Key factors influencing the sustainability impacts of purchase and post-purchase consumer decision-making

Introduction

Increasing awareness of environmental and social sustainability impacts in recent decades has led to escalating concern about the effect of current levels of consumption. The major environmental problems caused by consumption are twofold: depletion of resources and the pollution caused by manufacture and distribution (Abeliotis et al, 2010). Consequently, sustainable consumption is a significant issue, as demonstrated by Low and Davenport's (2006: 324) view that ethical consumers could have "a role to play in changing the world". Existing research has been said to focus more on defining than on understanding ethical consumption (Newholm and Shaw, 2007), though several studies investigate why consumers often do not implement sustainable behaviours, even when they have expressed intentions to do so (see, for example, Carrington et al, 2010; Eckhardt et al, 2010; Hiller Connell, 2010). However, there is also scope to examine how consumers can be encouraged to adopt more sustainable decision-making.

The market for sustainable products has experienced growth in recent years, with 42% of adults in the UK claiming to have purchased items for ethical reasons in 2012, in comparison to only 27% in 2000 (Co-operative Bank, 2012). Despite this rise, ethical purchases remain a relatively small area of product and service consumption, resulting in the market share for sustainable products being described by Eckhardt et al. (2010:426) as "abysmally low" and indicating the existence of an attitude-behaviour gap. This study therefore investigates the key factors that influence consumer decision-making, to assess whether or not consumers can be encouraged to align their attitudes and behaviour more

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closely, with the aim of preserving resources in the long term. Since consumers' purchase, use and disposal of clothing have significant sustainability impacts and clothing is the second largest market sector in the UK, it is a key product area to investigate. The objectives of this study are to determine consumers' professed attitudes and behaviour with regard to the sustainable consumption of clothing; to investigate the factors that influence their purchase and post-purchase decisions and thereby to examine which factors could potentially improve the sustainability impacts of clothing consumption in relation to purchase, maintenance and divestment. The study was funded by the UK government's Department for Environment, Farming and Rural Affairs (Defra) and it was conducted by a cross-disciplinary team from the fields of marketing, design and sociology.

Consumer attitudes and behaviour towards sustainable consumption

This section reviews literature which investigates consumer decision-making, attitudes and behaviour in relation to sustainable consumption. Issues relating to environmentally and socially sustainable clothing consumption are then discussed, followed by three key stages in sustainable clothing consumption: purchase, maintenance and disposal. Sustainable consumption is defined by Martin and Schouten (2012:238) as "the use of goods and services that meets people's current needs without compromising the ability of other people to meet their needs, either now or in the future". Key methods of sustainable consumption are the selection of sustainable products, boycotts of unsustainable products (particularly with regard to social sustainability) and anti-consumption (Harrison et al., 2005). Despite the availability of these options Yates (2008) describes consumers as typically being 'locked in' to unsustainable consumption behaviour due to a lack of incentives for more sustainable

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consumption. However, Assadourian (2010) questions the ability of humankind to thrive if we do not re-orientate our actions towards more sustainable behaviour.

Sustainable consumer decision-making in the purchase and post-purchase stages

The consumer decision process

The consumer decision process (CDP) model posits that consumers go through seven stages when making consumption decisions: need recognition; information search; pre-purchase evaluation of alternatives; purchase; consumption; post-purchase evaluation and divestment (Blackwell, Miniard and Engel, 2006). Earlier versions of this model only included post-purchase evaluation after the purchase stage, without specifically including the consumption and divestment of products, thus implying that marketers may lack interest in (or responsibility for) these key components of the lifespan of products. The CDP model has attracted criticism since it presumes that consumers behave rationally, yet this may not always apply in practice. According to van Dam and Apeldoorn (1996) the rational nature of consumer decision-making could cause an inherent problem when making environmentally sustainable purchase decisions, since purchases usually solve short-term problems whereas ecological problems are often perceived to occur in the longer-term future. However, the CDP model has been used as the basis for previous studies into sustainable consumption (Schaefer and Crane, 2005). Therefore, whilst CDP is not the only model of consumer decision-making and it has imperfections, it was nevertheless considered to be a viable theoretical framework on which to base this paper. The CDP model is utilised here since it breaks down consumer decision-making into seven constituents from which three (purchase, consumption and divestment) have been selected, thus enabling this study to achieve a more focused approach. The post-purchase stages of the CDP have been shown to have a bigger

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impact on environmental sustainability in relation to clothing than the previous stages (Allwood et al, 2006) and they are consequently central to this investigation.

