

Sustainable lifestyles and identities: Segmenting consumers based on behaviors, perceptions and openness to change



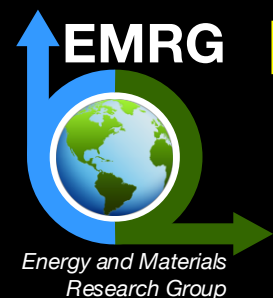
EMRG

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Energy and Materials
Research Group

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Introduction

What is “green” technology and behaviour?

For now, we focus on perceptions...



Lifestyle is culture: Intuitively we link activities, objects and identity



Lifestyle: package of related behaviors, objects and skills that both expresses and shapes consumer identity.

Can help us understand consumer **perspective**, **demand patterns**, and opportunities for **change**

Different ideas:

Attitude: specific belief

Value: more stable, general perspective

Lifestyle: what you actually do

Lifestyle as a theory

Lifestyle reflects and inform **identity**

Lifestyle can be **dynamic**

An individual engages in multiple “**lifestyle sectors**”

**Present study:
Green Lifestyle Survey 2013
(Canada-US)**

Green Lifestyle Survey 2013 (Canada-US)

Research objectives:

1. Frequency of green activities
2. Identify green “lifestyles”
3. Segmentation of citizens

Sample: Canadian citizens (n = 1216)

U.S. citizens (n= 1000, not analyzed today)

Web-based survey instrument:

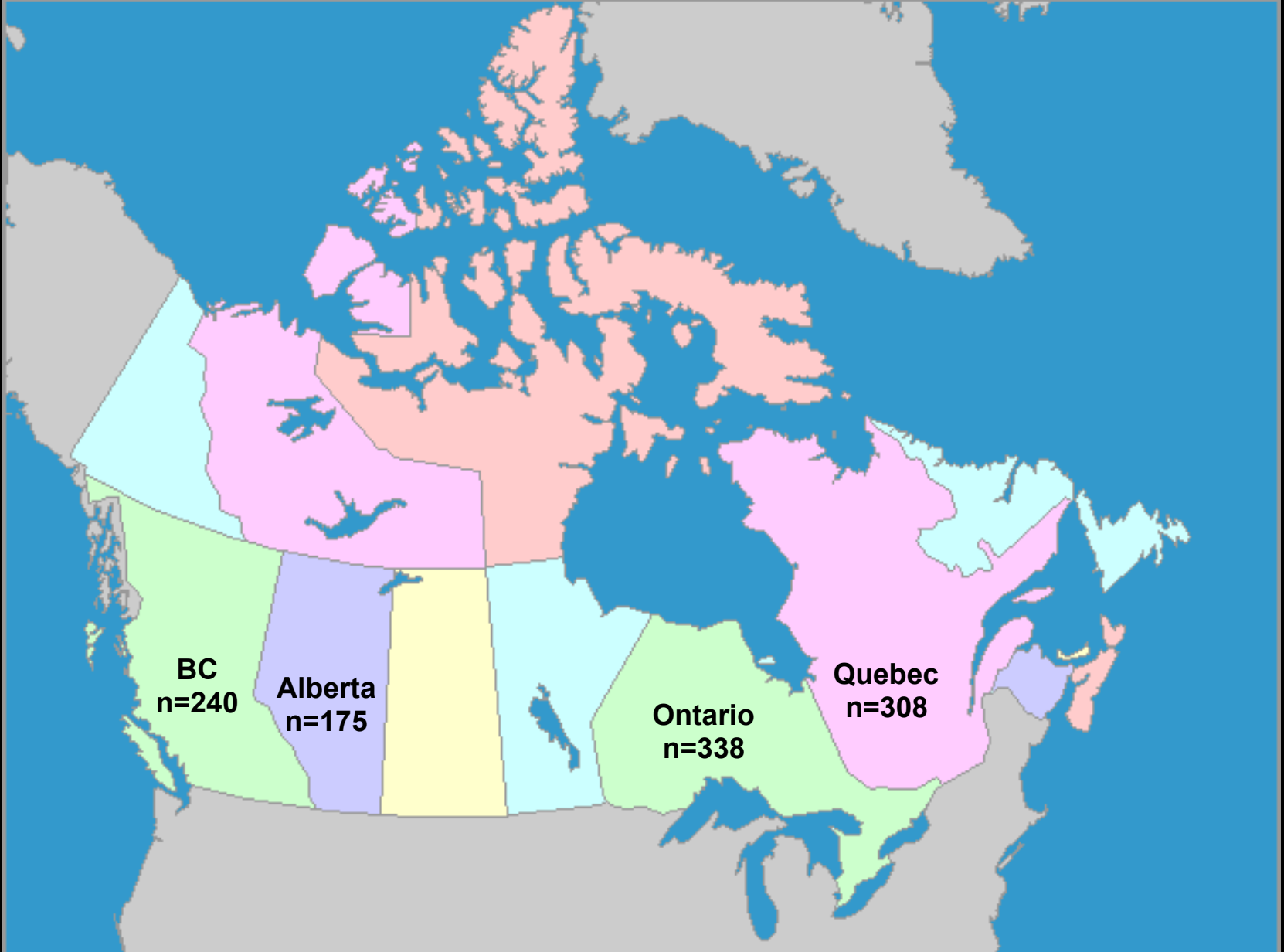
General activities (47 items)

Green activities (45 items)

