

## ARTICLE

## NEW GLOBAL SUSTAINABLE CONSUMPTION TENDENCIES

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## ABSTRACT

New sustainable consumption tendencies were distinguished based on the literary analysis of the scientific sources on the development of the organic-industrial complex. Some of the most significant tendencies are the tightening of the environmental compliance standards in the food market, changes towards just bio politics in distributing food supplies, shifting the centre of consumption to cities and developing a food infrastructure in urban localities, the digitalization of consumption and daily routine, and the proliferation of the elements of the sharing economy. Consumer culture is being revised through the concept of slowing down the life cycle of product consumption ('slow movement'), fashion, and attitude towards the human body and beauty, which allows to reduce the amount of waste and increase consumer awareness. Consumer knowledge and environmental awareness is expanding. Consumers adapt to the green market, their values change. Scholars have noticed that the frequency and nature of sustainable practices differ depending on the gender of the consumer. The price of organic and eco-friendly goods still makes it difficult to reach the balance between the consumer and the manufacturer, while the global development of the green market is slowed down by the discrepancies in the environmental standards.

## INTRODUCTION

**KEY WORDS**  
sustainable  
consumption,  
consumption, green  
market, organic, bio  
products, sustainable  
farming

The global sustainable development goals determine consumption as sustainable or controlled when it does not exceed the production potential of the planet while being able to satisfy the population's need in safe and quality sustenance. Aside from effectively using the resources (soil, water, energy, waste) when producing food, new sustainable goals suggest a social and cultural transformation of global and local processes and institutes that are involved into the complete life cycle of products and changing the environmental orientation of civic practices.

The Sustainable Diet concept is gaining momentum as a means of achieving sustainable consumption, but there is still no consensus of opinion on how it has to be interpreted within the scope of this notion [1]. In the reports by UN, sustainable diets are defined as "diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources"[7, 8].

Sustainable agriculture should be based on, first of all, sustainable consumption, that is, on the consumer behaviour that includes purchasing goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle of the product or service".

A sustainable diet does not only preserve the biodiversity, it also helps to preserve the cultural diversity since the social and cultural transformation of consumption will be built on the traditions of a local cuisine while maintaining the traditions of cultural identity when eating and producing food and focusing on the environmental security [6]. The main resources for shifting to sustainable consumption are created through the infrastructure of production, revising global and local logistics, general principles of resource efficiency, and technologies of producing goods and domestic life. However, it is necessary to closely monitor the cultural and social forms of such transformations that constitute the principles of sustainable consumption for the consumer, manufacturer, and infrastructure.

The research objective of this work is to track the most relevant tendencies in the development of the sustainable diet and sustainable consumption concepts

## MATERIALS AND METHODS

Content-analysis of the articles from 2010-2019 on global sustainable development reports and scientific articles from Scopus and Web of Science was the main research method. Search keywords: sustainable agriculture, sustainable production and consumption, green-marketing, greenmarket, green production. 150 articles in total were analyzed.

