

Hierarchy of responsible consumption: Analysis in the context of the needs-driven purchasing motivations

Maryla Bieniek-Majka, Agnieszka Szczepkowska-Flis, Magdalena Szczepańska, Zuzanna Urbanowicz, Michał Prusinowski, Zofia Gródek-Szostak

ABSTRACT

Objective: The study aims to examine whether, and to what extent, consumer behaviours identified by them as responsible are determined by the needs-driven motivations (NDM) that emerge during their purchasing decisions. Concerning NDM, we made an analogy to Maslow's theory. We categorised the motivations into three hierarchical levels (basic and safety needs, belonging and esteem needs, and self-actualisation).

Research Design & Methods: We presented the responsible consumption in three aspects: ecological, economic (mindful spending behaviours), and social. We conducted econometric analyses (logistic regression) using data from a survey (n=1510), based on which we developed a concept of the Hierarchy of Responsible Consumption. We can consider this Hierarchy as an extension of previous studies. The foundation of the Hierarchy consists of motives driven by basic and safety needs, which include concern for one's health as well as financial and climate security.

Findings: A key predictor of responsible consumption turned out to be the fear of the consequences of climate change, which is consistent with other authors' findings. The low awareness of prosocial behaviours is concerning.

Implications & Recommendations: Therefore, it seems that efforts to promote pro-ecological behaviours should be accompanied by actions promoting behaviours aimed at supporting local communities.

Contribution & Value Added: The research results also confirm the globally observed coexistence of attitudes that fit within the trends of rationalisation and environmentalism.

Article type: research article

Keywords: responsible consumption; sustainable consumer behaviour; hierarchy of needs; motivations of responsible consumption; logistic regression

JEL codes: E21; D16

Received: 3 April 2025

Revised: 3 July 2025

Accepted: 17 July 2025

Suggested citation:

Bieniek-Majka, M., Szczepkowska-Flis, A., Szczepańska, M., Urbanowicz, Z., Prusinowski, M., & Gródek-Szostak, Z. (2026). Hierarchy of responsible consumption: Analysis in the context of the needs-driven purchasing motivations. *International Entrepreneurship Review*, 12(1), 141-156. <https://doi.org/10.15678/IER.2026.1201.08>

INTRODUCTION

The article aligns with the body of work on responsible consumption. In a narrow sense, scholars usually associate responsible consumption with pro-environmental behaviours (Zhenyu *et al.*, 2021). However, from a holistic perspective, referring to the idea of sustainable development (sustainable consumption) (Mehmood *et al.*, 2024) and drawing an analogy to corporate social responsibility (Morgan *et al.*, 2016; Testa *et al.*, 2025), we treat responsible consumption as a function of pro-environmental, prosocial, and economic (mindful spending) behaviours (Tien & Huang, 2023). Regardless of how responsible consumption is to be framed, we can distinguish two main research problems:

- The identification of behaviours aligned with the idea of responsible consumption (Yue *et al.*, 2020), including awareness and society's attitude towards the issue (Rahimah *et al.*, 2024).

- The recognition of factors (usually demographic characteristics) determining responsible consumer behaviours (Fathonah & Nastiti, 2024; Morgan *et al.*, 2016).

Combining these two areas of research, we asked the following research questions:

RQ1: Do the needs-driven motivations (NDM) guiding consumers' purchasing decisions determine the consumer behaviours identified by them as responsible?

RQ2: If so, what is the scope and strength of this impact?

The basis for solving the problem presented in the form of research questions was the results of an empirical study. The analysis used data from a survey conducted in Poland between March and June 2024, involving 1 510 respondents. The main goal of the research was to examine whether, and to what extent, consumer behaviours identified by them as responsible are determined by the needs-driven motivations (NDM) that emerge during their purchasing decisions. We drew the conclusions based on the results of the econometric analysis (logit regression).

Referring to the works of Luchs and Miller (2015) and Schlaile *et al.* (2018), both conceptually and empirically, we considered three aspects of responsible consumption: environmental, economic, and social. In relation to NDM, we applied an analogy to Maslow's classic hierarchy of needs (Maslow, 1943). However, due to the research subject, it was necessary to modify both the number of levels and how the needs manifest in purchasing decisions. We categorised the motivations into three hierarchical levels, assigned respectively to the categories of basic and safety needs, belonging and esteem needs, and self-actualisation needs.