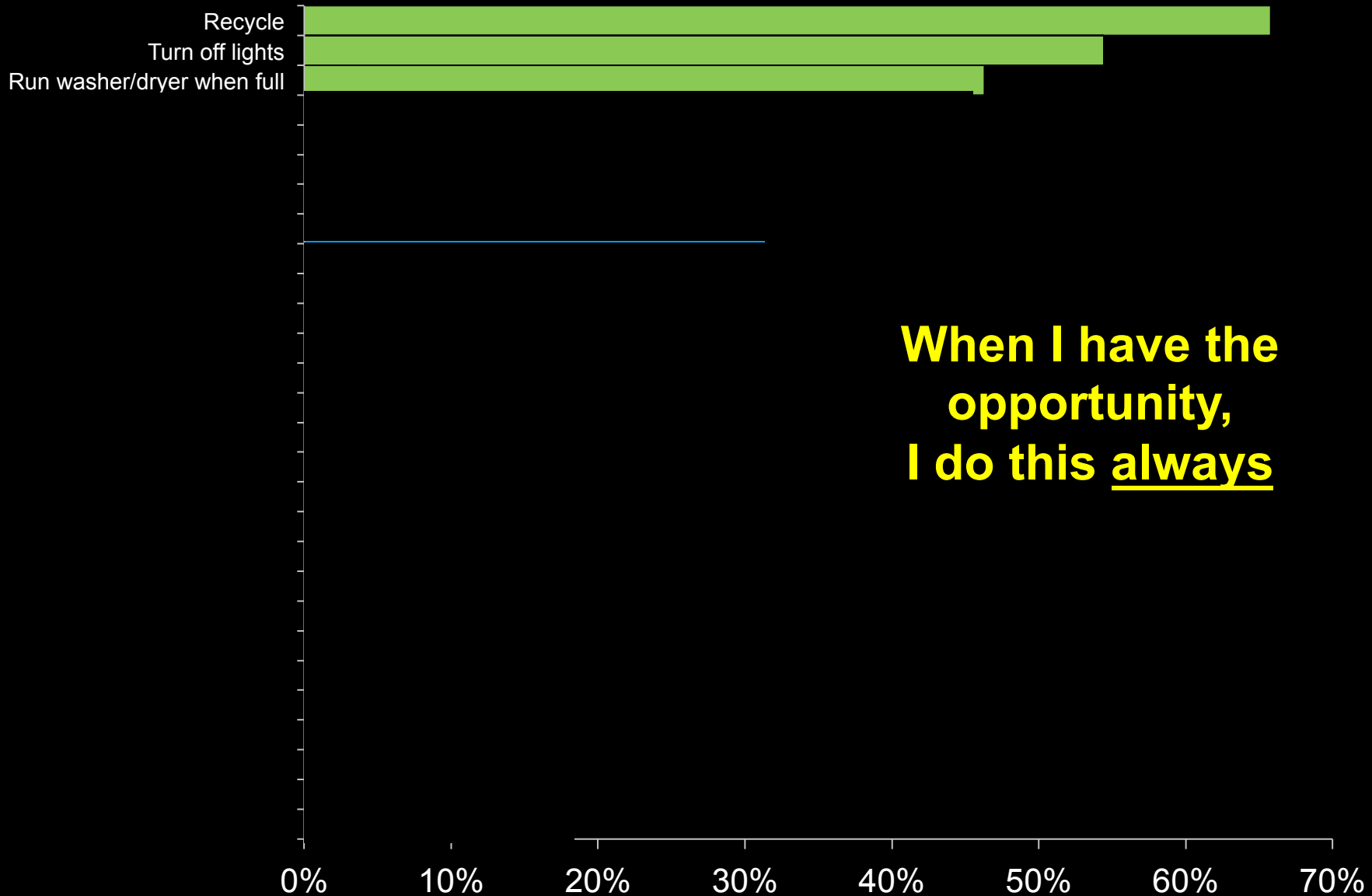
Values

Life satisfaction

Provincial oversamples permit regional comparison

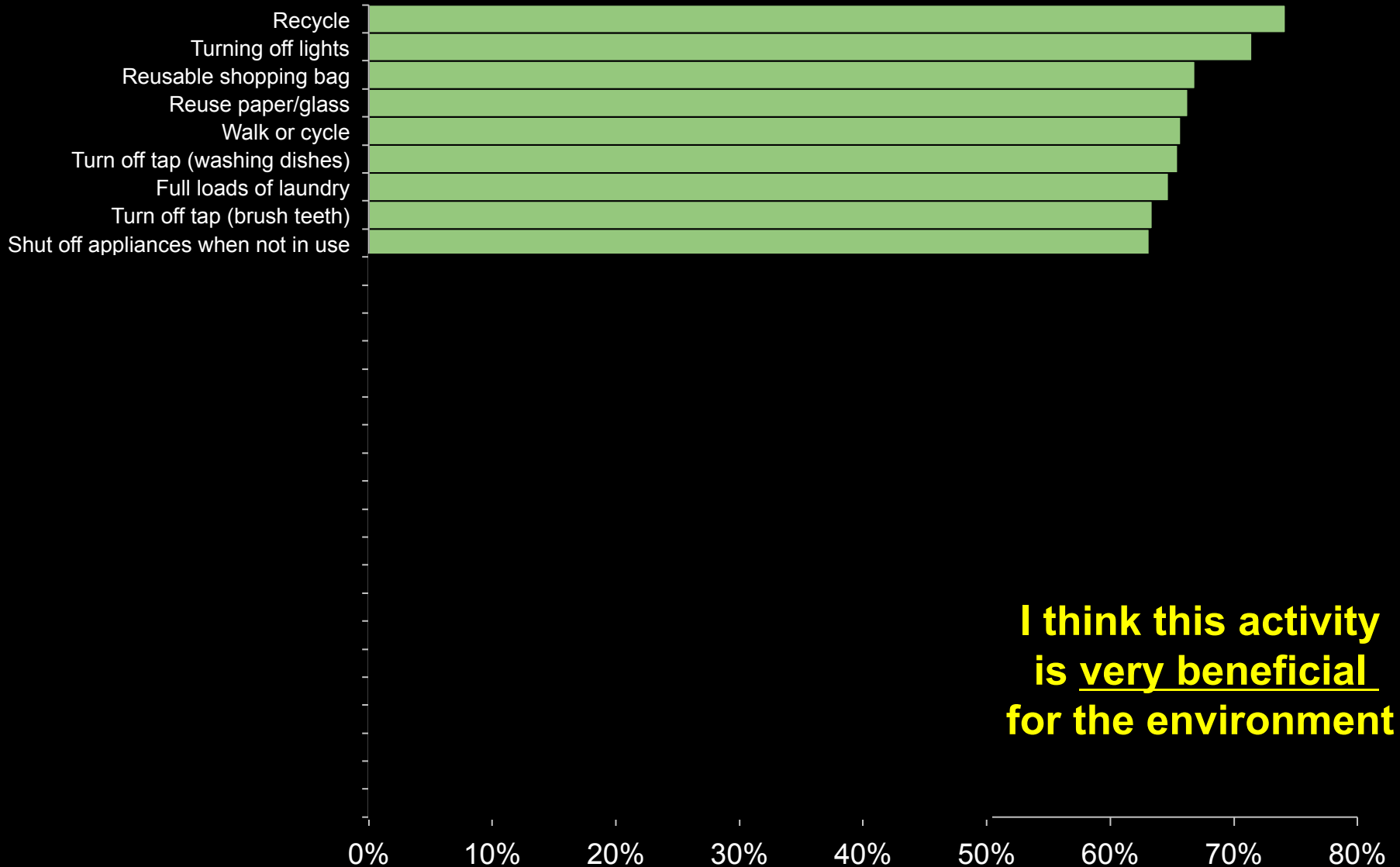


The most common “green activities” are recycling and turning off lights

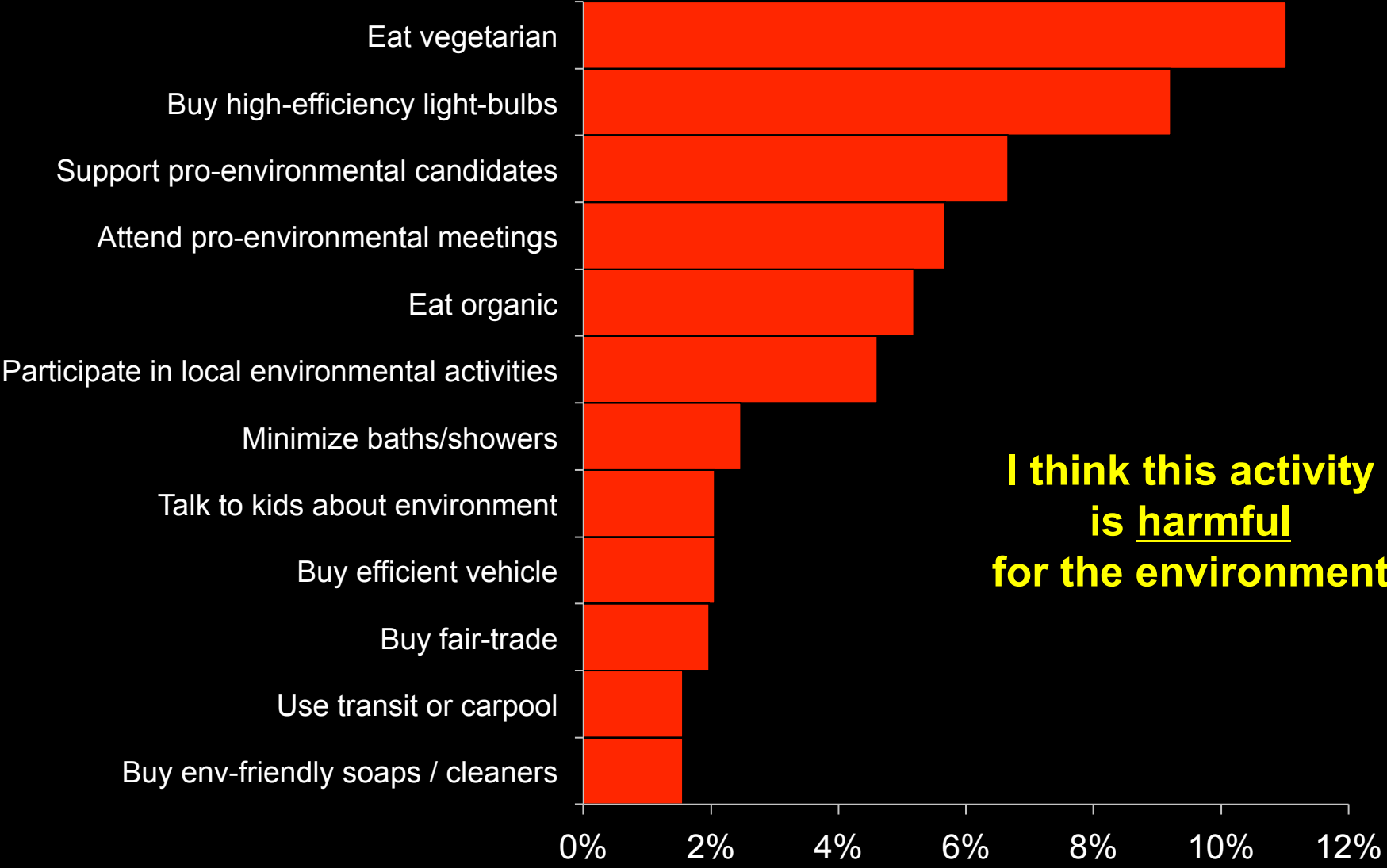


