

DECIPHERING SUSTAINABLE CONSUMPTION

UNDERSTANDING, MOTIVES and HEURISTIC CUES IN THE CONTEXT OF PERSONAL CARE PRODUCTS

- RESEARCH QUESTIONS**
1. What do consumers understand by the term „sustainability“ with reference to personal care products?
 2. How and why do consumers decide on more sustainable product alternatives?
 3. Which are the driving value-chains behind sustainable behavior?

METHODOLOGY qualitative research design (n = 17), non-directive interview technique
interpretive, grounded approach
laddering and means-end-chain analysis to reveal motives and values

FINDINGS Three consumer segments along three major dimensions were identified:

	Unreflecting (n=9)	Limited (n=6)	Responsible (n=2)
Problem Awareness	low	high	high
Competence	low	medium	high
Courses of Action	passive	passive	active