Noteworthy, some authors analyse responsible consumption in the context of motives (Liu, 2024; Luchs & Miller, 2015). However, the attempt to 'anchor' it within Maslow's hierarchy of needs offers a distinct analytical perspective. In this context, we may regard the Hierarchy of Responsible Consumption developed on the basis of the study's findings as an extension of previous research.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Consumption is the satisfaction of needs through the use of goods and services. The scope of consumption is shaped by consumer behaviours, which we can understand as a system of actions aimed at acquiring means for consumption and ways of dealing with those means for the satisfaction of needs (Li *et al.*, 2023; Tsauroi, 2021; Zhou, 2022). Chazhaeva (2023) delivers a broader definition, indicating that when making decisions, a consumer combines psychological and physical values with their motives and causes. In the consumption process, individuals take actions to achieve their goals that provide satisfaction while considering the individual and social consequences of these actions.

Classical economics assumes that homo oeconomicus is selfish and rational in managing resources. Homo oeconomicus calculates costs and benefits, has no interests or opinions, does not succumb to life's temptations and is neither greedy nor altruistic (Bee & Desmarais-Tremblay, 2022). In modern Western culture, strong currents of rationalism, utilitarianism, naturalism, and hedonism are noticeable. This leads to the spread of a lifestyle in which the material dimension is the only measure of human development (Hasbi *et al.*, 2023). A fundamental transition in consumption has taken place over the centuries, primarily in connection with economic shifts. Although it is hard to pinpoint the inception of consumerism in time, Fromm was the first to use the term homo consumens (Ballesteros, 2018). He pointed out that the new economic species of human not only wants to possess things but rather ever-increase consumption (Fromm, 1965). Thus, homo consumens struggles with imposing limitations on the use of goods.

Like a belief system, consumerism can justify and shape people's behaviour (Fredstrom, 2023). However, new approaches to consumption are emerging. Ecologization, ethnocentrism, and sustainable consumption are listed as examples (Abulkhair, 2025; Altın & Kırçova, 2024; Mesaifer & Alrasheed, 2025; Altın & Kırçova, 2024). According to Mariyappan and Sangeetha (2024) and Santuso *et al.*, 2024, the new approaches in consumer behaviour are defined by external factors: economic (consumer incomes, product prices) and non-economic (consumer environment, culture, traditions, opinions of others), as well as internal factors stemming from the consumer's personality and beliefs. When scholars recognised that consumer society could pose a threat to people and the environment, the concept of sustainable con-

sumption began to be discussed in the context of sustainable development (Amrilah, 2024). Many researchers (Caeiro *et al.*, 2012; Keyzer, 2023; Liobikienė & Brizga, 2022) attempted to define sustainable consumption, which points out the necessity to minimise the use of natural resources and materials harmful to the environment when satisfying needs, as well as limiting waste, in compliance with the principle of social justice (sustainability of resources for future generations). Therefore, sustainable consumption is not about renunciation but a change in purchasing behaviours (Lorek & Fuchs, 2005).

Sustainable consumption is practised by consumers who make choices guided by the principles of sustainable development, which render the choices socially and environmentally responsible (Shen, 2024). According to White *et al.* (2019), sustainable consumer behaviours may include the voluntary limitation of individual consumption, the choice of products with sustainable sourcing, production, and features, saving goods, and applying more sustainable ways of disposing of them.

On the micro level, through their daily practices, consumers can initiate a cycle of actions aimed at achieving the goals of sustainable consumption (Han *et al.*, 2024). Consumer decision-making should involve answering questions such as: what to buy?, whether to buy?, where to buy?, and how to use? (Ersoy, 2022). Adopting a sustainable lifestyle is a choice and involves changes in consumer behaviour, demonstrating a higher level of ecological awareness (Laurett *et al.*, 2019).

Internal and external factors constrain and stimulate sustainable consumer behaviours. The most significant factors, both positive and negative, include income level, habits, consumer awareness, openness to knowledge, and social pressure (Zhang *et al.*, 2023). According to Kumar (2024), a new paradigm of consumption emerges, one that is conscious and based on responsible consumer choices and decisions.

Based on the existing literature, we developed the analytical framework for research on responsible consumption. It consists of two dimensions. The first dimension refers to the behaviours that consumers define as responsible, while the second relates to the needs-driven motivations (NDM) behind purchasing decisions. In line with the aim of the research, the direction of the relationship between these categories is defined as follows: NDM → responsible behaviours.