When I have the opportunity, I do this always

Some “green activities” are clearly seen as being “pro-environmental”



A few “green activities” can be seen as anti-environmental (or controversial)



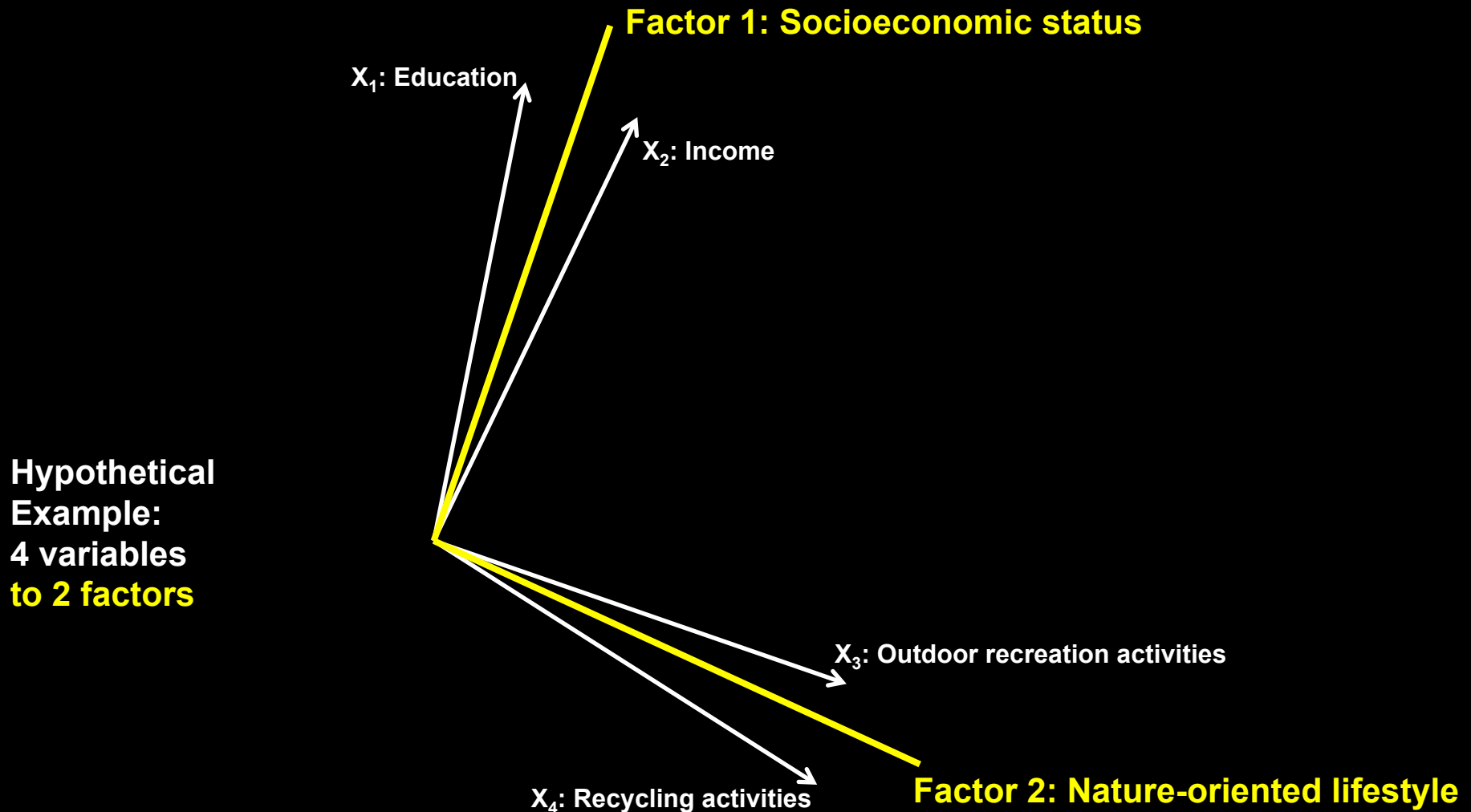
**I think this activity
is harmful
for the environment**

