

Tomasz Zalega
Warsaw University

Sustainable Consumption and Innovative Consumption in Consumer Behaviour of Mazovian Households

Summary

The transformations taking place in the contemporary world under the influence of the processes of globalisation and internationalisation of the global economy exert a crucial impact on households' consumer attitudes. Consumers' behaviours in the market are being shaped under the influence of many determinants, not only strictly economic but also social and cultural. An aim of the author's considerations is to analyse sustainable consumption and innovative consumption understood as innovative behaviours of contemporary consumers. In the first part of the article, the author synthetically carried out an analysis of sustainable consumption as well as he discussed the determinants of development and manifestations of prosumption. In the second part of the text, based on his own research surveys, the author focused on grasping innovative behaviours of Mazovian households in the context of research findings. Synthetic statement concludes the study.

Key words: consumption, consumer behaviour, sustainable consumption, innovative consumption.

JEL codes: A12, C18, C46, D03, D12, D18

Introduction

The turn of the 21st century is marked by intensive and profound changes in consumer behaviour on the market as regards various aspects of their daily lives. These changes are largely the consequence of many determinants such as: economic and cultural globalisation processes, integration processes (i.a. foundation of the European Union as a single market with free movement of people, capital, goods and services), processes fostering consumer mobility, technological progress, urbanisation processes, development and increasing popularity of the Internet and mobile phones as well as sustainable development policy. These processes are the basis for the so-called post-industrial society (Bell 1974), knowledge society (Drucker 1985) or the "third-wave" society (Toffler 2006)¹. They also contribute to changes in consumer behaviour on the market known as the "new consumption", and lead to the emergence of the so-called counter-trends. It should be borne in mind that today's consumers (especially those who are conscious and better educated) create their own identity

¹ The terms of "industrial society", "knowledge society" or "third wave society" are synonymous to the Knowledge-Based Economy, the concept first introduced to the literature by Lester Thurow in the 1990s in relation to the business sector using modern technologies, in particular information technologies.

and increasingly wish to participate not only in consumption itself, but also in product development, thereby becoming prosumers, or “co-producers” of goods and services.

Today’s consumers are faster and faster demonstrating adaptive attitudes towards the changes in the goods and services market. A broader access to information by today’s consumers, and in particular their ability to interpret it correctly and translate it to a rational decision, is a reliable verification of skills attributed to appropriate consumer behaviours on an innovative market. As argued by S. Im, B.L. Bayus i Ch.H. Mason (2003), such behaviours depend on a large number of various determinants. Criteria for describing the characteristics of purchasing behaviour include the type of market situation and consumer perception of the differences between brands available on the market. Consumers’ attitude to market innovations, and thus their ability to purchase new products and services, derives from a specific personality trait that may be called innovativeness. Innovativeness may be understood as a trait of individual personality forming a structure of relatively stable human traits which make an individual particularly inclined to imitate certain behaviours. Individuals characterised by innovativeness as a component of such a personality will tend to accept novelties earlier than an average person, and consequently direct their behaviour towards innovations. Innovative consumers clearly create a market for new brands and products, initially by manifesting their use to their imitators and subsequently by promoting their positive attitude to such brands and products.

The objective of this discussion is to analyse sustainable consumption and innovative consumption understood as innovative behaviour of today’s consumers. The first part of this article provides a synthetic analysis of sustainable consumption and discusses conditions for prosumption development and its manifestations. The second part of the text focuses on identification of innovative behaviours of Mazovian households in the context of research results, based on own research. The final part of this study contains a synthetic conclusion.

