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Sustainable consumption in three countries - Czech Republic, Slovakia and Poland

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Ústí nad Labem





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There can be no sustainable consumption without an awareness of the concept of sustainable development and without an understanding of the Sustainable Development Goals.



The Sustainable Development Goals most familiar to Polish consumers (top five)

Specification	Research sample	Age group			
		18-24	25-39	40-59	60-80
Life on Land	67.8	63.5	60.6	70.7	76.1
Climate Action	64.8	59.1	58.3	67.3	73.9
Life Below Water	63.3	56.7	57.9	67.3	70.9
Clean Water and Sanitation	60.3	56.7	52.9	62.8	68.3
Zero Hunger	55.6	53.6	51.4	58.6	58.6



The Sustainable Development Goals least known to Polish consumers (top five)

Specification	Research sample	Age group			
		18-24	25-39	40-59	60-80
Peace and Justice Strong Institutions	39.2	36.5	36.7	42.1	41.4
Gender Equality	41.3	37.7	35.1	42.9	49.3
No Poverty	43.8	41.3	42.9	45.9	45.1
Sustainable Cities and Communities	43.9	40.1	43.6	43.2	48.5
Good Health and Well-being	47.5	48.0	44.0	49.2	48.5



What about the Responsible Consumption goal?

The Responsible Consumption and Production goal was associated with the goals of sustainable development by less than half of Polish consumers.

Research sample	Age group			
	18-24	25-39	40-59	60-80
48.2	48.0	44.4	48.1	52.2





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What is the attitude of Polish consumers towards sustainable consumption? A Typology of Behaviors



Types of consumers regarding behaviour in terms of sustainability and consumption.

- The typology employed 18 diagnostic variables related to consumer behavior that fit into the concept of sustainable development, including the concept of sustainable consumption.
- Cluster analysis was used to distinguish relatively homogeneous groups (types) of consumers in terms of their attitude to sustainable development and consumption.
- The types of consumers were distinguished in two steps. The first step was the Ward (hierarchical) cluster analysis applied with the square of the Euclidean distance, the second step was the non-hierarchical k-means cluster analysis.



As a result of the conducted analyses, four relatively homogeneous types of consumers were distinguished in terms of their attitude to sustainable development, including sustainable consumption:

Type	Name	No. of observations	% of observations
I	Apologists	315	30.1
II	Hedonists	84	8.1
III	Active when necessary	386	36.9
IV	Moderately involved	260	24.9
Significant		1,045	100.0
Limitations		0	0.0



Apologists

30.1 %

- Type I include consumers who, among the distinguished groups, most often declared behaviors supporting the idea of sustainable development and sustainable consumption.
- Almost every respondent in this group declares saving resources (water, gas, energy), protecting the environment, sorting waste and engaging in recycling.
- People from the first cluster also try not to waste food and limit its consumption.
- They are also the most generous of all types of consumers to those in need. Not only do they declare financial support for them, but also nearly 90% vote in elections for persons and political parties whose programs support the vulnerable, the poor, or are concerned about the natural environment .



Apologists

30.1 %

- Apologists are more often women than men.
- They are people from the X generation, id est, now 40-59 years old, declaring a good or very good financial situation and having higher education.



Hedonists



8.1 %

- Type II could be assigned to the other end of the spectrum.
- In contrast to apologists, this type of consumers the least frequently gets involved in activities aimed at achieving the goals of sustainable development and reducing excessive consumption.
- They also do not engage in any aid actions, nor do they belong to organizations working for the protection of the environment or supporting the vulnerable and the poor.
- The fate of other people and the entire planet seems to be indifferent to them.
- Self-focused hedonists, make up the smallest group of respondents.



Hedonists



8.1 %

- Hedonists, are much more often men than women, millennials, usually representing 4-person households, living in rural areas and small towns up to 50,000 residents.



