



TIEMA

SOCIOLOGY OF CONSUMPTION
AND COMMUNICATION

CLIMATE CHANGES IN CONSUMPTION

A NEW CONSUMER CULTURE

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FRANCE- "RESPONSIBLE CONSUMERS"

NEW FEARS

When you think of the planet's future and the environment, would you say that you are...	
Very confident	1%
Quite confident	15%
Quite worried	59%
Very worried	24%
NA	1%

83%

Health Barometer 2005, National Institute of Prevention and Education for Health (Inpes). Representative Sample of 30,000 people aged between 12 and 75 years old.

FRANCE- "RESPONSIBLE CONSUMERS"

NEW BEHAVIOUR

Which of the following actions do you do.?	Do this systematically	Do this regularly	Do this rarely	Do not do this, but ready to do it	Do not do this and probably not ready to do it
Sort and recycle your waste	68	22	3	6	1
Not waste tap water	52	35	7	5	1
Take back used batteries to the shops concerned	51	21	8	17	2
Save electricity	47	37	7	7	2
Collect plastic or cardboard litter	45	35	11	5	3
Not use plastic bags when shopping	44	27	9	14	5
Stop using toxic products (aerosols, chemical fertilizer)	34	27	15	16	6
Use the car less (including 19% not concerned))	18	22	11	15	14
Boycott companies who pollute and who do not comply with regulations in terms of environmental protection.	10	14	12	47	14
Consume more organic products, even if they are more expensive	7	21	25	21	25

(1)TNS Sofres Study, April 2006 "Daily challenges" ordered by the PQR, PQN, etc. sample of 4,000 people

HOW "RESPONSIBLE CONSUMERS" SEE THINGS

The weapons to save themselves (and, as it happens, to change the world):
boycott and sponsoring

Boycotts

91% French people stating that they are "ready to boycott a product for ethical reasons (child labor, pollution, stock exchange redundancies)"

26% Those who have already done it
Crédoc. 2003

60% English people ready to boycott a product that is not produced in line with their ethical criteria: **60%**

(2004) Shopping with Attitude, Eldis CSR Resource Guide, 2004, 24 pages. GB

Sponsoring

Europe, total agree "By changing my buying behavior I can have an influence on how companies take account of certain ethical rules". **73%**

Ipsos 2004.

USA - NEW FEARS

“When you think about energy usage that causes environmental problems such as climatic change, you feel...”

Very concerned	53%
Quite concerned	29%
Not very concerned	10%
Not at all concerned	8%
Do not know	1%

82%

*Ropper Center for Public Opinion Research
in June 2006 / sample 1002 respondents.*



***The Day After* by Roland
Emmerich released in
cinemas in 2004**

USA – RESPONSIBLE CONSUMERS

NEW BELIEFS

They believe there is a global warming phenomenon*	74%
They think this phenomenon caused the heat waves in the summer*	65%
They consider that global warming is an important factor in the increase in violence of hurricanes such as Katrina*	68%
They expect the government to take measures*	72%
They consider, for example, that the authorities should force big companies to reduce their greenhouse gas emissions*	73%
They think it is important for companies not to only be profitable but to be conscious of their impact on the environment and on society**	88%

* *National Wildlife Federation survey in August 2006 on a sample of 1018 people*

** *Natural Marketing Institute / sample 2000 / June 2005*



NEW BEHAVIOR

They are considering buying a car with a hybrid diesel or E85 engine	Synovate in August 2006	37%
They have energy saving windows	Marketing Institute, February 2005	22%
They have a reduced-pressure shower head or taps		31%

- The **market for organic food products** between 2004 and 2005 : **+ 20%**
(The Organic Trade Association)
- Growth of the conventional market between 2004 and 2005: + 3%.
- **Green marketing is booming** with a turnover reaching **\$228 billion**.

JAPAN - RESPONSIBLE CONSUMERS

JAPAN USED TO BE THE PLACE FOR DISPOSABLE PRODUCTS...

<i>Do you make efforts to reduce everyday waste? Among the following actions, which ones do you try to do?</i>	
I often use reusable products	55%
I choose sustainable products	32 %
I repair what is broken and carry on using it	29 %
I don't buy disposable products	28 %
I make effort to rent things rather than buy them	22 %

Survey carried out by the Cabinet Office Japan in September 2005 on a sample of 1896 people.

JAPAN - NEW BEHAVIOR

<i>What environmental actions are you careful to do every day?</i>	
Recycle paper, milk bottles, cans, and sort separately	73 %
Not set the air conditioning too low or too high	51 %
Save water and electricity and use low-energy products	46 %
Reduce garbage as far as possible	45%
I use things that I don't need to make other things, such as using old clothes as rags	42 %
I use old products rather than buying new ones	22 %
Buy recycled paper and other environmental products	27%

Survey carried out by the Cabinet Office Japan in September 2005 on a sample of 1896 people.