Referring to the work of Luchs and Miller (2015) and Schlaile *et al.* (2018), we may distinguish three aspects of responsible consumption: environmental, economic, and social. In terms of consumption, the first of these is manifested by choices made with concern for the natural environment. The economic aspect refers to choices aligned with the idea of balanced consumption in terms of finance, health, and quantity (*i.e.*, avoiding impulsive purchases). The last of the aspects mirrors the idea of corporate social responsibility, wherein a company's priority is not just financial performance but also concern for social well-being. For consumers, this translates to making choices aimed at supporting (both directly and indirectly) other individuals and communities at the local, national, and global levels.

Based on the results of a pilot study on motivations as a consumer's driver towards responsible behaviours (Szczepańska, 2024) and Maslow's theory, we identified three categories of NDM: basic and safety, belonging and esteem, and self-actualisation. The first category reflects concerns about personal health, climate, and financial security. Belonging and esteem express the desire to be part of a group, which manifests in purchasing decisions by, for example, following the opinions of others and keeping up with trends. The need for self-actualisation is associated with an altruistic attitude, the pursuit of personal or professional growth, setting challenges, seeking new experiences, and the belief that a lifestyle (consumption) is a measure of success.

We may describe the study's analytical framework as a 3x3 model: three dimensions of responsible consumption and three hierarchical levels of purchasing decision motivations (NDM). Incorporating Maslow's theory into the research framework implies that the significance of behaviours' motivations in all three aspects aligns with the Hierarchy of Needs. This statement constitutes the research hypothesis.

Research Methodology

In the analyses, we used primary data collected from a survey conducted using the diagnostic survey method between March and June 2024 in Poland. We employed Computer-Assisted Web Interview (CAWI) as the data collection technique. It involves self-administered online questionnaires. We disseminated links and QR codes to the online questionnaire via social media, emails, and in high schools and universities.

A total of 1 510 respondents participated in the survey, including 19.7% who were under the age of 18. Participation in the study was voluntary. We informed all respondents about the research aim, the anonymous nature of the questionnaire, and their right to withdraw at any time. In line with national and institutional ethical guidelines, no formal ethical approval was required for conducting anonymous and voluntary surveys involving underage participants, as the questionnaire did not include any sensitive or personally identifiable information.

We applied the convenience sampling method, which scholars often use in consumer attitude research (Cuong, 2024; Ghaffar *et al.*, 2023). Therefore, we cannot consider the analysis results representative. Table 1 presents the basic characteristics of the studied population.

Table 1. The structure of the study population according to selected metric characteristics (n=1510)

Characteristic	Answer options	Percentage of indications
Gender	Female	61.2 %
	Male	34.1 %
	I do not identify with any gender	1.5 %
	I do not want to reveal	3.2%
Age	under 18	19.7 %
	18-25	58.4 %
	26-35	8.2 %
	36-50	10.6 %
	51-55	2.2 %
	over 55	0.8 %
Size of the town of origin	Village	30.9 %
	City up to 50k	19.1 %
	City 50-150k	19.4 %
	City 150-500k	14.2 %
	City over 500k	16.4 %
Financial situation	I have to be frugal to make ends meet	9.1 %
	I have enough for basic needs, but I have to save money for more serious purchases	56.6 %
	I have enough for a lot without saving much	34.3 %

Source: own study based on the study results.

Among respondents, women predominated, as did young people (under 25 years of age), urban residents, and individuals whose financial situations one could describe as satisfactory (average, moderate).

In line with the research objective, the analysis focused on the relationship between the needs-driven motivations guiding respondents' purchasing decisions and behaviours identified by them as responsible consumption, *i.e.*, MDN (independent variables) → responsible consumption (dependent variables).

The analyses utilised three dependent variables, indicators reflecting aspects of responsible consumption:

- ecological aspect (InEco),
- economic aspect (InRacg),
- social aspect (InSpol).

In the survey, we operationalised each aspect of responsible consumption using three statements (Table 2): ecological aspect (1-3), economic aspect (4-6), and social aspect (7-9).

The basis for constructing the InEco, InRacg, and InSpol indicators was the respondents' answers to the question 'What is responsible consumption for you?' Using a 5-point Likert scale (ranged from 'definitely yes' to 'definitely not'), respondents indicated to what extent, in their opinion, the behaviours listed in Table 2 correspond to the idea of responsible consumption.