The present study classifies respondents in terms of their sustainable behaviour and it is therefore relevant to discuss such classifications. The classification most pertinent to this study is that developed for Defra (2008), since it was developed for the UK government to segment the population and it includes 'non-green' consumers, ranging from the environmentally conscientious through to those consumers who lack any intention of behaving sustainably:

1. Positive Greens

2. Waste Watchers

3. Concerned Consumers

4. Sideline Supporters

5. Cautious Participants

6. Stalled Starters

7. Honestly Disengaged

The aim of developing these categories was for Defra to be able to analyse consumers' pro-environmental behaviour in order to improve government policy interventions which help UK citizens to lead more sustainable lifestyles (Defra, 2008, see appendix 1).

Sustainable clothing consumption issues

The growth of ethical consumerism has inevitably brought with it a demand for ethical fashion, defined by Joergens (2006: 361) as "fashionable clothes that incorporate Fairtrade

principles with sweatshop-free labour conditions while not harming the environment or workers, by using biodegradable and organic cotton". However, this definition could be considered to be overly stringent, since only a small proportion of clothing conforms to each of these factors. Within this paper, the terms 'ethical clothing' and 'sustainable clothing' are used interchangeably, to mean garments incorporating features which are either environmentally or socially sustainable. Previous studies have found that, in general, consumers prioritise style above ethical issues in clothing purchase (for example, Joergens, 2006; Kim et al, 1999). Shaw et al (2006) investigated the reasons why this was the case and discovered that the cost, fashionability and limited availability of ethical clothing were the main barriers to consumers' purchase of ethical clothing. Similarly, the majority of consumers in an earlier survey regarding 'concerned consumers' (Populus, 2007), respondents believed that retailers needed to address social and environmental sustainability more effectively, yet many of them favoured shopping at 'value' clothing stores, with price, product range, service and style taking precedence over sustainability.

Three of the key issues regarding the environmental sustainability of clothing are: consumption of resources (particularly fossil fuels and water), use of pesticides and the disposal of garments. Fossil fuels are consumed in the composition of synthetic fabrics and via energy usage in the manufacture and transportation of textiles and clothing of all types. Also, water is utilised heavily in the cultivation of cotton and in many dyeing and printing processes. The most prominent example of social sustainability in clothing production is the Fairtrade system, which can be applied to clothing manufacture and the textiles from which the clothes are made. However, Fairtrade products represent a negligible proportion of a total clothing market now worth £42 billion (Mintel, 2012). Fair Trade is the most high profile label used for ethical goods (Newholm and Shaw, 2007). Despite this, Wright and Heaton (2006) found that recognition of Fair Trade labelling is limited amongst consumers and they

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recommend that Fair Trade companies should use stronger branding, in line with their mainstream counterparts.

Stages in sustainable clothing consumption

1. Clothing purchase

Consumers' perceptions of ethical fashion have traditionally been that such clothing is unfashionable, but this view is beginning to change, driven by fashion brands at various market levels. Leading designer Katharine Hamnett has spearheaded this change at the upper end of the market by using sustainable production in her garment range since 2007 and other fashion designers have followed her lead. Additionally, the ready-to-wear designer shows in various fashion capitals have established ethical fashion exhibitions alongside mainstream ranges and brands including People Tree are featured in *Vogue* magazine (London Fashion Week, 2012). This change in perceptions is evidenced by the fact that 21-25 year-olds, probably one of the most difficult groups to please in terms of fashion, were pleasantly surprised by products available from some of the more trend-conscious ethical brands (Joergens, 2006).

Carrigan and Attalla (2001:578) suggested that "companies need to find ways to convince consumers about their ethical integrity". Yet when investigating clothing retailers' codes of conduct, Pretious and Love (2006) revealed widespread use of child labour in clothing factories, since 43% of the participants in their survey of buying and sourcing employees had seen this happen. This offers tangible evidence that garments made in developing countries can involve unethical working situations, thus supporting the information disseminated by pressure groups. When selecting clothing, it can be very difficult for consumers to be aware of whether or not they are buying products which are sustainable, due to a lack of transparent information at the point of sale. Garments made from organic or Fair Trade cotton often have

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permanent labelling on the garments to state this, a strategy which has been used by retailers Sainsbury's, Monsoon and New Look. Ethical clothing brands People Tree and Patagonia take transparency a stage further by naming their manufacturers and describing aspects of social and environmental sustainability on their websites, enabling customers to be well informed about the sustainable nature of the company's products before purchase (Patagonia, 2013; People Tree, 2013). People Tree practise 'choice editing' by only offering clothing which is both Fair Trade and organic, thus making it easy for their customers to make ethical choices.

