

Contemporary patterns of sustainable lifestyle and attitudes for behaviour change in the Hungarian society



Data of Your Paper



Topic

- Resilience
- Lifestyle
- Building
- Resources
- Tourism
- Energy

Title of the Paper

Contemporary patterns of sustainable lifestyle and attitudes for behaviour change in the Hungarian society

Form of Presentation

- Poster
- Presentation

Short Description (maximum 2500 characters)

The concept of sustainable consumption is in crisis, not only because it is a controversial construct allowing several compromises in our lifestyle, but also because argumentation inspiring environmental awareness seems to reach solely the interested and already committed groups of the society. At least those statements are supported by the research results to be presented in the paper. Analysis is based on a survey of 1000 respondents, representing the Hungarian society in age, education, income and settlement, carried out by the Department of Environmental Economics and Technology at Corvinus University of Budapest in 2010. The survey focused on lifestyle and consumption habits, as well as future attitudes of behaviour change towards a more sustainable living.

Results allowed us to classify human activities into three factors, representing different attitudes towards behaviour change: (1) energy consumption, (2) transport/travelling and buying consumer goods, (3) meeting physiological needs (eating habits, comfort temperature in the flat, buying local products). Compensation behavior could be clearly detected: several respondents who reported to be conscious in some lifestyle elements were totally inconsistent or hedonistic in other activities. Based on the three factors five clusters could be identified, depending on reported future sustainable behaviour: (1) People willing to save energy, (2) People willing to change their physiological habits, (3) People willing to fully change their behaviour, (4) People not willing to change their physiological habits, and (5) Careless / poor people. Comparison between contemporary lifestyle and reported future willingness to live more sustainably has clearly shown that those respondents who have already shown environmental awareness in their everyday life are significantly more strongly willing to follow a sustainable lifestyle in the future than those who are either not interested in pro-environmental action or too poor to be affected by some issues (e.g. they don't have a car and do not fly).

Consequently, the scope of sustainable consumption policy tools motivating lifestyle change is definitely limited. Uninterested people or those who resist changing their

eating, heating or transportation habits should be reached by different measures. Utilizing the price sensitive feature of the Hungarian society is one option but there is a need for further sophisticated tools to achieve more sustainable lifestyles.

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