Sustainable consumption in consumer behaviour of today’s consumers

The issue of sustainable consumption first arose at the United Nations Conference on Environment and Development in Rio de Janeiro in 1992. The current policy framework for action on sustainable consumption and production is based on Johannesburg Declaration adopted at the World Summit on Sustainable Development in Johannesburg in 2002 and the Marrakesh Process initiated in 2003. The EU Sustainable Development Strategy, updated in 2006, recognised sustainable consumption as one of the seven key challenges to be tackled in the modern world. Sustainable consumption, also known as green consumption or eco-consumption, is defined as a holistic approach aimed at minimising the impact of social systems of consumption and production on the environment. Therefore, such consumption can be said to mean that individuals deliberately seek to minimise the adverse effects resulting from consumption of consumer and investment goods and services through rationalisation and utilisation of production factors (resources) and reduction of generated post-production and post-consumption waste. Similarly to sustainable development, sustainable consump-

tion (eco-consumption) should be characterised by stability and sustainability. Stability means that consumption processes ensuring maximum consumer satisfaction become well-established within an unlimited period of time. In other words, sustainable consumption means optimum, conscious and responsible use of available natural resources, goods and services at the level of individuals, households, local communities, business communities, local, regional and national governments and international structures, in accordance with the principles of sustainable development. It should be emphasised that sustainable consumption is based on the wish to reduce wastage as well as waste and pollution generation (best practices in the field of waste management, water and waste water management, renewable energies and development of eco-friendly products) and to choose goods and services which comply, as far as possible, with certain ethical, social and environmental criteria. In a broader sense, it can be claimed that sustainable consumption has the following characteristics (Lorek 2007):

- maintaining the restorability of renewable resources,
- efficient use of non-renewable resources,
- gradual elimination of hazardous and toxic substances from economic processes and other applications,
- reduction of environmental burden and avoiding exceeding the limits determined by environmental resistance,
- continuous protection and restoration (if possible) of biodiversity at four levels: landscape, ecosystem, species and genes,
- creation of conditions for fair competition in access to scarce resources and possibilities of sewage disposal for economic operators,
- adding a social dimension to decision-making processes, in particular as regards local environment,
- seeking to provide people with a sense of ecological security, understood as the creation of conditions fostering physical, mental and social health.

Sustainable consumption is possible only if consumers are well aware of environmental issues, and does not mean consuming less, but in a different, more efficient way that leads to improved quality of life. A prerequisite for practical implementation of the sustainable consumption concept is a reorientation of consumer behaviour, encouraging consumers to change their quality of life, i.e. make a shift from egocentric to ecocentric attitude, and to take into account other people's needs and environmental protection in their choices. Examples of sustainable consumption may include healthy food, purchasing reusable bags, transport and tourism which do not lead to the degradation of the environment. Eco-consumption results in two consumer trends: conscious consumption and collaborative consumption. Conscious consumption, also known as "ethical consumption" or "responsible consumption", is understood as making consumer choices based on the knowledge about social, environmental and political consequences. In practice, conscious consumption means searching for information on products and services, including practices used by their providers, production process, recycling possibilities, and making socially and environmentally responsible choices on that basis (http://www.fed.home.pl/teg/images/m1_swiadoma_konsumpcja_fin.pdf). In other words,

conscious consumption involves rational consumer behaviour, focused on health, eco-friendliness, sustainable development and knowledge-based economy. This consumption trend manifests itself not only when we purchase goods and services that are friendly to people and the environment, but also when we leave the wallet in the pocket and look for better solutions. This proves that we are undergoing a slow transformation towards the consumer society where “to have” is increasingly becoming “to be”. Nevertheless, it should be borne in mind that conscious consumption explores such solutions as the reduction of product use, product sharing and re-use. Furthermore, in ethical (conscious) consumption, it is important to take into account the entire life of a product, not only how it was made, but also what will happen to it when no longer needed. The products covered by this trend are handicraft items and low-processed goods – the entire group of products known as slow food², i.e: slow life, slow travel, slow parenting and slow city. In the recent period, clothswaps and up-cycling (processing waste into more valuable items) once again have become fashionable in many countries of the world due to the present economic crisis. Collaborative consumption, also referred to as “sharing”, “mesh”, “sharing economy” or “peer-to-peer economy”, is in turn based on the idea of sharing and the so-called product service approach – that is a focus on the product function, instead of product ownership. In other words, we do not need a DVD, but the film recorded on this carrier that we can watch. After reading a book, we can replace it with another one. Collaborative consumption solutions range from usual neighbourly exchange of favours through various types of libraries to practices increasingly prevalent in Europe, such as city bikes (a system that allows residents to use bicycles hired for a short time from special sites in selected parts of the city) or car-sharing schemes (e.g. ZipCar) (http://www.pi.gov.pl/PARP/chapter_86196.asp?soid=B99FA4D5106242D08CE07FC8D77DFC5E). Collaborative consumption can therefore be said to form a consumption model that involves, among others, borrowing, exchange, barter agreements or paid access to goods, as opposed to ownership (Botsman and Rogers, 2012, p. 15-16; Gansky 2010, p. 56) – a model which, in addition to the reduction of individual consumption and unnecessary purchases, also enhances social integration and social ties. It should be mentioned that there are different forms of collaborative consumption that concern specific goods or services. The most important ones include (Wardak, Zalega 2013, p. 10):

