

Analysing Sustainable Consumption Patterns: A literature review

NAIMUL HOQUE

ABSTRACT *Being aware of sustainable lifestyle is crucial to the welfare of society and environment. This article has used secondary data analysis research method to figure out the barriers and possible realistic ways to encourage people to adopt sustainable lifestyle. At the same time, it highlights daily life practices that are similar worldwide that have a significant effect. To achieve major positive response from the consumers for sustainable products 'cool' status needs to be established, realization about sustainable products' cost-effectiveness and acquiring task-specific knowledge on being sustainable should be given significance. Empowering rather than forcing consumers' towards sustainability approach should be taken and making them realize about the disastrous effect of environmental degradation caused by unsustainable daily-life practices can help solve cognitive dissonance towards sustainability.*

KEYWORDS *consumer; development; lifestyle; motivation; sustainable*

Introduction

Lifestyles mark, unite and distinguish us. Our everyday life reflects the patterns we follow to lead our lives; cooperating with one another, the decisions and choices we make as individuals evolve within a global society of nearly seven billion people (UNEP, 2011). The UN report also emphasizes on our lifestyle that can have strong impact on the environment and communities, and can be at stake when individual as well as collective choices lead to major environmental crises, such as climate change, resource scarcity and pollution. This article aims at providing review on dominant literature on consumption behaviour of our daily lives that supports the development of sustainable lifestyle and policies that make a positive impact on the environment. With the help of efficient infrastructures and individual actions, sustainable lifestyles can play a major role in limiting the usage of natural resources, pollutant emissions and wastes, while supporting an equitable socio-economic development and progress for all. People need to see themselves not only as a part of the problem, but also as a part of the solution if the transition to a more sustainable lifestyle is to be achieved. Policies that increase the feeling of empowerment may also have a positive effect on

consumers' motivation to make an effort, thus amplifying its effects (Thøgersen, 2005). This article also intends to find out knowledge gaps on current literature in this area and pave way for further research on how to attain effective and efficient sustainable consumption patterns.

Sustainable consumption pattern

Consumption is 'the reason why anything gets produced' and much responsibility for environmental degradation lies with the consumer (Heiskanen and Pantzar, 1997). Through their consumption and disposition patterns, consumers contribute to the current environmental condition (Abdul-Muhmin, 2007). Pro-environmental behaviour, such as purchasing 'environmentally friendly' products and recycling, has been studied extensively (Brown and Wahlers, 1998; Johri and Sahasakmontri, 1998; Abdul-Muhmin, 2007). However, from a sustainability perspective, such behaviour alone is not sufficient because the focus is on issues such as recycling and waste, but not on consumption itself (Connolly and Prothero, 2003; Thøgersen, 2005).

Sustainability as an issue has been and is still being given high priority since the World Summit in Rio in 1992. Yet, advancement towards sustainable lifestyle has been somewhat sluggish (Thøgersen, 2005). Consumption habits in the rich world still are unsustainable and will become dangerously indefensible if it continues to be adopted by the poor world. The ecologists and others who wish to effect a transition to a more sustainable society have to acknowledge the profound attachment to consumption in the rich parts of the world. Culture and lifestyle of the rich world has an undeniable appeal to the poor world. Social policy can be one of the ways in which sustainable patterns of consumption can come into sight. If lifestyle is represented by the selection of goods, then the best example is home. Household chores such as cleaning, cooking, washing and ironing are tasks that are needed to be performed on a regular basis; also, a significant amount of electrical energy has to be expended considering the necessity of electrical supplies to do these chores. For instances, standard bathroom facilities – hot

water, bath, shower toilet – consume 80 percent of total power at an average household in the United Kingdom.

How we organize our daily lives and how we travel has a major impact upon the environment. Still, houses are poorly designed and tend to over-consume precious non-renewable resources. Energy conservation can be achieved by a simple switch from conventional lighting systems to LED or Compact Fluorescent Lighting at home. Considering that LED lights use up to 90 percent less energy than the traditional lights, this could represent considerable savings on energy bills. It is amazing how small changes in everyday lifestyles, such as cutting back on water consumption, wasteful lighting practices and using energy-efficient home appliances, could save consumers a great deal of money. On top of that, using recyclable or organic products means that toxic materials are removed from the production processes. Nonetheless, the shift towards sustainable practices in everyday life has to take into account the constraints and opportunities afforded by patterns of daily life and work in contemporary societies. Crucially, they need to reconsider the importance of being sustainable for self-identity and self-expression. If this does not occur, then sustainable lifestyles will most likely remain stuck in a green ghetto. In order to achieve 'green' themes, it is compulsory to outline the environmental impact of consumerism and then observe the feasibility of sustainable consumption.