Active when necessary



36.9 %

- Type III consumers on the commitment and sustainability axis are at the center. In the case of all analyzed variables, they most often gave the answers “from time to time” among the identified types of consumers.
- Therefore, these consumers are not opposed to sustainable development and limiting excessive consumption, but for various reasons, they are not always involved in activities aimed at environmental protection and deconsumption.
- In the studied sample, consumers from cluster III constitute the most numerous group of respondents.



Active when necessary



36.9 %

- Among those who are active when necessary can be found most often the youngest respondents – people of the Z generation – as well as respondents declaring an unsatisfactory financial situation and living in medium-sized cities (from 50,000 to 200,000 inhabitants), among all the identified types.
- Active when necessary, are more often people with lower education, representing households of 5 or more persons than people clustered in other consumer groups.



Moderately involved



24.9 %

- The last of the identified types of consumers is the third largest group of respondents.
- They engage in activities aimed at sustainable development and consumption much more often than hedonists and active when necessary, but clearly less often than apologists – it is especially visible where personal involvement is required of them: volunteering and helping other people, participation in organizations concerned about environmental protection and supporting the goals of sustainable development.



Moderately involved



24.9 %

- Moderately involved are more often the oldest respondents, representing the Baby Boomers generation than people associated with other types of consumers.
- Moderately involved are also people representing less numerous households (one, two or three persons), living in the largest cities, with more than 200,000 inhabitants.



Sustainable Development as a Factor Differentiating Consumer Behavior: The Case of Poland

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Abstract:

Purpose: The aim of the paper is to diagnose consumer behavior in the context of the sustainable development concept and to answer the question to what extent this concept differentiates consumer behavior.

Design/Methodology/Approach: The conducted analysis was based on the authors' original empirical research. The research was conducted in November 2020 on a sample of 1,045 adult consumers from all over Poland. The study employed the online survey technique. In order to determine the types of consumers, 18 diagnostic variables characterizing consumer behavior in the context of sustainable development, including sustainable consumption, were used. The type extraction was carried out in two steps. The first was a cluster analysis conducted with the hierarchical Ward method with the square of the Euclidean distance, and the second was a non-hierarchical cluster analysis adopting the k-means method.

Findings: As a result of the conducted analyses, four relatively homogeneous types of consumers were distinguished based on their behaviors that fit into the concept of sustainable development, including consumption. The types are: Apologists, Hedonists, Active when necessary, Moderately involved.

Practical Implications: The types of consumers identified and described in the paper may constitute the basis for market segmentation for firms offering consumer goods and services. In addition, the presented results of research conducted in Poland may constitute the basis for carrying out similar research in other European countries.

Originality/value: In the case of Poland, there is a lack of knowledge about the types of consumers as regards their behavior in the context of sustainable development, including sustainable consumption, it can therefore be assumed that the research results contribute to the theory of consumer behavior.

Keywords: Sustainable development, sustainable consumption, consumer behavior, typology, cluster analysis.

JEL classification: C38, D19, E21, Q01, Q56.

Paper Type: Research study.

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Did the COVID-19 pandemic affect consumer behavior? Have consumers started to behave in a more sustainable way as a result of the COVID-19 pandemic?

Respondents' declarations on maintaining behavioral changes in their households triggered by the COVID-19 pandemic (in %, N=1100)

Specification	Yes, I agree	I neither disagree nor agree	No, I disagree
More excellent care for health and hygiene	57.4	33.4	9.3
Limiting taking out loans and credits	55.4	35.0	10.6
Throwing away less food	49.1	38.3	12.6
Doing more things oneself	46.1	33.4	20.6
More excellent care for environmental protection	42.5	39.9	17.6
Shopping less frequently	30.6	35.5	33.9
Renting necessary items more often than buying them	15.6	41.1	43.2



COVID-19 PANDEMIC AS A CATALYST FOR CHANGE

Consumer's Perspective

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Grzegorz Maciejewski
Mirosława Malinowska
Kajetan Suchecki



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your place



your space



your future



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