Their mindset

- Industrial accidents and the imaginable apocalypse are due to growth and progress
- They will only stop if we have a *different progress : a sustainable progress*
- As consumers, together we form an essential cog in the economic machine
- As an individual consumer, I am personally *responsible* when I buy: what I buy has a collective impact
- My consumption becomes a "political" act

From individualism to altruism

WHAT DO RESPONSIBLE CONSUMERS WANT?

WHAT THEY DON'T WANT

To buy everything in supermarkets / hypermarkets / major chains

They dislike companies ...

- ▶ which go against their political beliefs [in France: "Coca-Cola", "Starbucks", etc.]
- ▶ immoral: who use child labor, who make people redundant for profit, who delocalize for profit, who manufacture in countries that do not respect human rights
- ▶ that do not respect the environment
- ▶ that do a lot of hard-selling (spam, advertising, pushing hyper-consumption)

They dislike products that are harmful for the environment

- ▶ disposable, waste
- ▶ associated with a lot of packaging
- ▶ using rare resources (fur, ivory, rare wood, etc.)
- ▶ that we can easily make ourselves

WHAT DO RESPONSIBLE CONSUMERS WANT?

WHAT THEY DREAM OF

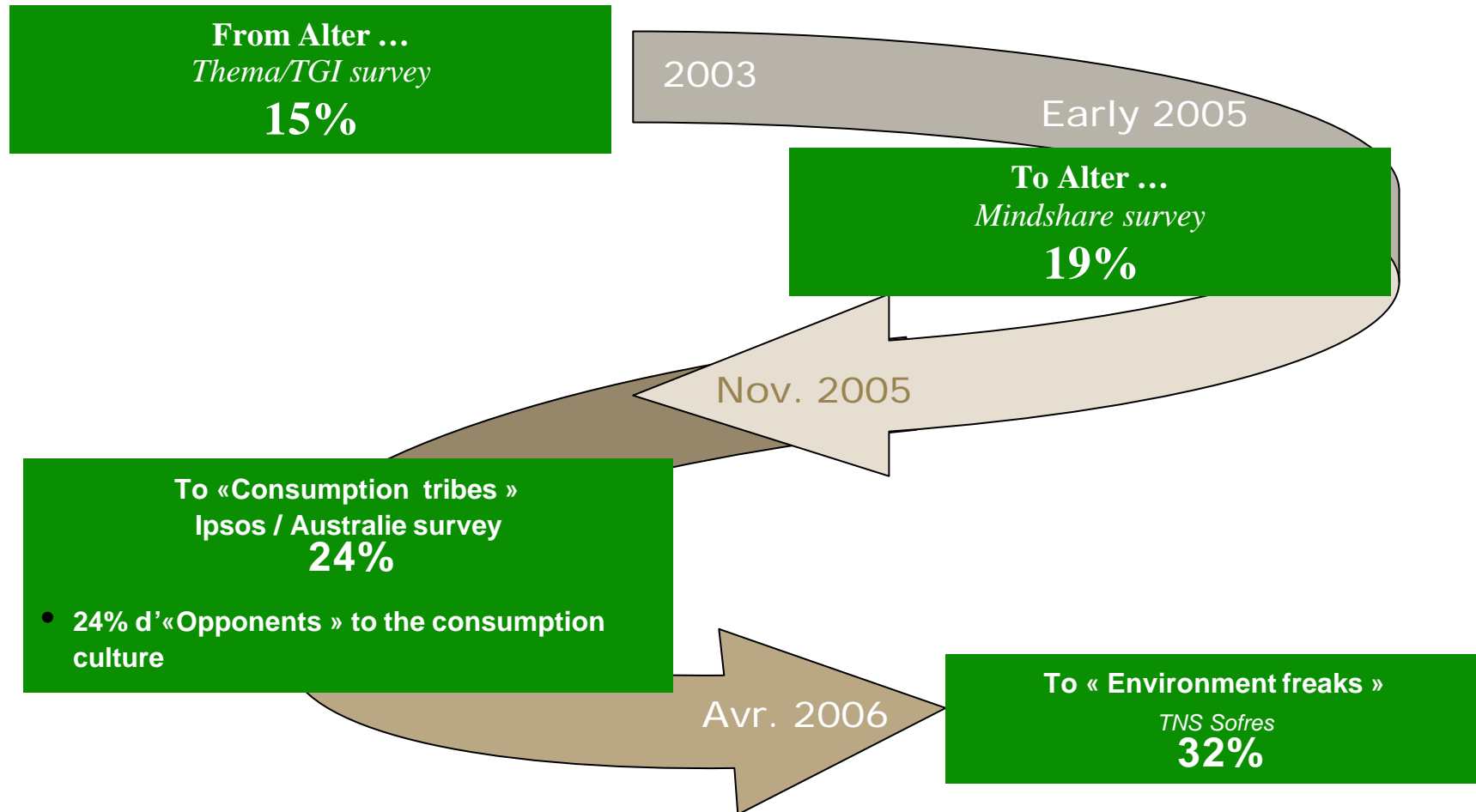
To limit consumption to what people really need, to not consume too much

To buy things in small shops to help them to develop

To buy products...

