

Volunteers as responsible consumers – An analysis of psychological factors in the interrelation between volunteering and responsible consumption¹

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ABSTRACT

With the growing prevalence of ecological and social problems in the globalized economic system, consumers increasingly include ecological and social criteria in their purchasing decisions. Previous research has found that people who voluntarily engage in associations are more likely than others to include ethical principles in their purchasing decisions. However, associated factors and thus potential mediators for this relationship have not yet been explored. In this study, we proposed that volunteering is positively related to the availability of information, social norms, and consumer collective efficacy. We further assumed that these factors are related to responsible consumption. In our study (N = 1012), we found positive relations among volunteering, social norms, consumer collective efficacy, and responsible consumption. Limitations, directions for further research, and practical implications for politics as well as associations are discussed.

Keywords

Volunteering – responsible consumption – information availability – social norms – collective efficacy – associations

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