

Changing towards sustainable consumption patterns: An ascetic exercise? The case of bulk consumption

Elisa Monnot

CY Cergy Paris Université Laboratoire ThEMA

Fanny Reniou

IGR IAE Rennes - University of Rennes 1

Cite as:

Monnot Elisa, Reniou Fanny (2021), Changing towards sustainable consumption patterns: An ascetic exercise? The case of bulk consumption. *Proceedings of the European Marketing Academy*, 50th, (93967)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Changing towards sustainable consumption patterns: An ascetic exercise? The case of bulk consumption

Abstract

Changing individuals' consumption patterns is necessary to support the current societal and ecological transition. Bulk consumption is one of those growing consumption patterns that needs to receive further attention as it changes individuals' habits and may involve efforts and constraints. How does this change towards sustainable consumption patterns take place over time? This research examines the conditions of this change thanks to in-depth interviews with 34 French consumers who get involved in bulk consumption. A grounded theory approach identifies a four-stage dynamic change process, in which personal capabilities play a significant role in developing and stabilizing new consumption patterns. The discussion addresses issues around: (1) change as a dynamic process, (2) the role of dynamic capabilities in this process, (3) the ascetic exercise that this change implies.

Keywords: *Sustainable Consumption Patterns; Bulk; Asceticism*

Track: Social Responsibility & Ethics