- ▶ ... That are from local and regional or family production, to help these people to exist
- ▶ ... From national champions
- ▶ ... From fair trade
- ▶ ... "Sharing products": part of the price goes to a good cause / to developing countries
- ▶ ... Recycled, to help combat pollution
- ▶ ... Meat, eggs, fish from animal that are farmed in good conditions
- ▶ ... Simple products

(France) 2002 => 2006 THE SNOWBALL EFFECT



ALTER CONSUMERS IN THE WORLDWIDE “POST MATERIALIST” FAMILY

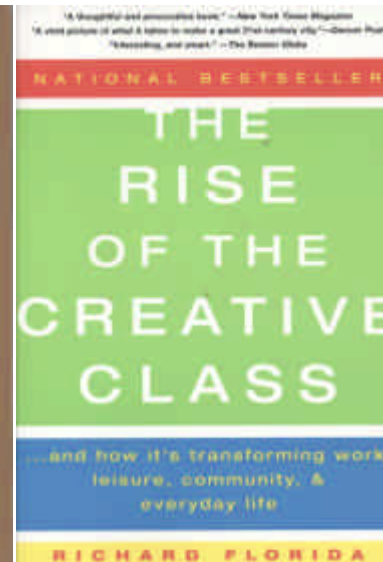
The proportion of 15-25% Alter consumers in France coincides with the assessment of populations that approve of “post materialist” values on a worldwide scale in 2002



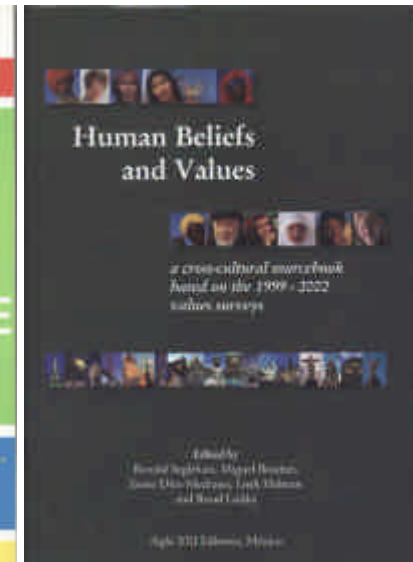
**Cultural creative
France**
(Ray & Anderson)



Cultural creative USA
(Ray & Anderson)



Creative class
(Farida)