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## RESULTS AND DISCUSSION

1. When analyzing the written sources, we distinguished several tendencies of frequent occurrence. They are nine in total. Safety of the Consumer = Safety of the Ecosystem We are facing a rapid decrease in the amount of vital resources, such as energy, water, and materials, as well as a deterioration of agricultural lands and ecosystems necessary for the production of food. 10.3 units of energy are required to produce 1.40 unit of energy of edible food. The United Nations Environment Program suggested a classification of sustainable resource consumption practices based on the basic human needs. When it comes to food, there should be a reduction of food waste; in terms of transportation, it is necessary to transition to the eco-friendly transportation, fuel, and car sharing; housing should feature sustainable construction works, energy and water saving; consumers should prefer ethical clothing, natural materials, and recyclable textiles when it comes to clothing; as for education, the practices of sustainable living should be taught and popularized, sustainable living should be encouraged; people should lead a healthy and eco-friendly lifestyle to remain healthy; and lastly, when it comes to entertainment, it is important to implement sustainable tourism and daily practices that feature a low usage of resources.
2. **Bio politics** Food security as a matter of national security. Food manufacturing has become a competition in making a greater contribution to pollution; population growth affects the biogeochemical processes of Earth and surpasses the planetary limits of the use of bio resources [8]. Agricultural ecosystems cover 38% of the Earth's surface, emit 30-35% of the global greenhouse gases, and use 71% of the fresh water intake. Since 1960s, the area of irrigated land doubled, the amount of fertilizers used increased fivefold, and the volume of nitrogen went up by a factor of eight. To meet the needs of the population, the global food production has to increase by 50% by 2030 and by 100% by 2050[1]. At the same time, it is important to take into consideration the fact that 24% of terrestrial ecosystems have degraded. Thus, it is exigent to study the innovative sustainable opportunities of intensifying the agricultural ecosystems.
3. Food Equity According to a number of researches [13], one person out of seven experiences a lack of food supplies, two out of seven are exposed to iron deficiency and deficiency of other micronutrients [9]; almost all of these people live in the developing countries. On the other hand, obesity rates are increasing in developed countries due to overeating and irrational use of nutrients; the nature of a sustainable diet in a context of a wide choice of foods is being discussed.
4. Food regulation has become an urgent matter in the centres of consumption such as world megalopolises [1; 2]. Cities can create a closed foodscape through planning procurement and consumption policies focused on the demand for waste reduction. Within the scope of the new approach to sustainable consumption, it is important to increase the variety of foods in the cities presented in the new and existing selling points that would be accessible on foot or by public transport and promote urban agriculture by making it more accessible and creating job opportunities. To achieve this, the authorities should adopt three practical areas of focus, such as: "Logistics management and synergies (synergy with the consumption rates) and the development of a local food supply system", "social integration and generation of jobs within the scope of green economy", "the level of emissions and different type of environmental pollution and assessment of resource efficiency"[6]. Sustainability food governance involves different partnerships, city development plans and roadmaps; special marking and identification of urban food should be considered as possible. Environmentally and socially responsible business in the area of food production is expected to be the major growth engine of a city that creates new retail locations, fairs and spaces, and themed food courts. It is necessary to develop food literacy and resilience to the changes [12].
5. Countries featuring an extensive hedonistic cult of food should set the tone of sustainable consumption. The habitual food culture in Southern, Eastern, and Western European countries is more developed than in other countries when it comes to preserving the traditions and food as a part of daily life.
6. The temporal revolution of Slow Movement, that is, a local social movement organized by Carlo Petrini whose ideology is based on the idea of slowing down the rhythm of live and the lifecycle of production and consumption. Its principles are preserving the balance, the right tempo (tempo giusto), being aware of consumption and of one's actions, and being focused on the primal goal of utilizing a product. The temporal approach in the context of consumption brought up Slow Food vs Fast Food, Slow Fashion vs Fast Fashion, Slow beauty vs Fast beauty. Slow Food is striving to implement the principles of sustainable development and slow down the lifecycle of a product. Thanks to this movement, the Ark of Taste is being disseminated, which is similar in essence to the Red List and includes national, unique heritage foods and craft products associated with the culture, history, and traditions of different peoples in order to preserve them. Neo-gastronomy, a new approach to understanding the connection between the quality of life and the food culture, emerges. A neo-gastronome is an actor who practices the principles of neo-gastronomy and undergoes taste education to differentiate and create flavours. Attention is paid

to waste reduction and sustainable mobility of a consumer, principles of sustainable logistics, reducing packaging when purchasing and carrying products, using lunchboxes, thermoses, or reusable mugs, purchasing food in bulk or wrapped into biodegradable packaging. The environmental politics focuses on the reduction of food waste (30% of food is wasted because it is almost expired, expired, or is not aesthetically appealing, even if it is still edible) Slow Fashion vs Fast fashion One of the branches of the slow movement is slow fashion introduced by Kate Fletcher in 2007 (Centre for Sustainable Fashion, UK)[7]. Its motto is "Quality over quantity". It means slowing down the rate of clothing consumption and preferring the clothes that will last longer. The progressive approach to clothing involves abandoning the overconsumption and passing trends that change from 6-7 to 20 times a year. The Global Change Award initiated by the H&M Foundation prepared a trend report on the future of sustainable fashion in 2017. Five megatrends were distinguished, such as innovative zero-waste materials, sharing clothes through applications, vintage clothing, innovative approaches to recycling clothes, smart clothes that communicate with their owner and implement live tracking by monitoring warmth, and striving for universalism. Moreover, five actors of the future of sustainable fashion were determined, they are: The Environmentalist, The Millennial (a young consumer, predominantly a female, interested in new green fashion trends), The Businessman (a young entrepreneur, a production manager or a founder of an app startup), The Scientist (a production engineer), The Fashionista (interested in creating clothes from eco-friendly materials, promoting sustainable brands, making it easier for people to have easy access to the latest fashion trends and high fashion). Slow beauty. After the appearance of a movement aimed at slowing down the tempo of the food cycle and consumption, a movement for slowing down the consumption of beauty products also emerged [9; 10]. Slow beauty stands against the cult of youth, quick-fix anti-age procedures, and beauty products containing chemicals; it promotes the utilization of natural and organic cosmetics sold in recyclable packaging whose production does not harm the environment and animals. The Going to Green portal exemplifies other similar beauty cultures, such as Clean Beauty, Wabi-Sabi (Japanese approach to self-care), and Siga-Siga from Cyprus [11]. The key factors in transitioning to the organic self-care are the perceivable behavioural control, knowing the product, the hedonistic value, the environmental value, and the safety value. Smart Beauty Such apps as Slapp ConnectBeauty and MDacne make it possible to customize the choice of skin products which helps to reduce the waste from the products that turned out to be unfit. There was a significant increase in the use of natural, organic, and ethic labels in the market of organic personal hygiene products, which is largely explained by the growing popularity of organic foods [13; 14]. Changing one's lifestyle, raising awareness, and improving the accessibility of a wide range of products are the key factors that promote market growth.

