

# The Consumer Perspective on Sustainability

How consumers think about companies and their products in terms of sustainability can be divided into four zones



#### **PERSONAL ZONE**

Personal benefits to the consumer

#### **Key dimensions:**

quality; household finances; personal safety & health; feeling good about purchase



#### **SOCIAL ZONE**

Human and animal welfare; improving physical and emotional well-being

#### **Key dimensions:**

employment practices; community involvement; treatment of animals; fair trade



#### **ENVIRONMENTAL ZONE**

The equilibrium of the planet; stewardship of water, earth and air

#### **Key dimensions:**

energy consumption; waste disposal; resource preservation



#### **ECONOMIC ZONE**

Distribution of monetary resources, jobs and profits

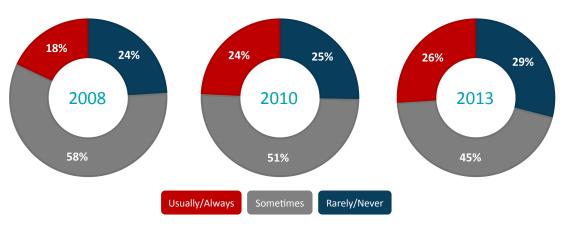
#### **Key dimensions:**

money circulation; ownership; scale

The frequency with which consumers are making sustainable purchases is plateauing



How often are your purchasing decisions based upon your concerns for issues such as the environment and social well-being?



## Purchase and usage of specific sustainable products have leveled off

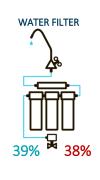
### Which of the following products do you currently own or use?

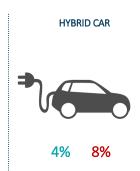
ENERGY-EFFICIENT LIGHT BULBS

52% 50%









Source: Sustainability 2013 report, The Hartman Group