'Consumption itself has become, according to many observers as the central and defining phenomena of human life and societies' (Ratneshwar *et al.*, 2000). Not only is consuming a 'primary means of self-definition', but is also 'an important leisure pass time activity' (Varey, 2010). The idea of limiting consumption is, however, contrary to the prevailing ideology of marketing (Kilbourne and Carlson, 2008; Varey, 2010). There is an ongoing tendency to ignore the topic of consumption reduction within the mainstream marketing debate as that 'it does not fit comfortably with accepted marketing theory and practice. On the contrary, marketing has been held responsible for facilitating excessive buying and a

materialistic lifestyle (Rassuli and Hollander, 1986; Malhotra *et al.*, 2006; Assadourian, 2010; Varey, 2010). The promotion of a hedonic attitude towards consumption and the association of consumption with positive values, such as happiness, 'the good life' or quality of life endorses an urge to over-consume (Van Dam and Apeldoorn, 1996; O'Shaughnessy and O'Shaughnessy, 2002; Pereira Heath and Heath, 2008). If current production and consumption systems are unsustainable, we are limiting the choices available to future.

Perceptions of sustainable development (SD), risk and what constituted sustainable lifestyles were developed under considerable levels of uncertainty. Pellizzoni (1999) suggests that discussions surrounding SD and associated issues have created a radical uncertainty. The prioritization of personal risk is evident. Risk from the more immediate threats has been superseding global risk. This was not an unexpected finding of the research; but there is a growing body of literature that still argues supporting the issue as well (Castells, 1996).

Lifestyle in a consumerist society

The way we manage our lifestyles through our different personal actions is what allows us to have a distinct image of ourselves from others. The largest environmental impacts of day-to-day personal actions are associated with food, shelter, adequate clothing and warmth, all essential for human survival. Consumption is the most significant sector that plays a great role in improving people's quality of life. However, we also consume to satisfy non-material needs, not only to differentiate ourselves from others but also to align ourselves with some groups. From a spectator's point of view, it is also about what we buy and how we use it to express our values and aspirations. Every now and then, we buy and behave in ways that conform to social expectations and are means of self-achievement (UNEP, 2011). Most of these activities generate waste and pollution that are a major cause of environmental degradation and contributing to the global climate change

(OECD, 2002; Worldwide Fund for Nature [WWF], 2005).

The accumulation of goods and the energy needed in production have contributed to the chronic environmental burdens that threaten our planet. Although there may be a willingness to participate in pro-environmental behaviour, a large chunk of consumers are still waiting for a supportive infrastructure. They often look to others, such as the government and businesses, to take the lead, that is, the notion of 'I will if you will'. Every sphere of society has something to contribute. Governments must take pioneering steps to modify current frameworks and infrastructures (regulatory instruments, technological innovations, new public services) to enable citizens to adopt lifestyles that contribute to a better, sustainable environment (UNEP, 2011). The UN report also assesses that information and education are essential, as well as the full participation of civil society in the movement. The business sector too needs to come up with better solutions to support sustainable lifestyles and take part in the development process of responsible consumption. The World Business Council for Sustainable Development and the World Economic Forum also acknowledge the necessity to foster SD and create a green economy with a key role played by the consumers.

Labelling sustainable products as 'cool'

Individualization refers to the process whereby we aspire to act as individuals, rather than collectively. Over the past half century, consumer goods have been penetrating deep into the consumer psychology. As Erich Fromm remarked, 'I am = what I have and what I consume' (Dittmar, 1987). For example, nowadays self-expression is attained through the use of material possessions more clearly with some goods than others; clothing and cars tend to have key importance. Jim Brack, creative director at Amherst explains it, 'People are driven by their emotions; it's not about fact and logic. Increasingly, the only button you press is an emotional one. You find out what the needs are and you discover ways of reflecting those needs' (Booth, 1999). A great deal of time, effort and money go

into establishing what is likely to appeal to individual taste. Advertising and public relations are central both for business and politics in the supervision and handling of public opinion. Major corporations tend to engage in 'cool hunting', attempting to find out what is acceptable in the eyes of their target youth market (Klein, 2000). It has been observed over the last few years that sustainable products in the market are appreciated, but yet to achieve a 'cool' status with consumers. If transnational corporations keep on having such a hold on the process of identity creation, then the prospects for sustainability look gloomy. It is of quintessential importance that the research and development teams of sustainable product manufacturers to identify ways to achieve the 'cool' status for sustainable products. It might speed up the adaptation rate of sustainable products at the consumers' level.