- clothswap, toyswap: cashless exchange of clothes or toys;
- cohousing: linking completely independent flats by means of a shared space used by all residents, e.g. kitchen, laundry room or playground;
- couchsurfing: a platform where users can offer free accommodation to people from around the world or find free accommodation while away from home;
- crowdfunding: social fund-raising for a particular purpose, e.g. setting up a business or publishing a book; people who like the idea can support the initiator with small amounts;
- coworking: hiring premises to work in; this form of collaborative consumption is very popular among freelancers and people working remotely for a company;

² Slow food is opposed to rapid and convenient, but also unhealthy and irrational life. In other words, slow food, promoting slow lifestyle symbolised by a snail, furthers the right to the taste that we have lost in the civilisation of consumption and refers to rational consumer decisions.

- carpooling: sharing a car drive for a fee to reduce the cost of travelling to a given destination;
- roomsharing: renting a room on certain dates via web services; it is usually a short-term lease, e.g. 2-3 days long, mostly to tourists.

Prosumer and innovative consumption

Prosumers are creative, innovative and active consumers who disseminate their knowledge about positive and negative experiences with goods or services among consumers, thus influencing their purchasing decisions, as well as affecting the quality of provided goods and services. It can thus be claimed that the prosumer is a trendsetter, i.e. a person setting new trends followed by other consumers. Creative and innovative consumers have the knowledge gained from their own experience, motivation for creative work and creative thinking skills, hence they want to be co-developers, not just passive recipients. Compared with traditional consumers, prosumers have a wider perception of media information which they obtain from multiple sources simultaneously, without sensing any information overload. Prosumers are also consumers who are extremely active on the market of goods and services. This activity manifests itself in many different ways. Individuals may manufacture certain products (their equivalents) or provide some services themselves, thereby taking over the tasks of the companies and meeting on their own the needs that have arisen. In this case, prosumers play the role of producers. In addition, the consumer, as the economic man, can actively co-develop a product or brand and promote it among other people, thus assuming the attitude of a professional consumer. Therefore, it can be argued that innovative consumer is becoming a producer, or an investor, because the process of consumption is similar to the production process. Existing similarities were first pointed out by G. S. Becker, whose starting point was the assumption that production is a unique type of transformation of some resources into other. Raw materials, semi-finished products, tools and human labour that exist at the beginning of the production process are transformed into finished products and production waste, or the so-called “negative products” (Becker 1990, p. 236-238) during the process. P. Halicki (2007, p. 34) emphasises that prosumers are active consumers who collect information about companies and brands, and expect personalised products, opportunities to influence the product and interactive consumption, whereby they provide companies with information about their perception of the product and take part in its development. In turn, D. Tapscott (2010, p. 140) indicates that the prosumer generation covers mainly the net generation, which does not see the world as a place of consumption but a place of creation. Therefore, they are not just passive consumers, but creators distinguished by: the need for freedom and freedom of choice, the need for tailor-made items (customisation) and their personalisation, the tendency to make joint decisions, the need for dialogue, entertainment and fun as well as high speed and innovativeness. The very concept of “prosumption” derives from the above definitions of prosumer. It is, in fact, a combination of two English words: production and consumer, and comprises interlinks between production and consumption (Hajduk, Zalega 2013). Prosumption is most commonly defined as a phenomenon of inter-