**Post materialists
world wide**
(Inglehardt)

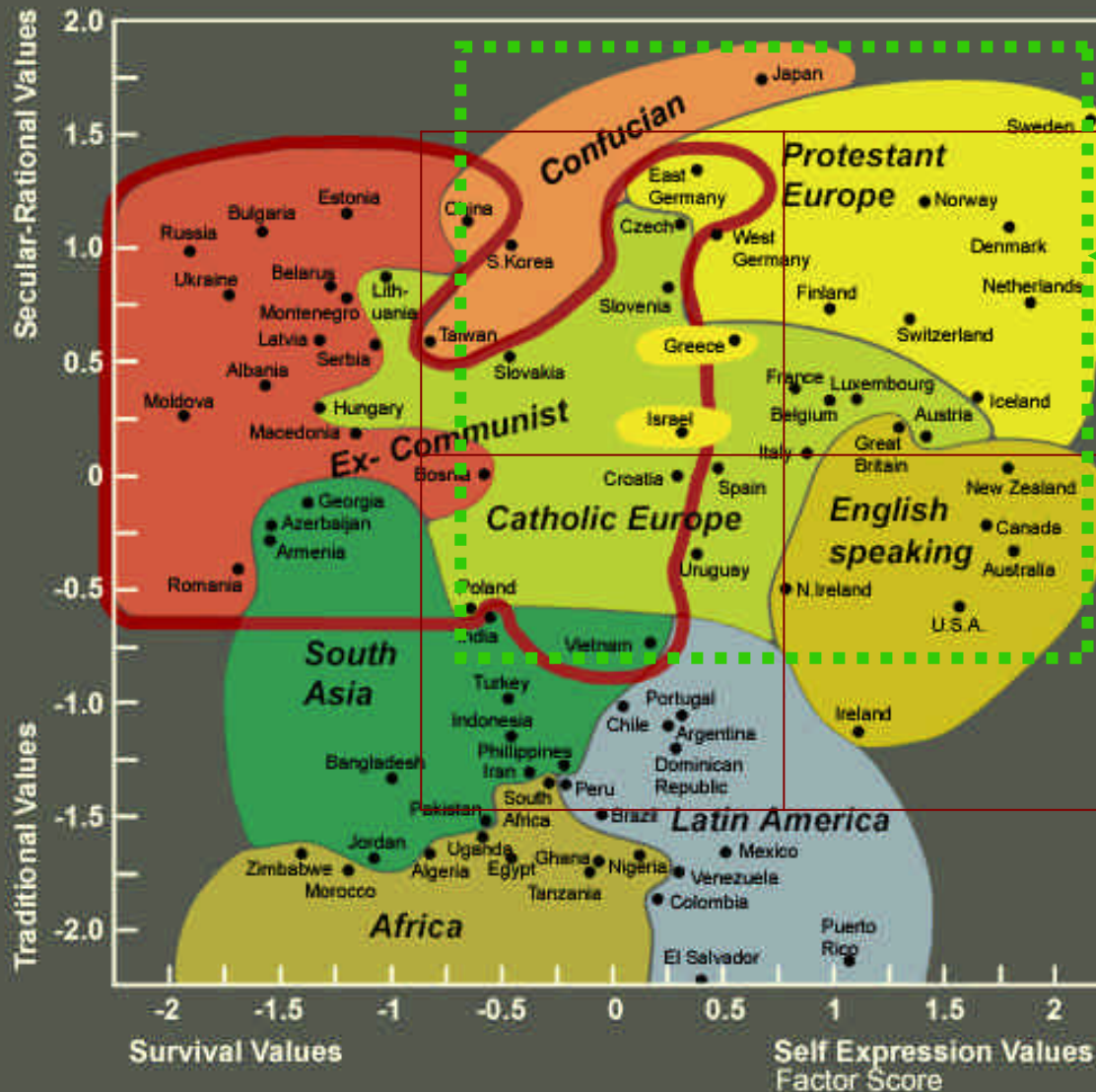
Lohas
(Pedersen)

THE POST MATERIALIST FAMILY WORLDWIDE (2000)

The team:
<http://www.worldvaluessurvey.org>. R. Inglehart & 1000 researchers. 80 survey countries. 2 points 1990 / 2000.

Over 100,000 interviews per wave

Measuring 332 variables



Post materialist values for 15/20%

Australia	35%
Austria	30%
Canada	29%
Italy	28%
USA	25%
Sweden	22%
Netherlands	22%
Belgium	20%
New Zealand	20%
France	18%
Switzerland	17%
Germany	17%
Spain	17%

They are constantly increasing in number, as is the immaterial society that they have resulted from.

FOCUS ON "LOHAS" (Japan & USA)

LOHAS: "LIFESTYLES OF HEALTH AND SUSTAINABILITY"

Lohas

(according to the Natural Marketing Institute.)

- ~ 17% of the American population.
- ~ 29.3% of the Japanese population

VALUES OF THE LOHAS CONSUMER

- ~ Protection of the environment: he likes fair trade products
- ~ Protection of his own health: he consumes organic food
- ~ Awareness of the social and ethical implications of his actions
- ~ Very interested in self-development and spiritual approaches

[Japan] Assessment of the Lohas market: \$228 billion

- Sustainable development: \$77 billion
- Health: \$30 billion
- Ecology: \$81 billion
- Alternative care: \$31 billion
- Personal development: \$11 billion

CONCLUSION

Current trends show several things

- ▶ The **changes that we are seeing are not simply a passing trend** because they are carried through by a reality: climate change, pollution, scarcity of raw materials, economic disorder.
- ▶ The changes are driven by a **virtuous trio: consumers, companies, media**; it is this trio that changes the world
- ▶ We can see **a new social player coming to the fore**, a “citizen” using the resources of consumption and his share of GDP in the economy (60%) to act on the world, sometimes politically aware of their actions, sometimes not.
- ▶ **The responsible consumer is a growing trend.**
- ▶ The emerging population (Alter consumers, cultural Creatives, etc.) is not only just a virtual reality as is sometimes the case in marketing: **it is proving its existence through actions**

Current trends show several things

- ▶ There is certainly **a major difference between attitudes** (wanting to consume ethically) **and behavior** (the actual market share of ethical products)
 - ▶ France: **71%** of respondents are ready to pay more for an ethical product...
 - ▶ but the market share of fair trade is **2%**
- ▶ But, **this difference will tend to get smaller** with the increasing strength of on-pack information; information on companies; the availability of products; decreasing costs