Limited financial resources and time

Budget constraints and perceived time constraints have been found to reduce consumers' purchase of environment-friendly products (Tanner and Wolfing Kast, 2003). Owing to fewer economies of scale in production and distribution, these products are often identified as more expensive than their conventional counterparts, which may put them out of reach for consumers on tight budgets. The purchase of environment-friendly products that are comparatively more expensive, such as organic food, is positively correlated with income (O'Donovan and McCarthy, 2002; Wier and Smed, 2002). Studies have identified that willingness to pay for environmental welfare through products or services increases with income (Alberini *et al.*, 2005). However, SD depends heavily on the involvement of everyone in society, rather than only those who are well-off. Considering the importance of budget constraints in case of consumer choices, the obvious step is to attempt to 'get the prices right' (Myers and Kent, 1998; Holliday and Pepper, 2001). Consumers need to realize that one of pros of applying sustainable practices is that it reduces unnecessary expenditures. Consumers must understand the bigger picture; for example, healthy organic foods may be

expensive, but they may also help reduce medical bills in the future. Replacing conventional electrical home appliances with the energy-saving ones could save energy bills for long periods. It has also been observed that as competition and profitability intensify, it will benefit consumers through price reductions in the marketplace. The importance of changes in the price structure has been demonstrated through studies that indicate that when environment-friendly alternatives are made more affordable, consumer choices eventually adjust (Bamberg and Schmidt, 1999; Wier and Calverley, 2001). Time constraints are often used in the argument for travelling by car, rather than by alternative means of sustainable transportation (Hjorthol, 2001). Modern time-starved consumers purchase many products and services for their alleged time-saving capability (Michaelis, 2000) such as kitchen appliances (for instance, microwave ovens) and services such as dining out. It is impossible to undermine the advantages of using private cars in saving transportation time. However, as consumers what we can do is to identify where using cars is absolutely mandatory, and where not. For example, using bicycles as an alternative for cars to travel short distances can save money and is a healthy practice. Sometimes, it is easier to use public transport, which can save time and parking fees. Time-saving practices cost more than usual, but the significance of saved time is undeniable. Therefore, it is imperative that consumers ensure limited use of unsustainable practices and avoid them where it is not absolutely necessary.

Cognitive dissonance towards environmental issues

Cognitive abilities are the intellectual skills needed to carry out any task, from the simplest to the most complex, and have more to do with the mechanisms of learning process, memory, problem-solving ability and paying attention, than with any actual knowledge (Michelon, 2006). Limited cognitive capacity restricts the average person's awareness and attention towards environmental problems. There are a host of issues and conditions (such as global warming), which pose

a problem to society, or to certain groups in society, but may not be perceived as important by most of the members of society (or most other social actors, for that matter). Cognitive dissonance occurs when sustainability issues compete with other social issues, as well as with the many private issues that consumers need to deal with in their everyday lives (Behr and Iyengar, 1985). Dissonance appears during the decision-making process, forcing us to take actions that might not support sustainable practices. Dissonance increases with the importance and impact of the decision, along with the difficulty of reversing it. Thus, allowing unsustainable practices can diminish the possibility of establishing a pro-environment lifestyle.

To limit the effects of cognitive dissonance, future research must focus on more supportive points on sustainability that outweigh the dissonant beliefs to reduce the importance on conflicting beliefs. Environmental issues should be given a high priority at consumer level and intensive researches must be conducted on to identify correlations between daily life problems and sustainability.

Limited knowledge about problems and resolving the uncertainty

People who are aware of the fact that an environmental problem exists may be uncertain about what the problem exactly is, how it is related to their own behaviour, what can be done about it and who will do it (Cope and Winward, 1991). A number of field studies (Fortner *et al.*, 2000) show that, under uncertainty, people are less likely to make an effort towards the common good. Furthermore, studies have found that lack of knowledge about a specific environmental issue reduces the likelihood of a person moving from a positive attitude to actually deciding on doing something about a problem (Thøgersen, 2005).

