

A Research on Class Teachers Related to Determining the Effects of Consumers' Personal Values on Sustainable Consumption Behavior

Rıdvan KARALAR

Yaşar Üniversitesi
ridvan.karalar@yasar.edu.tr

Hakan KİRACI

Dumlupınar Üniversitesi
hkiraci@dumlupinar.edu.tr

Abstract

The world's sources about to running out have been realised as a result of that population increase and economic development to be lived in the twentieth century have caused the transformation from the notion of unlimited economic development to sustainable development notion. Sustainable development is a model that predicts existing generation satisfies their needs without that next generation's satisfy their need. Projection of sustainable development on marketing area have been actualized by means of coming up with sustainable marketing approach. Sustainable marketing approach predict to create sustainable solutions by adding conformity with eco-system in addition to achieving organizational goals and satisfy consumers' needs which traditional marketing's goals. The target of sustainable development notion in regard of consumption is to be accepted sustainable consumption behavior. It requires inquiring factors affecting behavior in question because sustainable consumption pattern to be accepted and spread to the world. In the study examined that individual values affecting sustainable consumption behavior of class teacher who work at elementary schools in Kutahya, Merkez. The findings indicate the significant effect of universalism and security values type in sustainable consumption behavior. Also, it is found that frequency of sustainable consumption behavior is mid-level. The results of this research have significant implications for stakeholders of sustainable consumption and future research.

Keywords: Sustainable Development, Sustainable Marketing, Sustainable Consumption, Schwartz's Value Survey, Class Teachers