

The influence of values in sustainable consumption among millennials

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Abstract

Due to climate change and global warming, sustainable consumption – as one possible solution to these challenges – is becoming more and more relevant. One generation that is affected the most by these developments are the millennials. While more and more baby boomers are retiring, millennials are entering the work force, meaning that their values and consumption behaviour is becoming more important for marketers. The goal of our study is to clarify which values influence the building of attitude of millennials and how the attitude affects the purchase behaviour concerning sustainable consumption. Building to the list of values by Kahle (1983) and the theory of planned behaviour, we construct a framework to understand, how values of millennials interact with their purchasing behaviour. Our results show that, out of the 9 values Kahle defines, 6 values influence the attitude of millennials towards sustainable consumption and, ultimately, the purchase behaviour.

Keywords: *sustainable consumption; list of values; millennials*

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