

SUSTAINABLE POPULATION CONSUMPTION IN A POST-PANDEMIC ECONOMY. THE PERSPECTIVE OF THREE COUNTRIES

PROJECT ID: 22320074



PROJECT INFORMATION

Project leader:

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Project partners:

Comenius University Bratislava

University of Economics in Katowice

Period: 1. 11. 2023 – 30. 4. 2025





PROJECT GOAL

The project examines the impact of sustainable consumption through pro-environmental consumer behaviour in the Czech Republic, Poland and Slovakia.

The aim of the project will be to understand the decision-making processes of consumers in adopting sustainable consumption in a comparison of three countries (Czech Republic, Slovakia, Poland).



WHY DO WE DO IT?

There are many researches on sustainability of consumption and its impact on consumption behaviour, either at government level (ministries of agriculture, statistical offices) or with the professional community (interest groups, scientific institutions), but none has offered a comparative view of pro-environmental consumer behaviour after the metalloid era.





HOW DO WE ACHIEVE THIS?

The research makes several contributions to closely related streams of research on the pro-environmental behaviour of contemporary consumers.

First, it extends the knowledge of consumer behaviour in the market and in their households.

Second, it adds to the literature on changes in consumer behavior caused by the COVID-19 pandemic.

Third, it adds to research on the heterogeneity of consumer behavior across generations (BB, X, Y, Z).

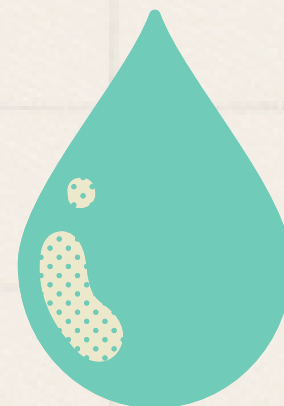
PROJECT IMPACTS



The results of this research will be presented through a workshop in the Czech Republic and online publication of scientific text.



The prepared online text will be addressed to Czech, Polish, Slovak and foreign researchers.



The recipients of our research results will also be managers of enterprises operating on the market of consumer goods and services.