Can observe some regional variations in green lifestyle activities

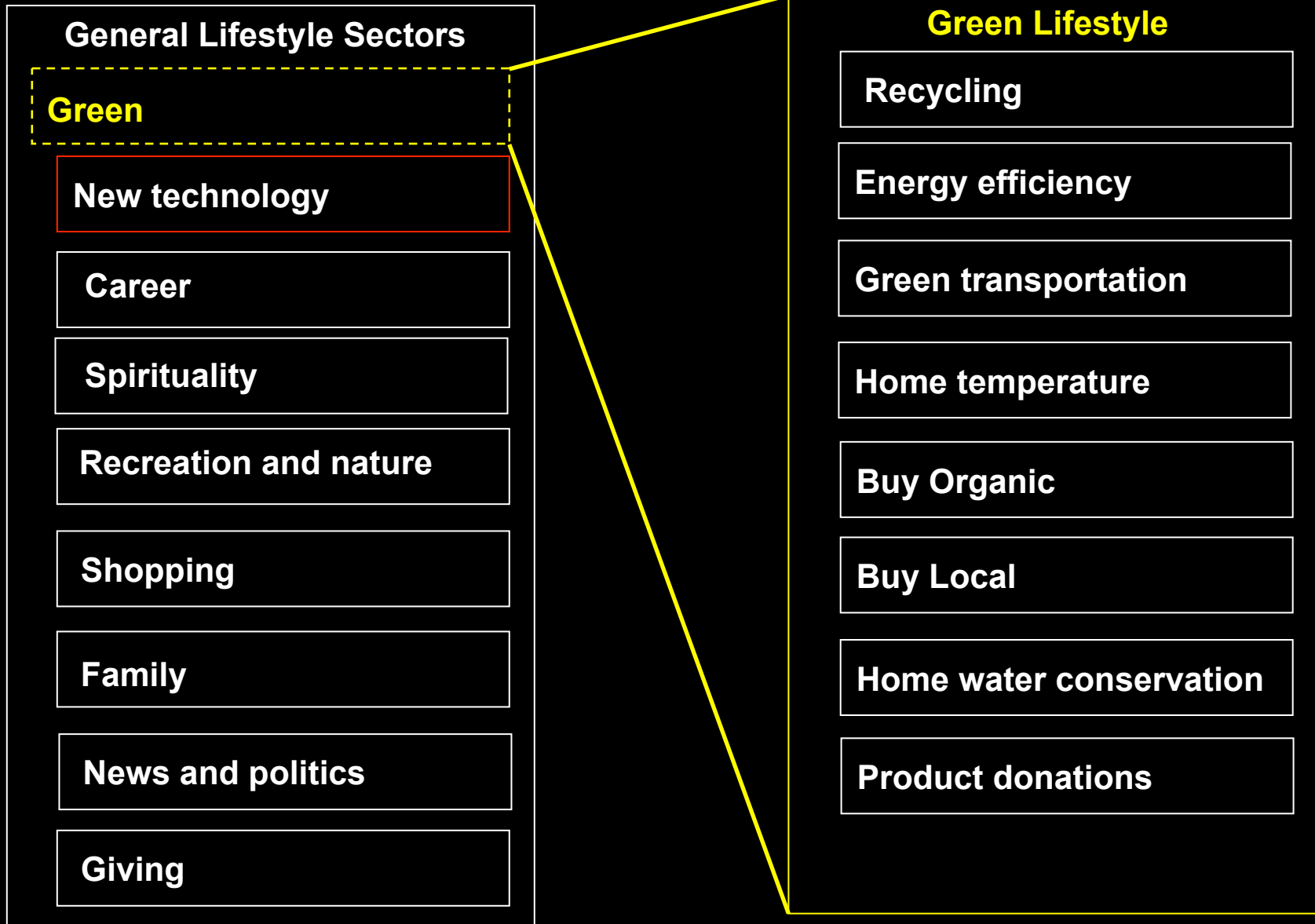


Identifying green lifestyles

Factor analysis is used to reduce dimensions. This method is also consistent with “lifestyle theory.”