twining consumption and production processes, blurring the boundaries between them (Jung 1997, p. 145), with consumers becoming producers at the same time. It can be argued that prosumption is also an expression of consumers' opposition against mass, unified and standardised production. Innovative consumers want to be treated individually, targeted personally, not generally, given that individual needs, tastes and preferences differ. Such consumers do not receive only ready-made identities as previously prepared by producers, but also some elements which they use to build their own identity, becoming creators of their own ideas about themselves (Toffler 2006, p. 580). Prosumption, also known as smart or innovative consumption, may be considered in terms of both benefits and costs. In the first case, prosumerism is aimed at achieving maximum satisfaction with the purchased good. Such behaviour manifests itself, among others, in a variety of product modifications made by the users themselves or through active involvement in the development of goods, in cooperation with the manufacturers. The practices described allow consumers to adapt products to suit their individual preferences. On the other hand, prosumers can direct their efforts towards minimising the costs of purchased goods. To do so, they actively explore alternatives for the chosen goods, employing different methods to obtain objective and subjective market information. Moreover, a significant role here is played by self-supply. Individuals may decide to manufacture products (their equivalents) or carry out specific activities (like services) themselves and thus satisfy their needs at a lower cost. This form of prosumer behaviour is called rationalistic prosumption. It generates significant costs arising, for example, from the transfer of such tasks (e.g. transportation) from the producer to the consumer, mental effort (creativity, development of new product applications) or independent improvement of goods. The described prosumer behaviours perfectly fit in the new consumer trend called hyper-personalisation, where a whole range of tools is used, beginning from information technologies and transfers of business activity and ending with the personalisation of market offer tailored to individual consumer preferences.

The development of innovative consumption is a consequence of the development of education, changes in work organisation due to the disappearance of a traditional division between work time and leisure time, more leisure time and the need to use it in an attractive way. Undoubtedly, prosumption development in recent years has been boosted by the economic crisis, forcing consumers to be more active, manufacture products themselves or gradually replace the use of services with self-catering for their needs in this regard. Such a form of innovative consumption is connected with natural consumption, i.e. manufacturing products independently. In addition, the development of innovative consumption is also affected by virtualisation of life and easier access to new technologies such as the Internet or mobile phone. Through the use of new technologies, consumers can communicate both with other consumers and directly with companies, sharing their opinions about products and brands. Hence, it can be argued that by making these efforts, prosumers are becoming the driving force of innovation for companies that wish to use their potential and are involved in continuous exploration process in the post-industrial society.

There is no clear evidence that innovative consumption is determined by individual characteristics of the economic man. Neither is it fully known how much the presence of pro-

sumerism in consumer behaviour is influenced by the surroundings. It seems most likely that both internal (personality) and external factors play their simultaneous roles. The former include, among others, willingness to take risks, creativity, openness to cooperation, innovativeness and interpersonal skills. External determinants comprise social stimuli such as the influence of various social groups, e.g. family responsible for instilling basic moral values and certain behavioural patterns. Age, membership of a particular social class and status are also significant. In addition, economic factors such as income, macroeconomic trends, economic situation in the country and in the world, prices and market offer, etc. should be mentioned.

Innovative consumer behaviour in the context of research results

In order to gather complete and updated information on sustainable consumption and innovative consumption in consumer behaviour in Mazovia, a questionnaire survey was used as a method for direct research. This method proved to be helpful both in describing the occurring phenomena and in verifying whether there are specific relationships between these phenomena and the respondents' awareness. Prior to the main survey, pilot surveys were conducted covering a group of 17 households in Warsaw. These pilot questionnaire surveys aimed to verify the selection and understandability of questions contained in the questionnaire and the appropriateness of the questionnaire structure. These surveys resulted in some amendments in the questionnaire structure, whereby some questions were deleted and replaced with new ones and some were modified. It should also be mentioned that well-tested techniques commonly applied in market and marketing research were employed to design the questionnaire. The questionnaire consisted of 28 essential questions, mostly closed ones, including 7 on personal data. Different groups of questionnaire questions were closely correlated with successive stages of the decision-making process of households during the economic crisis.

