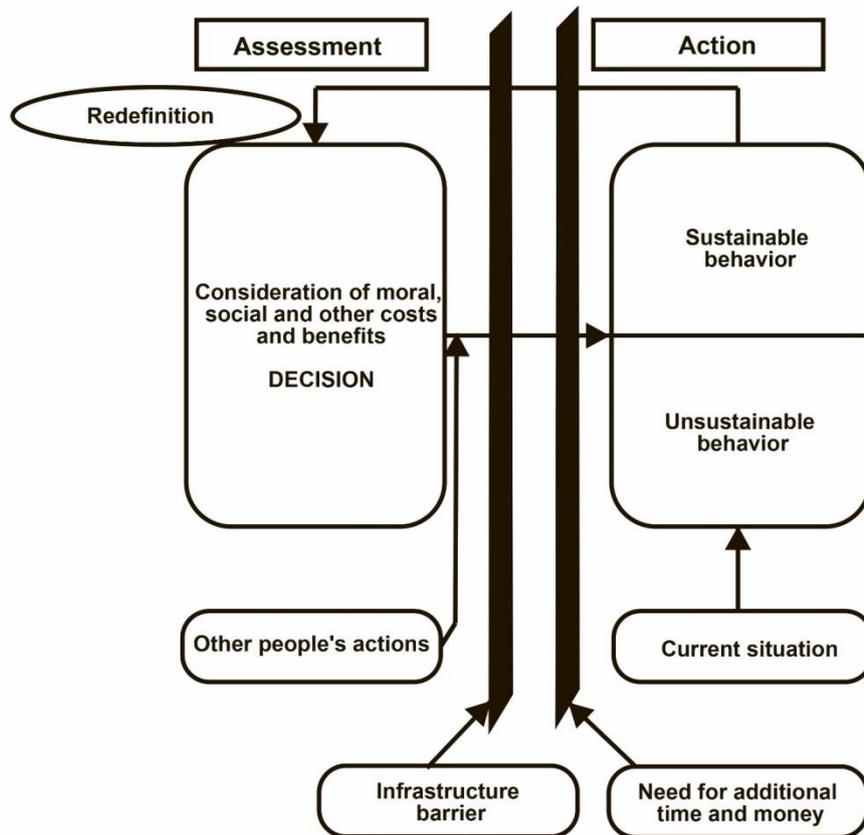


Fig. 6. Responsible Behavior Model of the "Power of Nature" Segment

Thus, each of the selected segments has its own model of responsible behavior. For the formation of responsible behavioral strategies, the critical role is played by overcoming the barriers that impede the transfer of declared values into concrete actions, as well as the activation of norms and motives that contribute to the choice of responsible behavior, the formation of a standard of responsible consumption, and subsequently, a responsible lifestyle.

Conclusion

The issue of stimulating the transition to a culture of responsible consumption today is quite acute. There can be no single answer to the question of who should form it. Most likely, all participants in market relations should participate in this process:

- each person due to the fact that behavior is closely related to the values that a person shares;

- companies that must integrate sustainable development aspects into their activities, as responsible consumption is almost impossible without responsible production;

- the state and government due to the fact that economic regulation should be oriented towards sustainable development (for example, there are examples of countries where separate waste collection, lack of animal testing, restrictions on the use of plastic are already legislatively fixed). In addition, overcoming infrastructure barriers is often impossible without government involvement.

The results of a series of studies allowed us to create models of responsible consumer behavior for each of the four selected segments of Russian consumers, taking into account behavioral and psychographic characteristics. Based on the developed models, companies can adapt marketing activities to the specific characteristics of the target audience.

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