Mapping out green lifestyle



Identifying general lifestyle sectors

1. Shopping for new tech	1. New technology
2. Talking about new tech	
3. Using new tech	
4. Main career	2. Career
5. Developing career skills	
6. Studying	
7. Thinking about environment	3. Green
8. Trying to help environment	
9. Promoting conservation	
10. Engaging in conservation	
11. Exploring spirituality	4. Spirituality
12. Meditation	
13. Religious stuff	
14. Gardening for decor	5. Home decor
15. Decorating home	
16. Outdoor sports	6. Recreation and nature
17. Indoor sports	
18. Spending time in nature	
19. Shopping for food	7. Shopping
20. Shopping other than food	
21. Spending time with family	8. Family
22. Taking care of family	
23. Discussing politics	9. Politics
24. Following current events	
25. Giving to charity	10. Giving
26. Volunteering	
27. Attending enviro. meetings	11. Enviro-politics
28. Political meetings	

Identifying different “green lifestyles”

1. Buy organic food	1. Food conscious
2. Buy Fair trade food	
3. Eat veggie diet	
4. Buy used products	2. Reduce consumption
5. Make own products	
6. Fix rather than buy products	
7. Reduce hot water temp.	3. Home temperature/water
8. Turn down heat	
9. Reduce A/C	
10. Minimize water use in yard	
11. Attend pro-environmental meetings	4. Environmental politics
12. Participate in environmental activities	
13. Turn off lights	5. Energy efficiency
14. Shut off appliances when not using	
15. Run washer/dryer when full	
16. Recycle	6. Recycling/reusing
17. Buy recycled products	
18. Reuse paper/glass	
19. Turn off tap for dishwashing	7. Home water
20. Turn off tap for soaping up	
21. Turn off tap for brushing teeth	
22. Buy high efficiency lights/appliances	8. Efficient technology
23. Buy efficient vehicle	
24. Donate furniture to charity	9. Product donations
25. Donate clothes to charity	
26. Buy Fair trade food	10. Buy local
27. Buy food at Farmer's market	
28. Use transit or carpool	11. Green transportation
29. Walk or cycle	

Lifestyle	Associated with green motives?
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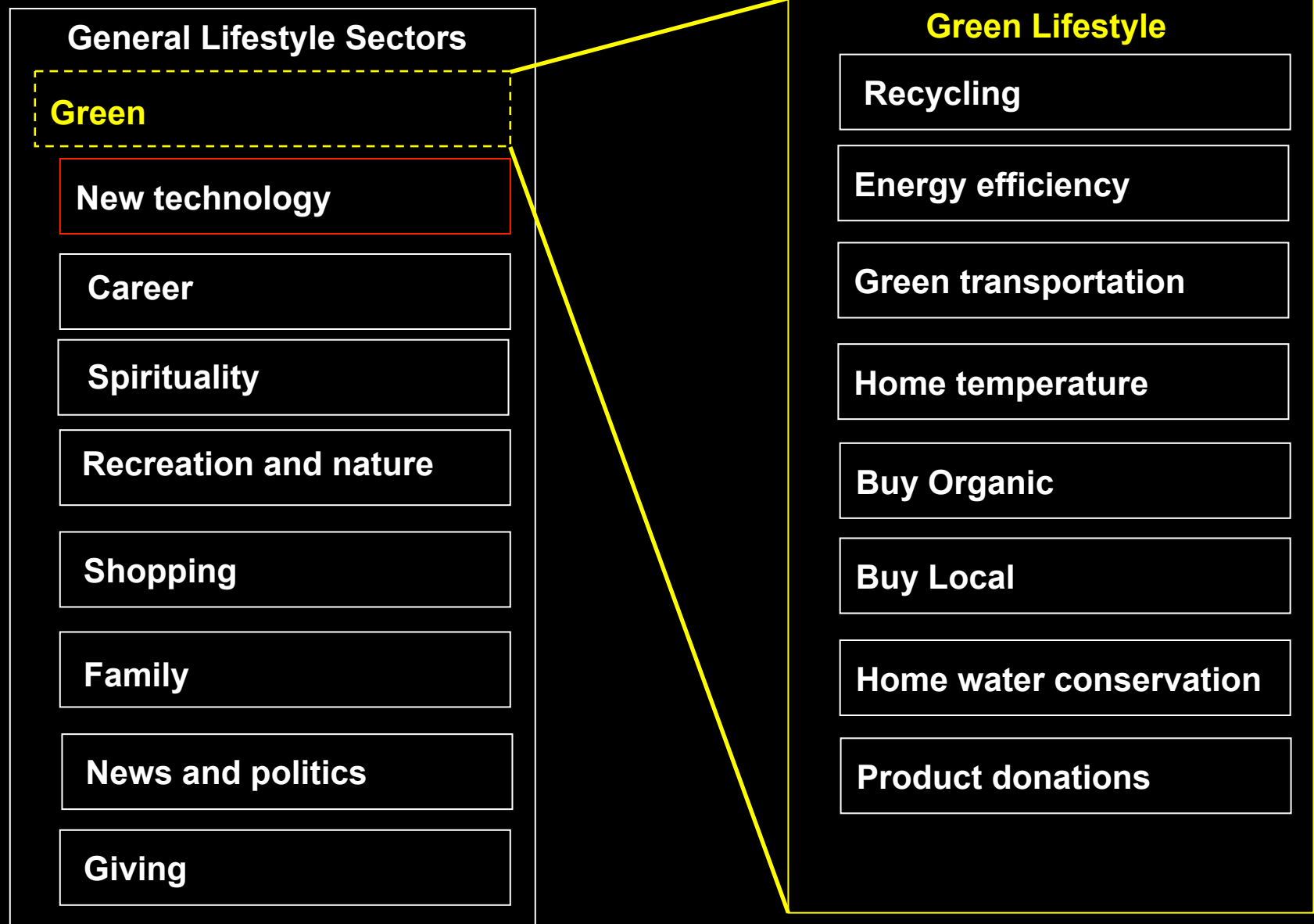
1. Food conscious