2. Clothing maintenance – laundry and repair

The earlier part of this paper relates largely to issues that impact upon textiles and clothing production and distribution up to the stage where it is purchased by consumers. Though environmental and social sustainability during the manufacture of clothing have attracted more media interest and discussion, the usage phase has the highest environmental sustainability impact. For example, Fletcher (2008) reports that domestic laundering accounts for up to 82% of the energy used during the garment lifecycle. Washing garments also inevitably uses water and chemicals in detergents pollute water (McDonough and Braungart, 2008; Dombek-Keith and Loker, 2011). Dry cleaning processes also cause carbon emissions and pollution through using energy and toxic chemicals (Slater, 2003). Indeed, the longest stage of a garment's purposeful lifecycle is its usage and the two key aspects are the laundering and repair of clothes. However, it is possible that consumers may be persuaded to reduce washing temperatures and frequency of laundering, if given sufficient motivation. The sustainability impact of laundering could potentially be lowered by the introduction of wash

care symbols to encourage consumers to repair clothes and to wash them in full loads (Dombek-Keith, 2009).

Consumers often avoid repairing clothing due to lack of time and skills and the relatively low cost of new clothing (Gibson and Stanes, 2011), although garments can be purposely designed to facilitate repairs and alterations (Rissanen, 2011). Another approach to minimising sustainability impacts is to purchase durable clothing with a longer lifecycle to reduce waste (Gibson and Stanes, 2011; Blanchard, 2007). Cooper (2010:28) supports this approach, arguing that: "sustainability will only be achieved if the prevailing throwaway culture in industrial countries is transformed and there is a shift towards longer lasting products". Repurposing, adapting and re-using ('upcycling') are all methods of increasing the useful life of clothing (Ulasewicz, 2008). Additionally, exchanging and hiring clothing are particularly economical ways of reducing sustainability impacts.

3. Clothing divestment

A trend towards 'throwaway fashion' has been established, since consumers tend to over-consume clothes and to keep them for a short time before disposal, encouraged by deflation in clothing prices (Birtwistle and Moore, 2007; Gibson and Stanes, 2011). Consumers, retailers and manufacturers can take responsibility for extending the usable life of clothing and it is therefore important that consumers are informed about sustainable methods of disposal (Domina and Koch, 1999). However, consumers generally lack awareness of the sustainability impacts of clothing and many discard it with refuse, whilst a minority sell it or give it to charity, friends or family (Birtwistle and Moore, 2007; Bianchi and Birtwistle, 2010). This is reflected by the fact that in the UK consumers recycle only up to 4% of clothing (Waste Online, 2015).

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UK consumers frequently take a 'cradle to grave' approach with clothing (McDonough and Braungart, 2008), by discarding an average 30kg of clothing and textile waste to landfill per year (Allwood et al., 2006), despite there being a limited capacity for landfill. Yet Morgan and Birtwistle (2009) suggest that the provision of information on the environmental consequences of clothing disposal could encourage consumers to consider changing their behaviour.

A range of barriers and enablers to sustainable behaviour, from availability and price of sustainable products through to recycling opportunities have been identified in previous studies. In summary, literature on sustainable clothing consumption focuses largely on the manufacture and purchase of clothing, whilst research relating to the sustainability impacts of clothing maintenance and its disposal is more limited. The remainder of this paper will report the findings of the study in relation to the purchase, maintenance and disposal of clothing by consumers, before discussing relevant implications.

Methodology

A qualitative study of 99 consumers was conducted, incorporating nine focus groups, investigating consumers' habits and routines in relation to buying, maintaining and disposing of clothing. Defra provided the funding for this study and specified the use of qualitative research, which is particularly suited to its purpose, since it involves exploring consumers' attitudes and behaviour (Bryman and Bell, 2011). Furthermore, it has been argued that quantitative surveys may not lend themselves well to eliciting consumers' true opinions in relation to ethical issues (Crane, 1999; Auger and Devinney, 2007). In this study, qualitative

research was carried out using a three-stage process: focus groups, home tasks and workshops with consumers.