Regarding sustainability, education is limited to how it should be performed in order to be effective. Therefore, environment-related study

curricula, both to create a basic awareness and to lay the ground for campaigns aiming to resolve specific issues. It also helps that the technological advancement now has enabled consumers' to access the sustainable consumption-related information easily (Moore and Huber, 2001; Reisch, 2001).

Limited skills and task-specific knowledge

Even today, environment-friendly variants, such as organic food products or eco-labelled household chemicals, are usually not as widely distributed as their conventional and more hazardous counterparts (Mannemar and Daugbjerg, 2011). Hence, when consumers are doing their everyday shopping, they usually have limited options for choosing 'green' alternatives. It is not always easy to identify which option is the most environment friendly. Sometimes environmental labelling and declaration schemes assist consumers, but not always, and when they do, their effectiveness may be reduced by some manufacturers boycotting the schemes (e.g., Procter & Gamble is boycotting the Nordic Swan label for detergents in Denmark), by the schemes being difficult to understand (Enger and Lavik, 1995; Van Dam and Reuvekamp, 1995) and by stories in the media about misuse and fraud that decrease mass trust in the schemes (Somers, 1996).

Labels and declarations are widely used to inform consumers about product qualities that are important, but are not immediately distinguishable. Through media and social awareness advertisements, the structures for eco-friendly goods are at a stage where it is nowadays easier to recognize the reliable eco-labels. Having some awareness about measuring the products' eco-friendliness might assist the customers save time and provide clarification about the products' level of eco-friendliness.

Sometimes, consumers require specific type of skills for usage and disposal of products in a sustainable manner. For example, to facilitate energy conservation in households, consumers need clarifications about daily practices, such as

the possibility to maintain optimal air quality in households and perhaps the disposal of car batteries without polluting the environment. Adjusting tyre pressure is only one among the many skills needed in order to keep the gasoline consumption of a car at a minimum level. Similarly, in order to ensure maximum recycling of one's waste, detailed knowledge about the local recycling facilities is mandatory. Having such knowledge's and continuously practicing them can ensure a high level of sustainable life and might influence others to do the same.

Motivation and empowerment

Encouraging and empowering consumers can help them to alter their daily life practices even though it is difficult to change habits. Creating better opportunities and strengthening their abilities will make it possible for the consumers to take greater responsibilities for the environmental and ethical consequences of their own actions. It is never sufficient to make them do it, or to explain why they do it. In motivational psychology, the concept of empowerment has been used to describe the feeling that one's actions can 'make a difference' (Geller, 1995). It is a feeling (or perception) that may account for a person's propensity to aim and strive for a goal.

The dogmatic environment can undermine a person's intrinsic motivation. This happens if it does not allow the individual to experience a predictable relationship between his/her actions and its outcome. Then a feeling of helplessness is fostered (Seligman, 1975); the opposite of empowerment (Thøgersen, 2005). Previous research evidence shows that empowered individuals perform better than the ones under external pressures (Seibert *et al.*, 2011). To make the consumers' sustainable lifestyle more empowered, it is mandatory to motivate them by providing positive leadership (e.g., trust, authenticity and support), consumer-friendly sustainable practices (user-friendliness, cost effective and availability and so on), social support (such as recognition) and actions' characteristics (such as coolness, continuity and so on). Initiatives such as using popular figures in sustainable practice movements or in

advertisements might also help. People often get highly motivated in such promotional activities when they are supported by well-known figures. The outcome can be much more positive for SDs if consumers are motivated towards an empowering approach that ensures their jovial participation.

Limitations and final comments

Every research method has limitations and time constraints. It does not necessarily lead to invalid outcomes, but it is important that all contents are appreciated and might be used to pave the way for further research in the future. One aspect that might cause hesitation is that, all the information that has been used in this article came from different timelines, which may contradict the views of some of the readers from developed countries. In defense of this article, a very high number of developing and under-developed countries still lack knowledge about environmental issues and sustainability. If they took sustainability under consideration while deciding on their development, the future of a sustainable world would look more real. It takes a lot of effort to induce a feeling for changing unsustainable habits to a sustainable one. This article finds that in order to make people empowered to act as environmentalists, motivating them at an individual level would bring better results than forcing them to do so. People must have access to proper guidelines about pro-environment lifestyle so that they can judge their own level of sustainable activities. The feeling of empowerment might change their perception about sustainable living and make them comfortable about adapting to such lifestyle. Making products sustainably desirable and cost-effective would generate higher demand among customers that might allow the businesses to earn higher profits. This article suggests there should be more research on cognitive dissonance, which works against environmental issues. Ways to create a 'cool' status for environment-friendly products and reducing the complexity surrounding eco-labelling need to be identified for quicker acceptance.