Biospheric values
Egoistic values
Higher income

2. Reduce consumption

Egoistic values
Low income

Mapping out green lifestyle



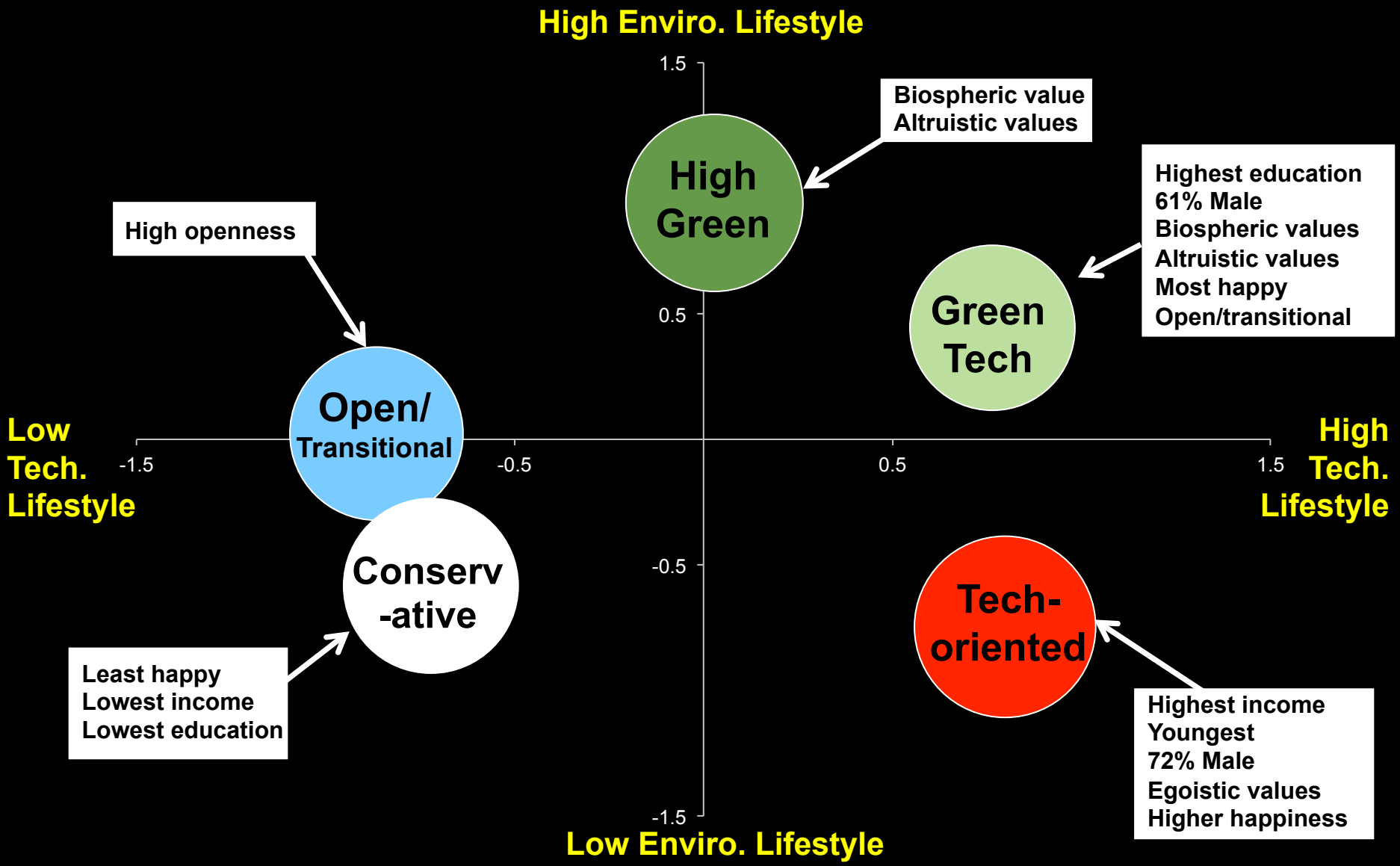
Identifying citizen segments based on:

Green lifestyle

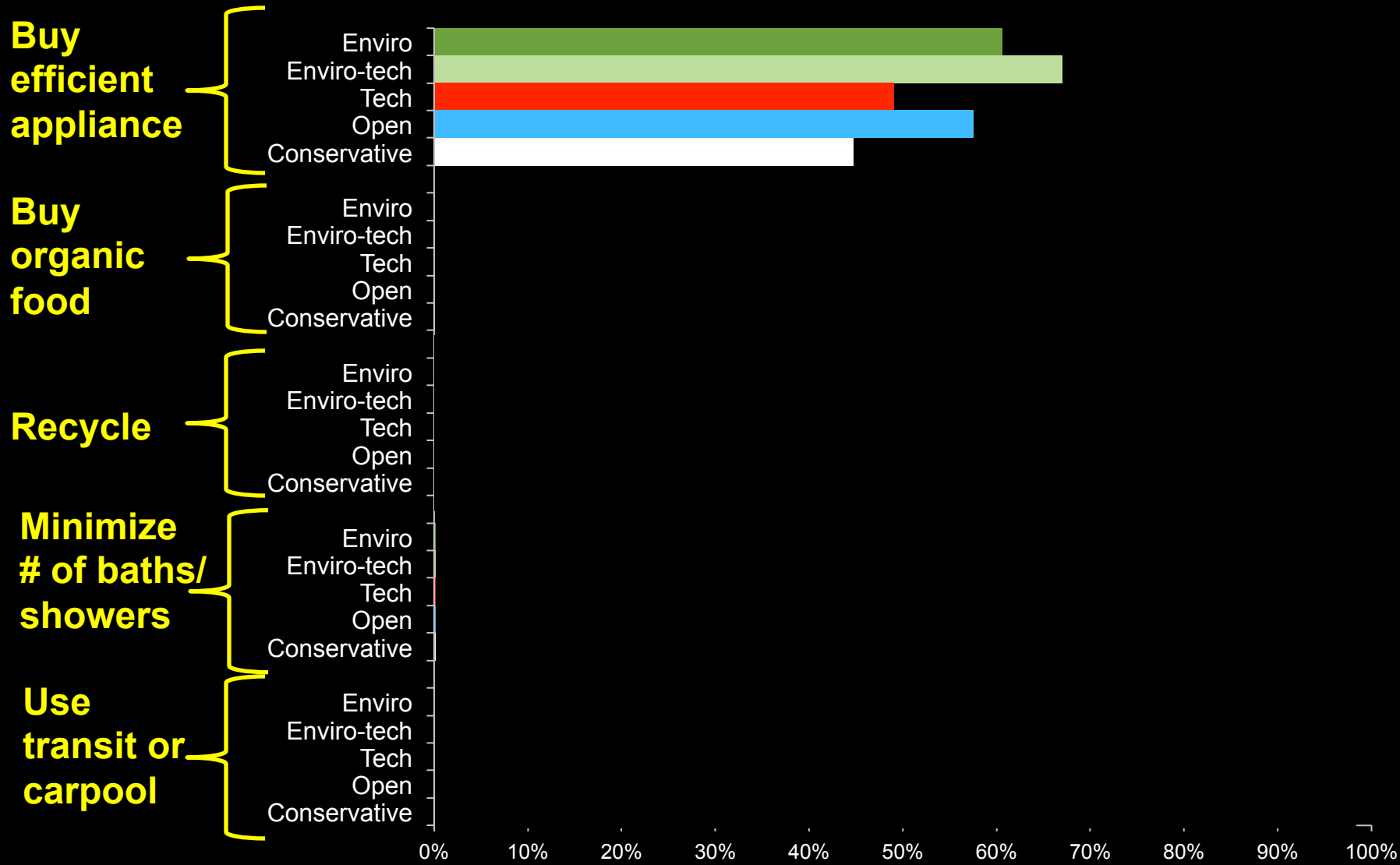
Tech-oriented lifestyle

Lifestyle openness (liminality)

