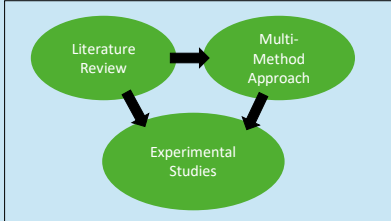


# Consumer Sufficiency as a Pathway to Climate Change Mitigation

## Understanding the Effectiveness of Gain-Frames to Foster Consumption Reduction

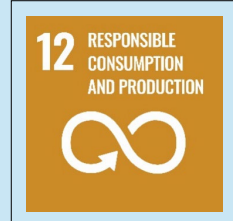
### Project Structure



### Background

- Consumer Sufficiency is a sustainability strategy complementing Consistency and Efficiency approaches (Alcott, 2008)
- Consumer Sufficiency addresses (reduced) consumption levels instead of changed consumption patterns (Spangenberg & Lorek, 2019)
- Social change is more likely with gain framed communication (achieving positive consequences) vs. loss frames (avoiding negative consequences; Krpan & Basso, 2021)

### Associated SDG



### First Results

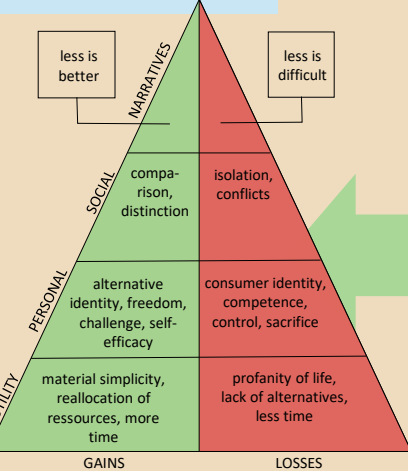


Figure 1. Preliminary insight into gains and losses (based on Literature Review, across Consumption Reduction concepts)

### Methods

Systematic Literature Review

Multi-Method Study 1 & 2  
1: Free Association Method N = 100 Austrian consumers  
2: Structured questionnaire N = 500 Austrian consumers

Lab & Online Experiments  
Laboratory: N = 300  
Online: N = 800

### Progress

Search: Completed  
Data extraction: In progress

Conceptualization: in progress  
Study 1 material: Almost finished  
Start of data collection: May

Conceptualization: Start in September

### Objectives

- Provide conceptual understanding of consumer sufficiency in relation to related concepts
- Identify anticipated gains & losses by living a reduced-consumption lifestyle
- Experimentally test the efficacy of gain-framed messages in changing reduction attitudes and behaviors

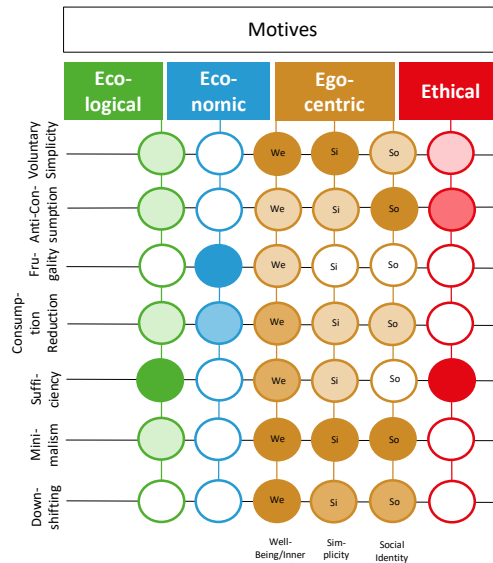


Figure 3. Relevance of underlying motives to reduce consumption. Dark color = main motive; medium color = additional motive; light color = additional weak motive; white color = motive not relevant

### First Results

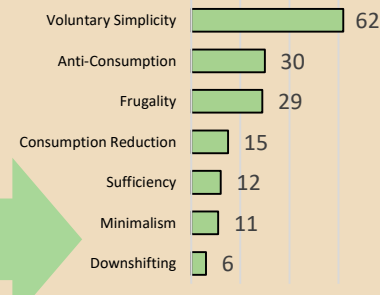


Figure 2. Academic interest in Consumption Reduction concepts (based on number of published papers, 1982-2021)

Concept	Description	Background
Voluntary Simplicity	Simplify one's life	Counter culture
Anti-Consumption	Political (non-) consumption	Political counter culture
Frugality	Saving money & being thrifty	Religion, Economics, Self-help
Consumption Reduction	Intentional reductions	Div. consumption research domains
Sufficiency	Having enough	Sustainability, Philosophy
Minimalism	Living aesthetically simple	Consumer Subculture
Downshifting	Working less and having more time	Lifestyle of simplification and leisure

Table 1. Overview of focal Consumption Reduction concepts

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### References

Alcott, B. (2008). The sufficiency strategy: Would rich-world frugality lower environmental impact?. *Ecological Economics*, 64(4), 770-786.  
Krpan, D., & Basso, F. (2021). Keep Degrowth or go Rebirth? Regulatory focus theory and the support for a sustainable downscaling of production and consumption. *Journal of Environmental Psychology*, 74, 101586.  
Spangenberg, J. H., & Lorek, S. (2019). Sufficiency and consumer behaviour: From theory to policy. *Energy Policy*, 129, 1070-1079.

### Dissemination & Workshops

- Presentation of concept at the *ERSCP conference, 2021*
- Hosting of *Online-Symposium on Sufficiency, 2021*
- In-Person *Symposium on Sufficiency* will be hosted at BOKU in September 2022