References

- Abdul-Muhmin, Alhassan G. (2007) 'Exploring Consumers' Willingness to be Environmentally Friendly', *International Journal of Consumer Studies* 31: 237–247.
- Alberini, Anna, Paolo Rosato, Alberto Longo and Valentina Zanatta (2005) 'The Effects of Information on Willingness to Pay: A contingent valuation study of S. Erasmo in the lagoon of Venice', in Signe Krarup and Clifford S. Russell (eds.) *Environment, Information and Consumer Behavior*. pp. 215–247, Cheltenham, UK: Edward Elgar.
- Assadourian, Erik (2010) *Transforming Cultures: From Consumerism to Sustainability*, State of the World 2010. The World Watch Institute, p.84, New York: W. W. Norton, 2010.
- Bamberg, Sebastian and Peter Schmidt (1999) 'Regulating Transport: Behavioural Changes in the Field', *Journal of Consumer Policy* 22(4): 479–509.
- Behr, Roy L. and Shanto Iyengar (1985) 'Television News, Real-World Cues, and Changes in the Public Agenda', *Public Opinion Quarterly* 49: 38–57.
- Booth, Emily (1999) 'Getting Inside a Shopper's Mind', *Marketing* 3(June): 33, 35.
- Brown, Joseph D. and Russell G. Wahlers (1998) 'The Environmentally Concerned Consumer: An exploratory study', *Journal of Marketing Theory and Practice* 6(2): 39–47.
- Castells, Manuel (1996) *The Rise of the Network Society. The information age, economy, society and culture*. Oxford: Blackwell.
- Connolly, John and Andrea Prothero (2003) 'Sustainable Consumption: Consumption, consumers and the commodity discourse', *Consumption, Markets and Culture* 6: 275–291.
- Cope, D. and J. Winward (1991) 'Information Failures in Green Consumerism', *Consumer Policy Review* 1(2): 83–85.
- Dittmar, Helga (1987) *The Social Psychology of Material Possessions: To Have or to Be*. Brighton: Harvester Wheatsheaf.
- Enger, A. and R. Lavik (1995) 'Eco-labeling in Norway: Consumer Knowledge and attitudes', in Eivind Sto (ed.) *Sustainable Consumption-Report from International Conference on Sustainable Consumption*. Lysaker, Norway: National Institute for Consumer Research (SIFO).
- Fortner, Rosanne W., Jeffrey R. Jae-Young Lee, Corney Samantha Romanello, Joseph Bonnell Brian Luthy, Claudia Figuerido and Nyathi Ntsiko (2000) 'Public Understanding of Climate Change: Certainty and willingness to act', *Environmental Education Research* 6(2): 127–141.
- Geller, E. Scott (1995) 'Integrating behaviourism and humanism for environmental protection', *Journal of Social Issues* 51(4): 179–195.
- Heiskanen, Eva and Mika Pantzar (1997) 'Toward Sustainable Consumption: Two perspectives', *Journal of Consumer Policy* 20(4): 409–442.
- Hjorthol, Randi (2001) 'Gendered aspects of time related to everyday journeys', *Acta Sociologica* 44(1): 37–50.
- Holliday, Chad and John Pepper (2001) *Sustainability Through the Market: Seven keys to success*. Geneva: World Business Council for Sustainable Development (WBCSD).
- Johri, Lalit M. and Kanokthip Sahasakmontri (1998) 'Green Marketing of Cosmetics and Toiletries in Thailand', *The Journal of Consumer Marketing* 15(3): 265–281.
- Klein, Naomi (2000) *No Logo*. London: Flamingo.
- Kilbourne, William E. and Les Carlson (2008) 'The Dominant Social Paradigm, Consumption, and Environmental Attitudes: Can macromarketing education help? *Journal of Micromarketing* 28(2): 106–121.
- Malhotra, Naresh K., John Hall, Mike Shaw and Peter Oppenheim (2006) *Marketing Research: An applied orientation*, third edition, Sydney: Pearson Education.
- Mannemar, Kim and Carsten Daugbjerg (2011) 'The State and Consumer Confidence in Eco-Labeling: Organic labeling in Denmark, Sweden, the United Kingdom and the United States', *Agriculture and Human Values* 28(4): 507–517.
- Michaelis, Laurie (2000) 'Drivers of Consumption Patterns', in Heap Brian and Jennifer Kent (eds.) *Towards Sustainable Consumption – A European perspective*. pp. 75–83, London: The Royal Society.
- Michelon, Pascale (2006) 'What is a Cognitive Ability/What are Cognitive Abilities and Skills?', <http://sharpbrains.com/blog/2006/12/18/what-are-cognitive-abilities/>, accessed 12 October 2012.
- Moore, Christopher J. and Richard A. Huber (2001) 'Support for EE from the National Science Education Standards and the Internet', *Journal of Environmental Education* 33(2): 21–25.
- Myers, Norman and Jennifer Kent (1998) *Perverse Subsidies: Tax dollars undercutting our economies and environments alike*. Winnipeg: International Institute for Sustainable Development.
- O'Donovan, P. and M. McCarthy (2002) 'Irish Consumer Preference for Organic Meat', *British Food Journal* 104: 353–370.
- OECD (2002) *Towards Sustainable Household Consumption? Trends and policies in OECD countries*. Paris: OECD.