The empirical material contained in this article comes from direct research conducted in the form of a questionnaire survey on a sample of 536 households in the period from August to September 2013 in five Mazovian cities of different populations and sizes. In accordance with the research assumptions, the sample included persons over 18 years of age who were financially independent and took independent purchasing decisions on the market. In order to select the sample, the selective quota sampling procedure was used. The characteristics (quotas) covered by the research were: sex and age. The survey was conducted as part of statutory research and fully funded by the Faculty of Management of the University of Warsaw.

The research covered 53.1% and 46.9% of women and men, respectively. The distribution of respondents by sex and age was consistent with the distribution in the general population; therefore, there were slightly more women than men and people aged 26-44 formed the largest age group in the sample. An important variable in the study of consumption is the place of residence. In accordance with the research assumptions, the sample of respondents

included people living in big Mazovian cities of different populations and sizes, namely: Warsaw (population: over 1 million), Radom (population: over 200,000), Płock (population: above 100,000), Siedlce (population: over 50,000) and Ciechanów (population: over 20,000). Each city was represented by 107-108 people and constituted approximately 20% of the sample.

Respondents were asked a question about their level of education. The questionnaire included four categories of education: primary, basic vocational, secondary and higher education. Respondents with secondary education formed the largest group. As many as two fifths of those surveyed declared this level of education. Every fourth respondent completed higher education and one in five respondents had basic vocational education. In the sample surveyed, people with primary education were the smallest group (14.5%). It should also be noted that more than three quarters of respondents belonged to the working population, while sixteen out of one hundred respondents did not work. The proportion of professionally active and passive persons in the population surveyed is similar to that on the national labour market. Nearly two fifths of those surveyed were members of households consisting of two persons, while every third respondent represented a three-person household. Every fifth respondent was a member of a four-person household and only one in eight respondents was a representative of a one-person household. Among the respondents, 37.4% had no dependent children, 35.6% had one child and 21.5% of respondents had two children. Only one in twenty people surveyed represented households with many children. Almost half of respondents described their economic situation as bad, while every third respondent as good. Less than one in ten respondents described their economic status as very bad, whereas only one in twenty as very good. The largest group of respondents included people whose monthly income per capita ranged from PLN 1,001.00 to 2,000.00. For every third respondent, monthly income per household member did not exceed PLN 3,000.00. For every eighth respondent, monthly income did not exceed PLN 1,000.00 per household member. The smallest group of respondents included households where income was above PLN 5,000.00 per capita a month.

Innovativeness in the sphere of consumption is manifested by consumer purchasing behaviour that fits in alternative trends identified in the first decade of the 21st century. The research shows that the respondents revealed consumer behaviours corresponding with the trends described in the first part of this study. It should be added that the new consumption trends in innovative consumer behaviours are complementary and intertwined. Conscious consumption, involving efficient goods management, reduced consumption of goods that are highly resource-intensive as regards environmental resources and elimination of products that may be considered redundant, plays a significant role among consumption trends observed currently. In order to minimise the negative environmental impact of individual consumption, respondents demonstrated pro-environmental purchasing behaviour such as buying eco-friendly fast-moving consumer goods (organic food, cosmetics produced from organic components, green household cleaners and environmentally-friendly packaging made from biodegradable or recyclable materials) and durable goods (energy-efficient light bulbs, energy-efficient appliances and electronics, water-saving bathroom fittings).