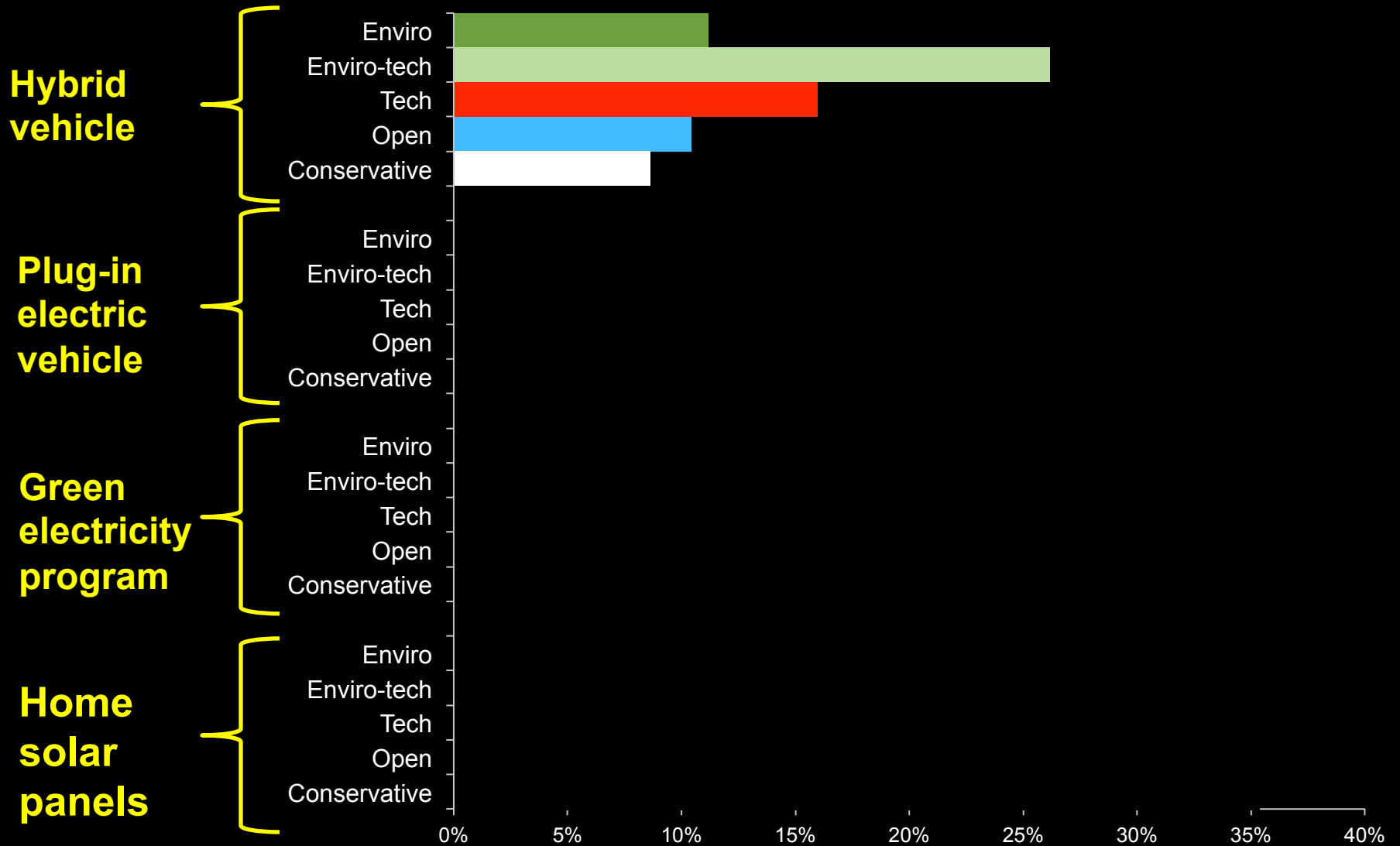
5 citizen segments based on green- and tech-oriented lifestyle and openness to change



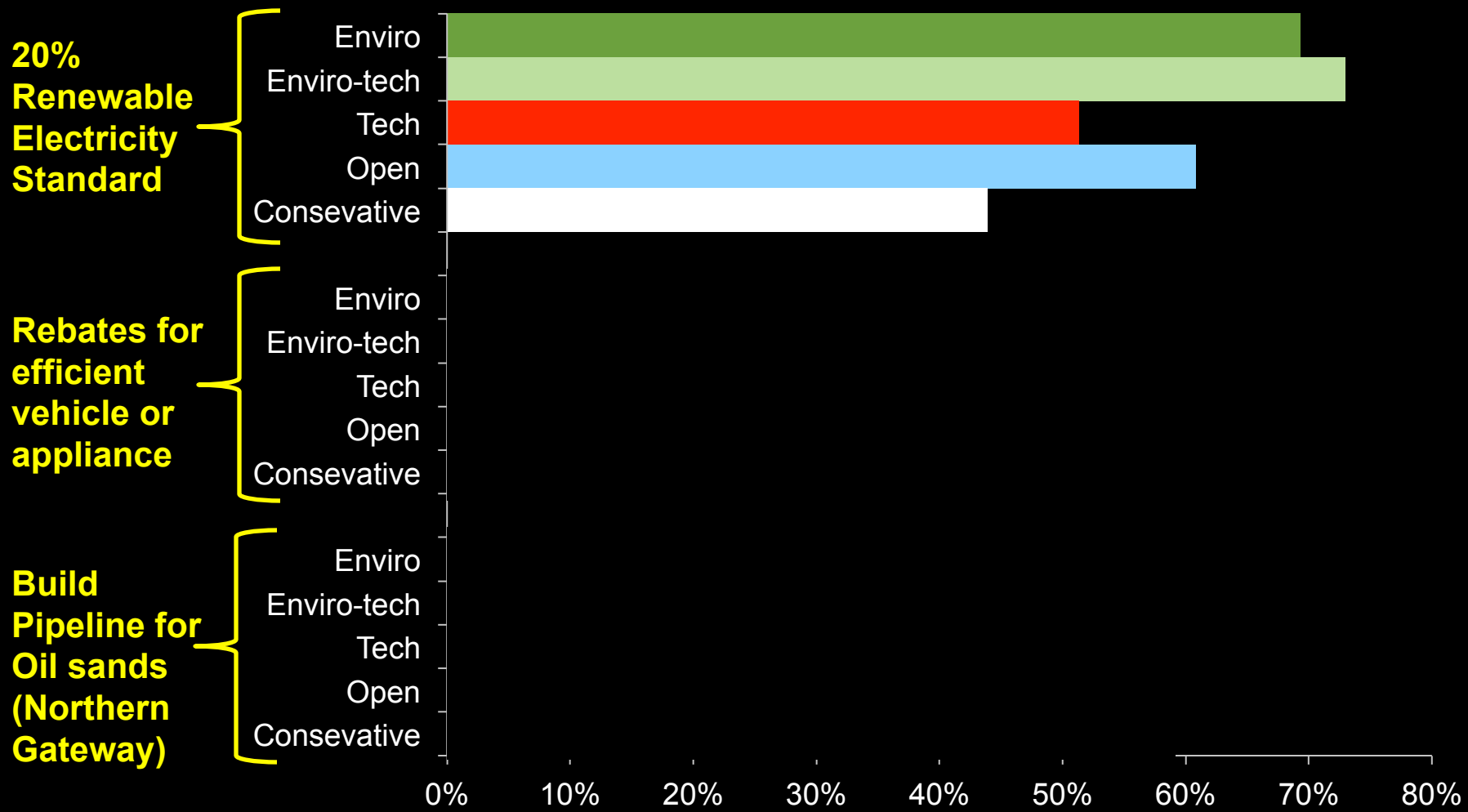
Lifestyle segments differ in their engagement in green activities