7. **Smart – eco.** Smart cities, smart kitchen, production and recycling. The changes are expected in the physical, digital, and environmental infrastructure of households and urban spaces; sustainable networks of consumers, manufacturers, and environmental production parks are created. The CONSENSUS project (that studied 1,500 households based on the approaches to sustainable behaviour and researches of social and environmental practices) offered consumers to imagine the desirable present and future of technologies regarding sustainable daily consumption. Households feature the technologies of in-house recycling, composting, home-growing of crops, and apps and appliances that economize water and energy. Households can be included into private or collective households that cultivate crops for communal use, eat together, learn housekeeping, can adapt to eco-agricultural tourism, and form a closed local economy with monetary units that reflect the reduction of the environmental load [5].
8. **Eco-Consumers and Consumer Ethics:** The green market does not only focus on sales, it also takes into consideration preserving the balance between meeting human needs and saving the environment, which means that green ethics imposes more and more social responsibility on the consumer. The green marketing strategy implies that the person who buys green products is not only motivated by his or her personal needs, but also their respectful attitude to the well-being of the society, since a green customer considers the environmental consequences (costs and benefits) in their personal daily consumption. Regardless of which motive in the context of consumption is in priority, be it egoistic or altruistic, the consequences for the environment are positive. The green customer is a customer who is motivated to preserve the environment [5, 13, 14] and purchases the products whose production involved resource-efficient and energy-efficient technologies and that will be recycled through introducing their materials back to the production cycle.

Even environmentally responsible citizens cannot always purchase pure organic products. There are certain habitual restrictions that allow us to distinguish two types of consumers:

- Prevention type consumers who feel responsible for the environment and wish to prevent pollution;
  - Promotion type consumers who are rather focused on their goals and dreams and do not feel the urge to adjust their behaviour to become eco-friendlier.
9. The image of a consumer is changing. As a rule, an environmentally-conscious consumer is well-educated, has a family, is often 30-40 years old or retired [4]. Sustainable practices are more

common among women than among men. Women featured a higher level of sustainable consumption practices than men. Based on the value-conscious, two types of consumers were distinguished:

- Self-transcendent values are more common among women prone to supporting environmentally-responsible practices in housekeeping; and self-enhanced practices that are more common among men who are rather motivated by long-term profits, product manufacturing, and environmental protection. For men, sustainable consumption is a way to enhance their social image by showing others that they care about the environment, whilst women find it important to preserve a healthy environment in the private circle of their family.

## CONCLUSIONS

The trending changes in sustainable food have an impact on a global level through ecopolitics (safety for the ecosystem and manufacturer, new requirements for the redistribution of food between the countries of different economic development); there are changes in the infrastructure of food redistribution and in the nature of logistics (cities turn into agricultural and industrial parks featuring automated systems); private households are changing technologically to utilize new resource-efficient technologies and are automated through smart technologies. The result is maintained thanks to scaling the practices throughout the mainstream population interested in an eco-friendly lifestyle, while also becoming beneficial for the rest of the population thanks to the introduction of the elements of the sharing economy. The major changes are associated with the consumer, their responsibility area, values, self-presentation, and motivation. The dissemination of new eco-friendly habits is fueled by a number of cultural drivers, such as the fact that the eco-friendly lifestyle is associated with an elevated quality of life through the sustainable market basket, the expectations of a long-run economy, and slowing down the tempo of life within the scope of major consumer segments (food, household chemicals, beauty products, clothing).

## CONFLICT OF INTEREST

There is no conflict of interest.

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## FINANCIAL DISCLOSURE

None.

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