For the first stage 99 respondents were recruited from Manchester, Nottingham and St Albans by on-street interviewers, to represent the Northern, Midland and Southern regions of the UK. The sample group represented different groups of consumers in relation to their sustainability behaviour, from those who did not consciously participate in sustainable practices to those at the opposite extreme who could be described as 'positive greens', as defined by Defra's Environmental Segmentation Model (Defra 2008, see appendix 1). The respondents were screened to ensure an even spread of age, gender and socio-economic group.

In the first phase of the research, nine focus groups (three in each location), moderated by two of the authors, discussed a variety of issues regarding the sustainability of clothing, from purchase decisions through to laundering and disposal. Within the discussion groups, participants were informed about various sustainability issues relating to clothing. 29 individuals from these groups were then selected and requested to conduct an audit of three garments from each respondent's wardrobe, supported by the compilation of diaries to record their behaviour relating to clothing consumption during this period. This stage was followed by deliberative workshops (one in each of the three locations) with the same 29 participants, to examine the outcomes of these activities in relation to sustainability, incorporating discussions about how their views and behaviours in relation to purchase, use and disposal of clothing could change as a result of receiving this information. The data analysis of Phase One was undertaken using Nvivo qualitative data analysis software to organise segments of text that indicate the existence of operative categories in the data and to draw out relationships between them.

Findings

This section reveals the main findings of the study in relation to its aim to investigate the key factors that influence consumer decision-making in relation to the sustainable consumption of clothing. The three stages of the methodology permit the study to reveal whether or not consumption behaviour can be affected via the provision of information on sustainable behaviour. The latter stage shows the impact of the information imparted to the groups and their subsequent modifications in behaviour, monitored via the compilation of diaries. Such insights can contribute to influencing marketing practice by allowing clothing brands and retailers to meet consumer needs and to influence their behaviour more effectively.

During the wardrobe audit participants discussed their clothing mainly in terms of comfort and appearance, rather than sustainability. Notwithstanding this, almost all of the participants were found to have behaved more sustainably in relation to their clothes in one or more ways. A minority of the participants had begun to consider the environmental impact of their behaviour at every life-cycle stage of their clothing. Such behaviour included buying from charity shops and line drying clothes, thereby avoiding tumble-drying.

Subsequently, in the third phase of the research the same 29 participants took part in workshops to discuss the outcomes, split into three separate groups (A, B and C). At this stage, it was found that purchasing sustainable clothing remained problematic, due to consumers' lack of knowledge on the topic, as well as the limited availability and premium prices of such clothing. However, some of the respondents had planned to change their purchasing practices due to increased knowledge about social and environmental sustainability. A smaller number of the group expressed intentions to purchase less clothing and to select more sustainable clothing.

Attitudes and behaviour towards clothing purchase

The focus groups in this study revealed that being economical and expressing their own identities were of more significance to the participants than the sustainability impacts of clothing, even to those categorised as green consumers, thereby supporting the findings of previous studies (Joergens, 2006; Shaw et al., 2006; Kim et al., 1999). The degree to which garments were perceived as being fashionable influenced the purchase choices of some of the consumers, but this tended to vary, dependent on age group. Additionally, the 'newness' of clothes motivated many of the participants to purchase them. Certain participants, particularly those in younger age groups, often bought cheap clothing from 'value' retailers, despite being aware that such products may not last very long. The following comment from a participant (S1:22:F) illustrates how cost-per-wear can influence a purchase decision:

> You think: is this going to be a dress that I've spent £50 on and I'm only going to wear it once, so it's cost me £50 for that? Or is it going to be a dress that I've spent £50 on and I'm going to wear 100 times? And that's the little equation (that) often goes through my head when I decide about something.

However, many respondents bought cheap clothing whilst being conscious that it may not have been made in ethical conditions and that it may lack durability, largely being motivated by price. The consumers involved in the study acquired information which influenced their clothing selection mainly from friends, the media (especially TV and magazines) or from retailers during the shopping experience.

Participants tended to distrust the sustainability claims of large companies, being sceptical of their motives and requesting proof of these ethical claims. For example, one of the younger participants felt that large companies were probably motivated to offer sustainable clothing purely for profit, stating: "You're putting these in the hands of

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businesses who are making billions off this stuff." His scepticism was echoed by this comment from another participant: "Can anyone round the table actually get it out of their head that they might not be being told the truth about it?"

