



Dipartimento
Meccanica
Matematica
Management

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Research project

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Title: Sustainable consumer behavior in a context of rapid changes and multiple uncertainties: a cross-country study

Description: Sustainable consumer behavior attempts to satisfy present needs while simultaneously benefiting or limiting environmental impact (Trudel, 2019). Understanding what drives consumers to behave sustainably is key to reach the UN SDG n. 12 (Ensure sustainable consumption and production patterns).

Many factors can drive or hamper it, including psychological, sociological, rationale, cultural, and socio-demographic factors.

Further, today context is characterized by rapid changes and a high level of uncertainties in multiple domains, due to geopolitical conflicts, climate change emergencies, fast technological changes, which may be perceived differently by consumers living in different countries and that can play a role in boosting or hampering sustainable consumer behavior. Moreover, the institutional context, as represented by the level of economic development of the country and national culture can influence sustainable consumer behavior.

This research aims at studying the multiple factors affecting sustainable consumer behavior, investigating similarities and differences among countries. To this aim, a multi-country study will be conducted, including three or more countries.

Trudel R. Sustainable consumer behavior. *Consum Psychol Rev.* 2019; 2: 85–96. <https://doi.org/10.1002/arcp.1045>

Candidates should provide detailed CV

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