



Σχολή Κοινωνικών Επιστημών
Π.Μ.Σ. Κοινωνική και Αλληλέγγυα Οικονομία

Διπλωματική Εργασία

Κοινωνικά υπεύθυνη κατανάλωση. Ποσοτική διερεύνηση των παραγόντων που επηρεάζουν τις αγοραστικές συνήθειες των καταναλωτών

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Περίληψη

Οι κοινωνικά υπεύθυνοι καταναλωτές ενσωματώνουν τις κοινωνικές και περιβαλλοντικές ανησυχίες τους στην αγοραστική και καταναλωτική τους συμπεριφορά. Πέρα από τα παραδοσιακά κριτήρια όπως η ποιότητα και η τιμή, εξετάζουν και τον ευρύτερο αντίκτυπο ενός προϊόντος αλλά και της εταιρείας που το παράγει. Αυτό το τμήμα καταναλωτών δίνει προτεραιότητα στην ευημερία όλων των ενδιαφερόμενων μερών που επηρεάζονται από τις αγοραστικές τους επιλογές. Οι ενέργειες τους είναι πολλαπλές και μπορεί να περιλαμβάνουν πρακτικές όπως η απόρριψη της μαζικής κατανάλωσης και η αποφυγή εταιρειών με κακές εργασιακές συνθήκες ή επιβλαβή για το περιβάλλον προϊόντα, έως την ενεργή υποστήριξη ηθικών επωνυμιών και προϊόντων αλληλεγγύης που συμβάλλουν σε κοινωνικούς σκοπούς. Η κατανόηση των κινήτρων και των συμπεριφορών των κοινωνικά υπεύθυνων καταναλωτών είναι απαραίτητη για τις επιχειρήσεις και τους υπεύθυνους χάραξης πολιτικής που επιδιώκουν να προωθήσουν βιώσιμα πρότυπα κατανάλωσης.

Στόχος αυτής της μελέτης είναι να καθορίσει το προφίλ του κοινωνικά υπεύθυνου καταναλωτή στην Ελλάδα όπως αυτό αντικατοπτρίζεται στην αγοραστική του συμπεριφορά και στις ενέργειες που πραγματοποιεί έτσι ώστε να αποκτήσει έναν πιο βιώσιμο τρόπο ζωής. Πιο συγκεκριμένα, εξετάζει εάν διάφοροι συναισθηματικοί παράγοντες, όπως η αντιληπτή αποτελεσματικότητα, η συναισθηματική δέσμευση, ο υλισμός και τα δημογραφικά χαρακτηριστικά, επηρεάζουν με κάποιο τρόπο τις αποφάσεις του.

Για το σκοπό αυτής της μελέτης διενεργήθηκε ηλεκτρονική έρευνα μεταξύ 234 καταναλωτών. Τα αποτελέσματα της έρευνας έδειξαν ότι το συναίσθημα που οδηγεί τα άτομα στην κοινωνικά υπεύθυνη κατανάλωση είναι αυτό της συναισθηματικής δέσμευσης, ενώ αντίθετα, το συναίσθημα που τα επηρεάζει αρνητικά στο να αποκτήσουν άλλες καταναλωτικές συνήθειες είναι εκείνο του υλισμού.

Λέξεις – Κλειδιά

Κοινωνικά Υπεύθυνη Κατανάλωση, Συναισθηματική Δέσμευση, Υλισμός, Αντιληπτή Αποτελεσματικότητα, Βιωσιμότητα.

Socially responsible consumption: A quantitative study of the factors influencing consumers' purchasing behaviour

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Abstract

Socially responsible consumers integrate their social and environmental concerns into their purchasing and consumption behaviour. Beyond traditional criteria such as quality and price, they consider the broader impact of a product and the company behind it. This consumer segment prioritises the well-being of all stakeholders affected by their purchasing choices. Their actions range from rejecting mass consumption and avoiding companies with poor labour practices or environmentally harmful products to actively supporting ethical brands and solidarity products that contribute to social causes.

Understanding the motivations and behaviours of socially responsible consumers is essential for businesses and policymakers seeking to promote sustainable consumption practices.

This study aims to define the profile of the socially responsible consumer in Greece, as reflected in their purchasing behaviour and their actions adopting a more sustainable lifestyle. We examined whether various emotional factors such as, perceived effectiveness, affective commitment, materialism, and sociodemographic characteristics, influence their decisions.

For this purpose, an online survey was conducted among 234 consumers. The results indicated that affective commitment is the key emotion driving individuals toward socially responsible consumption, while materialism negatively affects their willingness to adopt alternative consumption habits.

Keywords

Socially Responsible Consumption, Affective Commitment, Materialism, Perceived Efficacy, Sustainability.

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