



CELEBRATING SUSTAINABILITY AT
RHUL
CRIS

CONSUMER'S SOCIALLY
RESPONSIBLE DECISIONS FROM
A CULTURAL PERSPECTIVE

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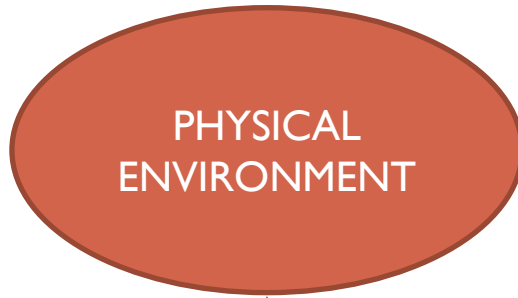


STRUCTURE

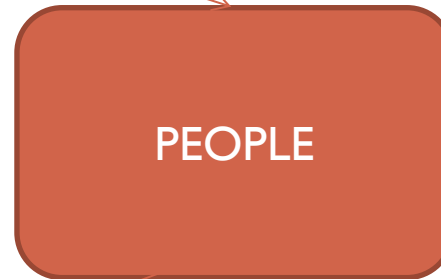
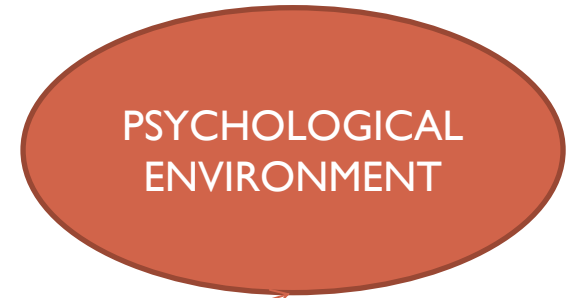
1. Previous Studies
 - a. Determinants of Behaviour
 - b. Culture
 - c. Literature Review
2. Purpose
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5. Work Plan

DETERMINANTS of BEHAVIOUR

EXTERNAL FACTORS



INTERNAL FACTORS



CULTURE

AUTHOR	DEFINITION
Tylor (1874)	Culture or civilization, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.
Benedict (1934)	Culture provided a context that made the behaviour of individuals understandable; geography and history provided a context for understanding the differences between cultures.
Weiss (1973)	Our generic term for all human nongenetic, or metabiological, phenomena.



LITERATURE REVIEW

- Few studies have analysed the relationship between cultural, symbolic and social determinants of socially responsible consumer behaviour.
- Potential: centrality of consumption in modern societies as agglutinating of social interactions & as a way to buy status, importance and belonging to groups.
- Previous studies have confirmed the explanatory and predictive ability of individual guiding values for some of these behaviours (Stern et al., 1995; Nordlund and Garvill, 2002; Dietz et al., 2002; Kilbourne and Pickett, 2008).
- Theories proposed (not yet tested emp.) about different types depending on the cultural vision of nature and the place where the individual occupies in it (*Douglas, 1999; Rippl, 2002*)



PURPOSE

- Investigate the role of socio-cultural determinants of Socially Responsible Consumer Behaviour
- Concepts related to Social Culture (Anthropology):
 - Values orientation (*Schwartz, 1992*)
 - Degree of anthropocentric bias (*Kilbourne & Carlson, 2008*)
 - Ideological position (*Kahn, 2007*)
 - Vision of nature (*Nooney et al., 2003*)
 - Risk perception (*Poortinga et al., 2002*)
- Methodology: Mixed method
 - Qualitative stage
 - Quantitative stage



AIMS

- Explore the role of values in guiding socially responsible consumption.
- Identify types of consumers based on their cultural traits and their relationship with socially responsible behaviour.
- Provide more comprehensive understanding of socially responsible consumption, by taking into account socio-cultural influences but also psychological and personality characteristics.




CONTRIBUTION

- Findings will ideally provide a comprehensive account of socially responsible behaviour that considers the role of socio-cultural determinants alongside traditional determinants such as motivations and attitudes.
- Potential Implications for
 - Theory Development
 - Public Policy and Marketing
 - Consumer Education



WORK PLAN

- First-period (January to March 2009): Stay in London. Theoretical foundation and formulation of the qualitative methodology.
- Second-period (April to July 2009): Implementation of participant observation and in-depth interviews. Transcripts of interviews and recording of data.
- Third-period (September to December 2009): Running group sessions, and interpretive analysis of findings.
- Fourth period (January to March 2010): Design and implementation of quantitative methodology.
- Fifth-period (April to July 2010): Statistical analysis and establishment of final conclusions.



Thank you!
Any Questions?