During stage 3 of the study, respondents in group A reported that they had not looked at clothing labels in detail before participating in the study and some had not been aware of the existence of organic cotton. They began to question activities in relation to clothing consumption, which indicates that this was due to their exposure to information which was new to them. They discussed buying fewer clothes, avoiding fast fashion retailers and discount stores and buying clothing of better quality.

Some of the participants in group A of phase 3 stated that paying a premium price for sustainable clothing was acceptable and they called for a wider range to be offered to consumers. They considered the availability of sustainable clothing to be narrow, limited to T-shirts from supermarkets for some of the group. They called for a trustworthy, regulated system of labelling for sustainable clothing with traceable supply chains, such as the country of origin of cotton. A dependable labelling system was important to all of the groups, which would act as an indicator to save consumers from having to take the time to do their own research. Participants called for the media and schools to educate consumers and their children about sustainable clothing, for example by donating space to provide information to their audiences presented by relevant groups such as charities.

Suggestions for policy proposals also arose from the group discussions, to be addressed by government, industry and the media. It was proposed that Fair Trade clothing should be exempt from sales taxes, which could be counterbalanced by higher energy taxes, thus prompting behaviour change through legislation. Participants suggested that industry should take responsibility for promoting sustainable clothing consumption, alongside the government. One person advocated that a market leader could sell clothing which was only

organic and Fair Trade and another proposed that this should apply to all clothing sold in Britain. Certain participants criticised low-priced clothing chains but others suggested that they should not be targeted because their customers could not afford the price premiums associated with sustainable garments.

Some of the participants said that they felt "good" or "pleased" following actions which reduced sustainability impacts of clothing, such as buying Fairtrade products. However, the limited choice of such items made some of them feel disappointed. Another negative emotion was experienced by one of the respondents who felt "terribly guilty" about her lack of knowledge prior to her participation and considered herself to have been "selfish" and "lazy". It would therefore appear that intervention resulting in changing people's feelings towards sustainability is likely to impact upon their behaviour and in some cases can help to engender positive feelings about such behaviour. The key influences on behaviour were age and living situation, e.g. household size. Younger participants who still lived with their parents did not appear to be motivated by concerns about sustainability. Participants mentioned self-image and the desire to look good as their main motivation for the acquisition of clothing. New clothes were described as "treats" and "confidence boosters".

In summary, the low level of consumers' understanding of sustainable clothing, its premium prices and lack of availability were found to be the main barriers to changing people's purchasing behaviour.

Attitudes and behaviour towards clothing maintenance

Participants were generally aware of the environmental advantages of cleaning clothes at lower temperatures and using washing lines to dry them, but some felt constrained by the temperatures of the programmes on their washing machines, the weather and the space available for drying. Some avoided tumble-drying, though this was more for economic than

for environmental reasons. They were reluctant to wash clothes less often in case this caused odours and because they liked the aroma and handle of freshly washed and dried clothes. Participants were reluctant to repair damaged clothing due to a lack of sewing skills, the low cost of buying new clothes and the relatively high cost of professional repairs.

Attitudes and behaviour towards divestment of clothing

Consumers in the study often donated used garments to friends, family or charity, usually if the clothing was relatively expensive. However, respondents lacked understanding of recycling and reuse. Cheap clothes were perceived as being less durable and were therefore more likely to be worn for a short time before being discarded with refuse, to the extent that one respondent threw away several T-shirts from a 'value retailer' after wearing each of them once whilst on holiday. In attempting to rationalise this type of behaviour, some of the respondents felt that information was sometimes not available to help them make the right decision for product disposal. Respondents were not necessarily averse to recycling clothes, but many had limited awareness of recycling facilities or sustainable methods of disposal.

The effects of sustainable behaviour on consumers' attitudes

In summary, the key findings were that participants in this research had a wide range of attitudes and behaviour towards sustainable clothing and that there was generally a low awareness of the sustainability impacts of clothing consumption. Attitudes towards sustainable clothing were influenced by a variety of factors, such as consumers' age, gender and orientation towards sustainability. The focus groups in this study revealed that economy and identity were of more significance than the sustainability impacts of clothing, even to those categorised as green consumers. The degree of fashionability of garments influenced the purchase choices of some of the consumers but this tended to vary, dependent on age

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group. Again, this finding is compatible with previous studies, which found that ethical issues are not usually consumers' main priority when purchasing clothing (Shaw et al., 2006; Joergens, 2006; Kim et al., 1999). Information which influenced clothing selection was acquired by the participants from friends and the media or from retailers during the shopping experience.