- O'Shaughnessy, John and Nicholas Jackson O'Shaughnessy (2002) 'Marketing, the Consumer Society and Hedonism', *European Journal of Marketing* 36(5/6): 524–547.
- Pellizzoni, Luigi (1999) 'Reflexive Modernization and Beyond: Knowledge and value in the politics of environment and technology', *Theory, Culture and Society* 16(4): 99–125.
- Pereira Heath, Teresa and Matthew Heath (2008) '(Mis)trust in Marketing: A reflection on consumers' attitudes and perceptions', *Journal of Marketing Management* 24(9/10): 1025–1039.
- Rassuli, Kathleen and Stanley Hollander (1986) 'Desire – Induced, innate, insatiable? *Journal of Micromarketing* 6(Fall): 4–24.
- Ratneshwar, S., Cynthia Huffman and David Glen Mick (2000) *The Why of Consumption: Contemporary perspectives on consumer motives, goals and desires*. New Jersey: Routledge.
- Reisch, Lucia A. (2001) 'The Internet and Sustainable Consumption: Perspectives on a Janus face', *Journal of Consumer Policy* 24(3): 251–286.
- Seibert, Scott E., Gang Wang and Stephen H. Courtright (2011) 'Antecedents and Consequences of Psychological and Team Empowerment: A meta-analytic review', *Journal of Applied Psychology* 96(5): 981–1003.
- Seligman, Martin E.P. (1975) *Helplessness*. San Francisco: Freeman.
- Somers, D. (1996) Green muddle (advertising environmental claims), *Financial Times* 21 March: 13.
- Tanner, Carmen and Sybille Wolfig Kast (2003) 'Promoting Sustainable Consumption: Determinants of green purchases of Swiss consumers', *Psychology and Marketing* 20(10): 883–902.
- Thøgersen, John (2005) 'How May Consumer Policy Empower Consumers for Sustainable Lifestyles? *Journal of Consumer Policy* 28(2): 143–178.
- UNEP (2011) *Vision For Change: Recommendations for Effective Policies on Sustainable Lifestyles*. UNEP Division of Technology, Industry & Economics Sustainable Consumption & Production Branch.
- Van Dam, Ynte and Paul Apeldoorn (1996) 'Sustainable Marketing', *Journal of Macromarketing* 16(2): 45–56.
- Van Dam, Ynte K. and Mirjam Reuvekamp (1995) 'Consumer Knowledge and Understanding of Environmental Seals in the Netherlands', in Flemming Hansen (ed.) *European Advances in Consumer Research*. Volume 2, pp 217–223, Provo, UT: Association for Consumer Research.
- Varey, Richard J. (2010) 'Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change', *Journal of Macromarketing* 30(2): 112–126.
- Wier, Mette and Carmen Calverley (2001) 'Market Potential for Organic Foods in Europe', *British Food Journal* 104(1): 45–62.
- Wier, Mette and Sinne Smed (2002) 'Forbrug af økologiske fødevarer (consumption of organic food products)', *Nationaløkonomisk Tidsskrift* 140(3): 312–326.
- Worldwide Fund for Nature [WWF] (2005) *An overview of Glaciers, Glacier Retreat, and Subsequent Impacts in Nepal, India and China*. Nepal: WWF.

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.