Respondents showed interest in health-related advantages of food products and promoted health-oriented diets. The interest in diets rich in all essential minerals in appropriate proportions was declared by almost 53% of those surveyed, while the purchase of organic food was pointed out only by every fifth respondent. However, as regards the reasons for eco-friendly consumer behaviour, respondents indicated, in the following order: waste segregation (65.9%), use of green packaging and shopping bags (59.3%), use of biodegradable household cleaners (49.3%), reduced use of utilities (17.6%), a shift from a car to public transport (10.3%) and a shift from driving their own car to cycling (6.4%). As regards conscious consumption, most respondents who took into account environmental aspects when making purchasing decisions came from Warsaw (37.4%) and Siedlce (26.7%), while Radom accounted for the smallest proportion (9.6%). Only every fourth respondent felt that they had made a consumer choice based on social reputation of the company, while only one in ten declared having refrained from purchase because of social or environmental considerations. This answer was mainly given by the residents of Warsaw (14.8%) and Płock (10.4%). The survey conducted also shows that the percentage of respondents declaring an encounter with conscious consumption was higher among women (67.9%) than men (56.8%). More than one third of the respondents claimed that they had attended an event promoting the concept of conscious consumption or Fair Trade at least once in their lives. They were mostly women aged 26-44, having secondary and higher education, with a monthly income per capita above PLN 3,000.00, living in Warsaw and Siedlce.

Conscious consumption is inseparably linked with collaborative consumption. Almost one in ten respondents declared having made a cashless exchange of unnecessary clothes, unwanted gifts and children's clothing, footwear and toys in order to reduce the expenses connected with the purchase of clothing, books and broadly defined children's accessories. Such consumer behaviour is referred to in the literature as clothswap or toyswap. This type of self-protective behaviour of households was mostly declared by the residents of Warsaw (23.4%), Radom (20.1%) and Ciechanów (16.3%). They were mostly women with secondary general and higher education, having a monthly disposable income per capita not exceeding PLN 3,000.00. In contrast, a third of respondents had never participated in such swaps and were not interested in them whatsoever. In turn, every twelfth respondent declared having made one of the rooms in their flat/house available for a short time in their preferred period in order to obtain additional money, by using an Internet service (mainly *Tablica.pl*³). Such consumer behaviour is known as roomsharing. This answer was mainly given by respondents from Warsaw, Siedlce and Radom. They were mostly persons of 26-44 years of age with secondary general or higher education and a monthly income per capita under PLN 2,000.00. It should be noted here that respondents are sceptical as regards sharing such goods as private flats or houses. Every third respondent would feel uncomfortable when making their flat available to travellers or renting it for a weekend to strangers via the Internet. In contrast, almost half of the respondents would feel uneasy in such a situation but they could consider participation in roomsharing. Only one in five respondents declared feeling comfortable

³ This platform supports collaborative consumption at the local level, enabling the exchange or sale of goods between neighbours.

while participating in such collaborative consumption, with the proportion of men expressing this opinion being bigger by only 5% than that of women. Respondents considered the following to be the most important benefits of participation in collaborative consumption: knowledge of people to whom items are lent or with whom they are swapped, strict rules ensuring safe participation in consumption and an opportunity to earn money.

Today's prosumers, also known as competent or active consumers, are primarily people using computers, the Internet, smartphones and mobile phones. It is not therefore surprising that respondents who can be regarded as prosumers most often associate innovation with "something that changes the world and everyday life", quoting examples of the Internet, smartphones and mobile phones. The research shows that only 6.8% of respondents declared active cooperation with companies. This involves co-development or designing of products or packaging. This marginal percentage of active consumers clearly indicates very little activity of respondents in this area. In my opinion, this may be due to two reasons. First, many respondents do not know any schemes or tools that would enable them to be trendsetters, or co-developers of innovation. Second, the vast majority of people surveyed say that they have never been invited to participate in such a scheme by a company. Furthermore, for many respondents innovation development seems to be a distant concept, reserved exclusively for a small group of well-educated, talented people with high intellectual potential. It should be pointed out here that especially young consumers aged 18-25 express great enthusiasm for co-development of innovations and have a clear vision of their activities in the field of co-development of innovations. As basic motivating factors for involvement in innovation co-development, respondents most frequently mention the following: curiosity, an opportunity to test their abilities, gaining new experiences, participation in new projects and a possibility to include this fact in their CVs. The research found that conscious and innovative consumers, who are not only passive recipients but also ask questions, formulate their opinions and then place them in virtual space, are young people aged 18-25 with secondary general or higher education, having a monthly income per capita above PLN 2,000.00 and mostly coming from Warsaw (17.6%), Płock (10.4%) and Siedlce (7.8%).