Overall, the study found that respondents' attitudes towards the sustainable consumption of clothing had various influences and in some cases their behaviour could change after relevant information was imparted. However, this was not the case with every respondent and those with a predisposition towards behaving more sustainably are likely to have been more open to changing their actions. The likelihood of the participants changing their behaviour was largely consistent with the segments into which they had been categorised prior to their participation. Participants in Segments 1 (Positive Greens), 3 (Concerned Consumers) and 4 (Sideline Supporters) were the most inclined to change their behaviour and those in segments 6 (Stalled Starters) and 7 (Honestly Disengaged) were the most reluctant. Participants in segments 4 and 5 seemed to make the most profound changes, since finding out information about social and environmental sustainability in relation to clothing appeared to inspire a new political viewpoint in some of them.

Discussion and Implications

The findings of the present study concurred with those in relevant literature to identify that the following factors influence consumer decision-making in relation to sustainable products: price, style, product performance, availability of sustainable products and information about more sustainable product consumption (Shaw et al., 2006; Bray et al., 2011; Carrington et al., 2010; Hiller Connell, 2010; Luchs et al., 2010; Young et al., 2010). Additionally, consumers'

age, gender and orientation towards sustainability were found to affect the sustainability of their behaviour with regard to clothing. The key factors that could help consumers to improve the sustainability impacts of clothing consumption are product-related and policy-related. Product-related factors that could improve the level of sustainable behaviour are the provision of competitively priced sustainable clothing with aesthetic appeal and good quality standards, in addition to the availability of trustworthy information on the sustainability of products and their maintenance. The responsibility for these product-related factors lies firstly with manufacturers and retailers and subsequently with consumers.

The findings have implications for academics, clothing retailers, manufacturers, brands and the government, who have the ability to provide and communicate such information, with consequent effects on the environment and society. New academic models of consumer decision-making could be developed to incorporate sustainability in more depth than in the existing CDP model. Measures can be taken to facilitate changes in consumers' consumption of clothing which could potentially ameliorate the sustainability impacts of clothing consumption. Consumers have more motivation to behave sustainably when there are additional incentives for doing so, such as saving money.

Action by clothing brands such as choice editing and the provision of reliable information about sustainability could therefore help to bridge the attitude-behaviour gap, as indicated by the modifications in behaviour by this study's participants. Unfortunately, providing information on sustainability is not guaranteed to change behaviour, since other factors such as convenience, price and product styling frequently take priority for consumers (Shaw et al., 2006; Young et al., 2010). However, without knowledge of sustainable practices, consumers are unlikely to know how to improve their sustainability impacts. It would therefore be beneficial for retailers and manufacturers to develop and implement more sustainable policies and practices in relation to clothing production and consumption. Choice

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editing of clothing by offering only products with low sustainability impacts (Yates, 2008) appears to be one of the strongest tools which companies can use to affect purchase decisions in this context.

The group discussions prompted suggestions for policies for the government, industry and the media that could instigate changes in consumer behaviour. For example, legislation could be implemented such as exempting sustainable clothing from sales taxes and restricting imports from countries where clothing is manufactured in unethical conditions. The media could be particularly instrumental in the provision of information on sustainability, since Defra's environmental segmentation groups refer to the segments' newspapers of choice. This could influence marketers in their choice of media for advertising and PR. Educators can play an active part in encouraging behaviour change by teaching students about the sustainability impacts of clothing and offering courses on clothing repair for children and adults. There are wider implications for society and the environment in that clothing retailers' and consumers' sustainable practices can contribute positively to the conservation of the planet's resources.

4,973 words plus references

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Appendix 1 Segmentation model

The participants were screened using Defra's Environmental Segmentation Model (2008). This divides the UK population into 7 categories related to their environmental behaviour. The segments and their proportion of the total population are as follows: *Positive Greens*	*18%*
Waste Watchers	*12%*
Concerned Consumers	*14%*
Sideline Supporters	*14%*
Cautious Participants	*14%*
Stalled Starters	*10%*
Honestly Disengaged	*18%*

(source: Defra, 2008)