

SUSTAINABLE CONSUMPTION MODELS IN RUSSIA

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Abstract

Abstract The growing popularity of the concept of sustainable development has triggered a new trend in marketing and consumer behavior - sustainable consumption. Within the framework of this paper, the authors aim to describe the sustainable consumption models in Russia. Based on deep theoretical review, the research methodology was developed, which included a qualitative (10 in-depth interviews) and quantitative (more than 3000 respondents) stages. Final results were processed using IBM SPSS and IBM SPSS AMOS which enabled to distinguish and describe 4 models of sustainable consumption of Russians: "Reasonable consumer", "Non-public sustainable consumer", "Public non-ecological consumer", "Perfectly sustainable consumer" characterized by various barriers and drivers that affect them, which translates into the implementation of various aspects of sustainable consumption.

Keywords: *sustainable consumption; sustainable consumption modeling; cluster analysis*