



Bern University
of Applied Sciences



Consumer behavior & lifestyle

Responsible Management Education Research Conference
„The Future of Responsible Management Education“, 30 October 2014
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- ▶ School of Agricultural, Forest and Food Sciences HAFL

Framework: My PhD Topic

- ▶ Understanding sustainable lifestyles like the Lifestyle of Health and Sustainability
- ▶ Structures in Switzerland concerning food, housing and mobility



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What drives patterns of consumer behavior?

Depending on:

- ▶ Stage of life
- ▶ Age (cohorts?)
- ▶ Knowledge
- ▶ Biography
- ▶ Hobbies
- ▶ Occupation
- ▶ Context
- ▶ Children / Family



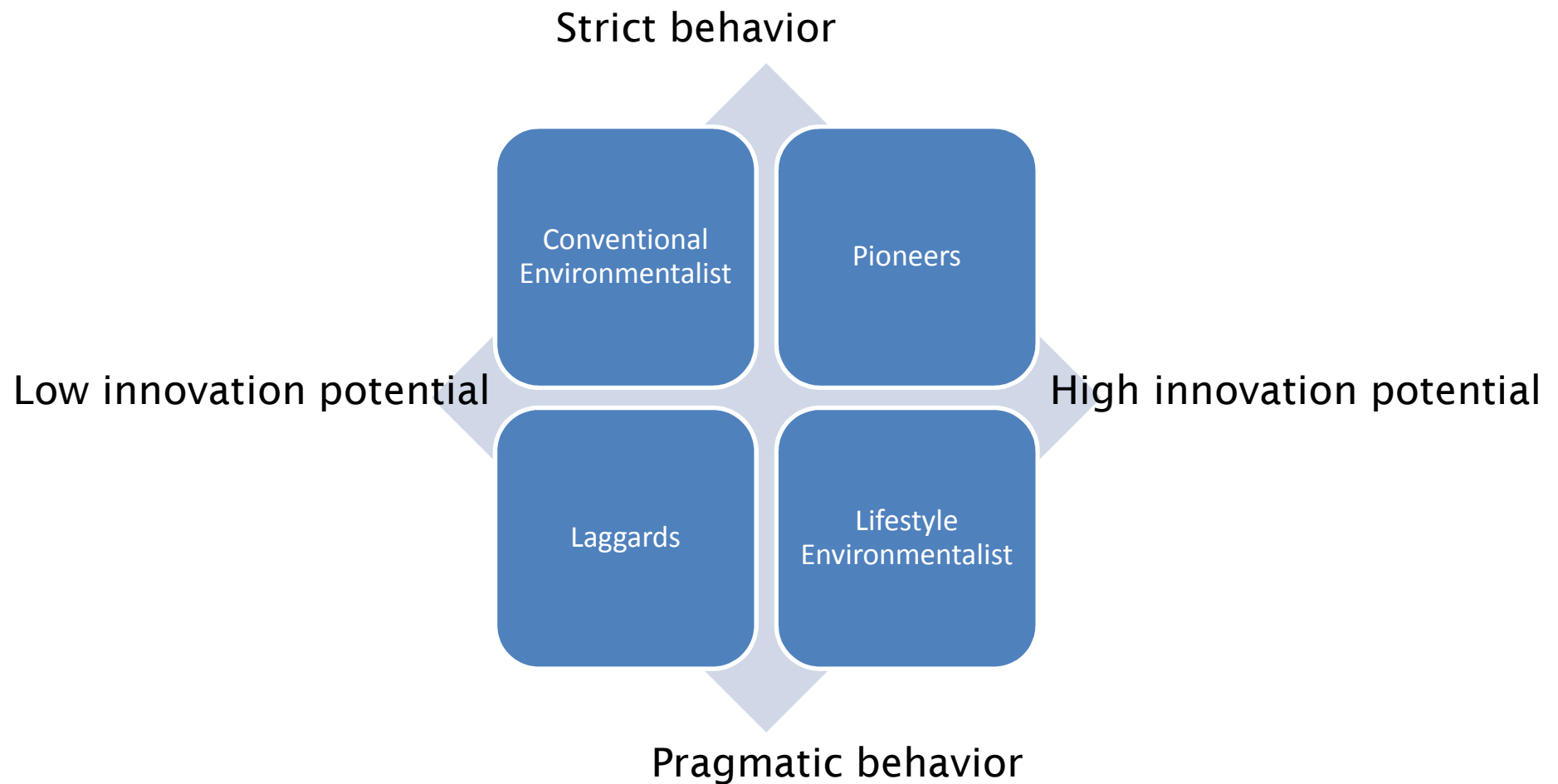
Can/must consumers take responsibility for what and how they consume?

- ▶ Consumers must bear their share of responsibility, for example with higher taxes or prices.

But:

- ▶ There are structural obstacles and individual barriers like changing living conditions.
- ▶ It is not clear what sustainable consumer behavior means and what should be achieved with consumer responsibility.
- ▶ The distribution of responsibility should be fair.

Are consumers' attitudes and behavior drivers or consequences of new (socially and environmentally) responsible business models?



Some examples for innovative and responsible business models in the food sector



Das Siegerprojekt: die App «Cloud Kitchen»

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Thank you for your attention.

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