

“Saying one thing, doing another”

Exploring Millennials Conscientious Consumption Behaviours and Beliefs

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Why research millennials and their consumption habits?

The purpose of this study was to investigate the contemporary issue of conscientious consumption behaviours of millennials. Millennials are often defined as the “generation born between 1980 and 1995” (PWC, 2013).

The topic of millennials and their consumption behaviours is interesting for marketers. As millennials continue to age, they come into the height of their careers and spending ability (Nielsen, 2014). Millennials are becoming our future leaders and will make up 75% of the workforce by 2025 (Schawbel, 2013).

Current understanding of millennials

Why do millennials consume conscientiously

- The generations of today are better educated than previous generations and therefore understand the need to consume ethically
- Millennials have a stronger sense of community and empathy than other generations
- The actions of millennials are highly visible and under scrutiny as more of their lives are posted on social media

Why don't millennials consume conscientiously

- Millennials are known for being lazy and lacking the ability to understand long term impacts of decisions
- There is a belief that quality suffers in ethical products (e.g. certain features are reduced/ removed)
- Eco-friendly products are often too expensive for millennials who have only limited disposable income

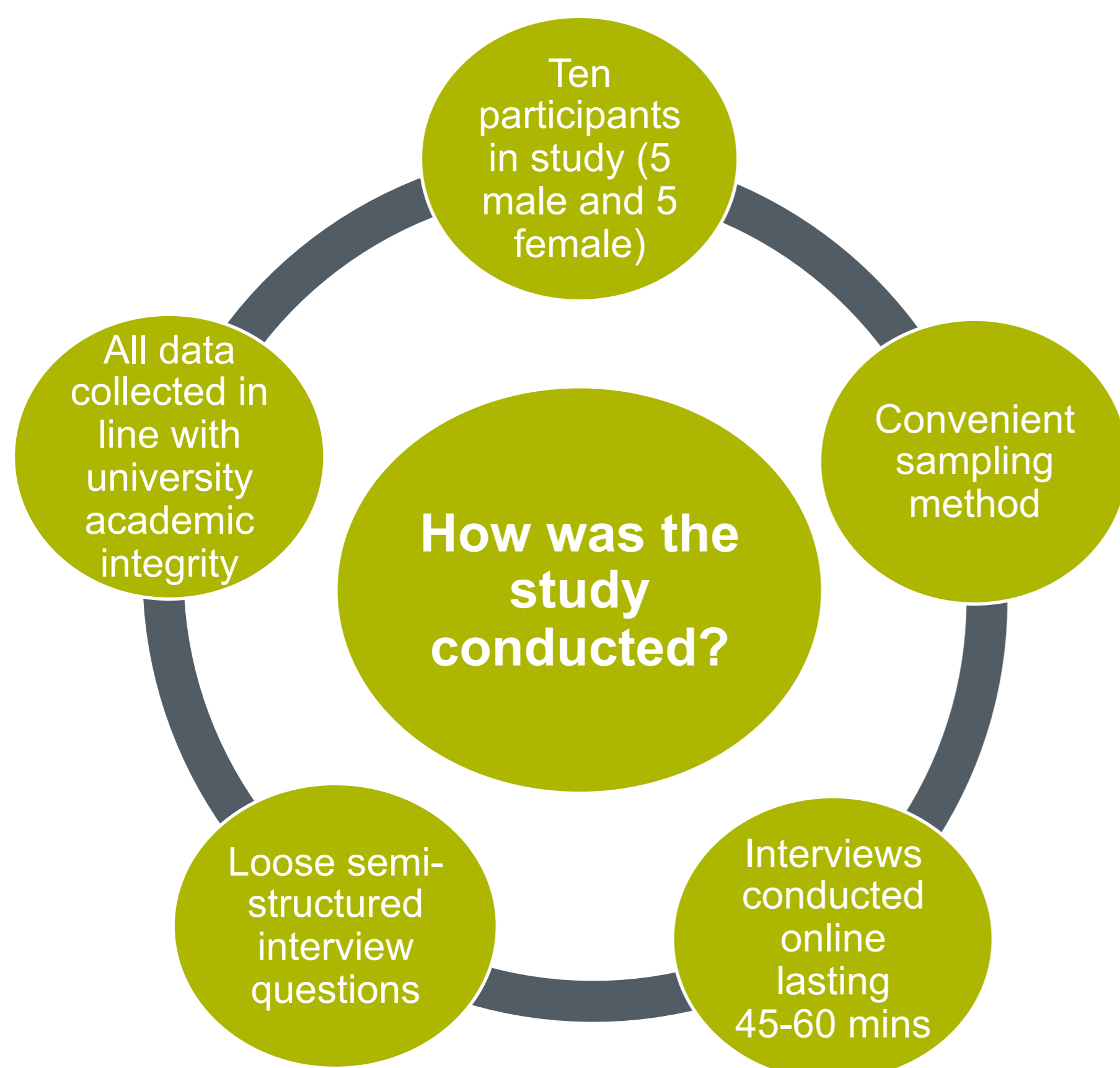


“Social Media has opened up some exciting opportunities to correct people’s grammar.”

(Grizlingham, 2016)

What was found?

1. A correlation exists among participants that when more time is spent on social media the more conscious they act.
 - One heavy social media user realised mid interview that their decision to purchase ethical products was down to opinions and beliefs of those they lived with and not decisions they consciously made.
2. All the millennials were well aware of the importance of consuming ethically and strongly agreed that it was the ideal lifestyle. Interviewees showed they were willing to consume ethically when the ‘eco-friendly’ option was convenient and of a similar price.
 - Only 4 out of 10 participants admitted to actively practising ethical consumption but 9 of the 10 stated they would sometimes buy free range eggs as it was not that much more money and almost always readily available.



Benefits of Research and Future Work

These findings can educate marketers in better appealing to millennials wants and needs for consuming environmentally friendly products.

Further investigation is needed to confirm the initial link between time spend online and conscientious consumption behaviour with a greater variety and number of interviewees.

References

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