Lifestyle segments differ in their interest in buying pro-environmental technologies



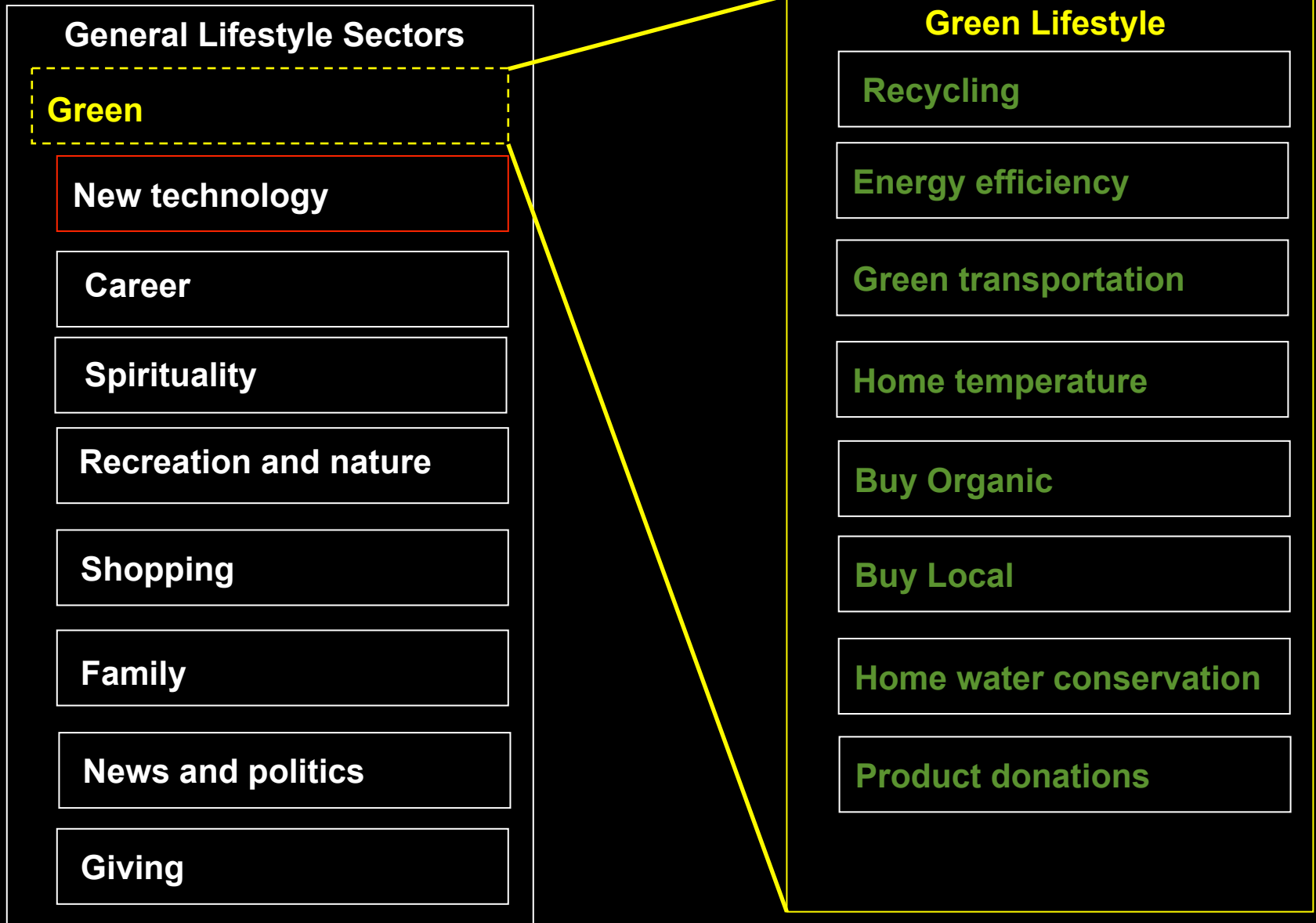
Lifestyle segments differ in support for environmental policies



Some Take Home Points

1. Huge variation in engagement and perceptions of different green activities
2. “Green lifestyle” is distinct from other lifestyles sectors
3. There are a wide variety of “green” lifestyles
4. Only some green lifestyles align with biospheric values
5. Lifestyle-based segments can predict activities, interest in environmental tech, and policy support

Mapping out green lifestyle



A U.K. study finds 7 “green living” categories (n = 551)

Lifestyle sectors (PCA component),
from **24 pro-environmental behavior items**

1. Waste reduction
2. Eco-shopping and eating
3. Regular water and domestic energy conservation
4. One-off domestic energy conservation actions
5. Eco-driving
6. Political action
7. Reducing car use and flights

San Diego survey 2011, n = 711

- Environmental lifestyle may be it's "own thing"
- Lifestyle can differ from attitudes
- Key lifestyles: environment-oriented, and technology-oriented