Conclusion

Globalisation and internationalisation processes are having a significant impact on the functioning of today's consumers. The current changes result in discernible new consumer trends that have led to the emergence of entirely new features of today's consumers, such as: greater market awareness, the need to establish social ties, increased spatial and social mobility as well as innovativeness in the search for information on goods and services and the ways of their acquisition. These changes are also visible in Polish consumers living in Mazovia. Information obtained during the research helps determine the scope and scale of innovative behaviour in the surveyed households. Consumers' innovativeness is proved by their reactions to new trends. Undoubtedly, new post-modern dynamic, mobile consumers are creating new needs, looking for new experiences, demanding, conscious and less loyal in

their consumer choices. The research suggests that conscious consumption is very popular among consumers living in Mazovia. It manifests itself in eco-friendly purchasing behaviour of consumers, consisting in buying organic food, cosmetics produced from organic components, green household chemicals as well as energy-efficient light bulbs and energy-efficient household appliances and electronics. In turn, innovative consumption is less widespread among the respondents and mainly popular among young people proficiently using the achievements of modern technological progress, such as computers, smartphones and mobile phones.

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Konsumpcja zrównoważona i innowacyjna w zachowaniach konsumentów mazowieckich gospodarstw domowych

Streszczenie

Przemiany zachodzące we współczesnym świecie pod wpływem procesów globalizacji i internacjonalizacji gospodarki światowej wywierają istotny wpływ na postawy konsumpcyjne gospodarstw domowych. Zachowania konsumentów na rynku kształtują się pod wpływem wielu determinant, nie tylko stricte ekonomicznych, ale także społecznych i kulturowych. Celem rozważań jest przeanalizowanie konsumpcji zrównoważonej oraz konsumpcji innowacyjnej, pojmowanych jako innowacyjne zachowania współczesnych konsumentów. W pierwszej części artykułu w sposób syntetyczny przeprowadzono analizę konsumpcji zrównoważonej, a także omówiono uwarunkowania rozwoju i przejawy konsumpcji. W drugiej części tekstu, na podstawie badań własnych, skoncentrowano się na uchwyceniu innowacyjnych zachowań mazowieckich gospodarstw domowych w kontekście wyników badań. Syntetyczna konstatacja wieńczy niniejsze opracowanie.

Słowa kluczowe: konsumpcja, zachowania konsumentów, konsumpcja zrównoważona, konsumpcja innowacyjna.

Kody JEL: A12, C18, C46, D03, D12, D18

Устойчивое потребление и инновационное потребление в потребительском поведении мазовецких домохозяйств

Резюме

Преобразования, происходящие в современном мире под влиянием процессов глобализации и интернационализации мировой экономики, оказывают существенное влияние на потребительское поведение домохозяйств. Поведение потребителей на рынке формируется под влиянием многих детерминантов, не только строго экономических, но также общественных и культурных. Цель рассуждений – провести анализ устойчивого потребления и инновационного потребления, понимаемого как инновационное поведение современных потребителей. В первой части своей статьи автор синтетическим образом провел анализ устойчивого потребления, а также обсудил обусловленности развития и проявления «производства для себя» (англ. *prosumption*). Во второй части текста, на основе собственных исследований, он сосредоточил внимание на выявлении инновационного поведения мазовецких домохозяйств в контексте результатов исследований. Синтетическое умозаключение завершает настоящую разработку.

Ключевые слова: потребление, потребительское поведение, устойчивое потребление, инновационное потребление.

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Afiliacja:

dr hab. Tomasz Zalega
Uniwersytet Warszawski
Wydział Zarządzania
Katedra Gospodarki Narodowej
ul. Szturmowa 3
02-678 Warszawa
tel.: 22 553 41 19
e-mail: tomasz.zalega@wp.pl