We assumed that in the case of respondents who answered 'definitely yes' and 'yes,' the actual tendency toward behaviours consistent with the idea of responsible consumption was greater than among the remaining respondents. Therefore, we recorded respondents' answers to each of the 9

statements (Table 2) using binary variables: if respondents indicated ‘definitely yes’ and ‘yes,’ we assigned responses a value of 1. We assigned value 0 to responses ‘unsure,’ ‘not,’ ‘definitely not.’ If at least two out of the three possible answers for a given aspect were coded as 1, the responsible consumption index (InEco, InRacg, InSpol) for the i_{th} respondent was assigned a value of 1. In all other cases, we assigned indices a value of 0.

Table 2. Operationalisation of responsible consumption aspects

Statements in the question: ‘What is responsible consumption for you?’	Aspects of responsible consumption
1. Buying recyclable and/or used products	Ecological (InEco)
2. Limiting/avoiding buying unnecessary things because it's good for the environment	
3. Buying products that do not harm the environment and animals	
4. Choosing products with the impact they have on your health today and in the future in mind	Economic (InRacg)
5. Making purchases with your financial capabilities in mind today and in the future	
6. Limiting/avoiding buying unnecessary things because it is economically rational	
7. Buying products whose proceeds go to charity	Social (InSpol)
8. Buying domestic/regional products because it supports the development of domestic businesses	
9. Boycotting products from countries/companies that use unfair practices and violate human/worker rights	

Source: own study.

The construction of the InEco, InRacg, and InSpol indicators based on the binary coding of responses on a 5-point Likert scale helped to simplify the analysis, focus on broader trends, and satisfy the assumption of logistic regression (Koo & Yang, 2025). This approach enhances interpretability, especially when some categories are sparsely populated (Koo & Yang, 2025), and, as Çapik and Gözüm (2015) revealed, the results of analyses using Likert and dichotomous format responses were reliable and similar.

The analyses used nine variables describing NDM (M1-M9). We developed the set of variables M1-M9 based on responses to the question ‘To what extent do the following statements describe your attitude (motivation) when making purchasing decisions?’ (Table 3). We classified NDM expressed in these statements, according to the study’s concept, into basic and safety needs (M1, M4, M7), belonging and esteem needs (M3, M6, M9), and self-actualisation (M2, M5, M8).

Table 3. Operationalisation of the needs-driven motivations that guide respondents in making purchasing decisions

Statement in the question: ‘To what extent do the following tasks describe your attitude (motivation) in making purchasing decisions?’	Symbol
I don't make impulsive purchases because financial security is important to me	M ₁
I like challenges, gaining new experiences is important to me	M ₂
Being part of a group makes me feel good, more confident	M ₃
Taking care of my health is my priority	M ₄
What I have and how I spend my time is a measure of my personal/professional success	M ₅
When choosing products/services, I take into account the opinions (lifestyle) of others	M ₆
I am concerned about the effects of climate change on my safety and that of my loved ones	M ₇
Helping others (e.g. participating in charity events) gives me a sense of fulfilment	M ₈
I try to keep up with trends and fashion	M ₉

Source: own study.

In this case as well, we used a 5-point Likert scale in the survey, with possible response options ranging from ‘definitely yes’ to ‘definitely not.’ When constructing the independent variables (M1-M9), we recorded the original information using a binary 1-0 scale. If a particular motive was important to the respondent (‘definitely yes,’ ‘yes’), we assigned the variable M_j a value of 1; otherwise, we assigned it a value of 0.

While using the original 5-point scale for the independent variables could potentially allow for more nuanced insights, we concluded that, from the perspective of the research objective, the degree of intensity of the ‘importance’ / ‘unimportance’ of a given motive in the respondents’ purchasing decisions was not relevant.

We utilised a binary variable model (Kufel, 2007). We modelled the indices of responsible consumption (*InEko*, *InRacg*, *InSpol* – dependent variables) with the assumption that the probability of respondents identifying behaviours as responsible is a function of the NDM (M_1 - M_9 – independent variables). We applied a logistic form of the model in the analyses (Kufel, 2007; Gruszczyński, 2012):

$$y_i^* = \ln \frac{p_i}{1-p_i} = \beta_0 + \sum_{j=1}^k \beta_j x_{ij} + u_i \quad (1)$$

y^* – the latent variable representing a tendency of a given observation unit to adopt a state (decision-making) corresponding to the value $y_i=1$

$$y_i = \begin{cases} 1 & \text{dla } y^* > 0 \\ 0 & \text{dla } y^* \leq 0 \end{cases} \quad (2)$$

The expression $\ln \frac{p_i}{1-p_i}$ is called the logit, *i.e.*, the logarithm of the ratio of the probabilities of accepting and not accepting the value 1 by the variable y_i (*log – odds*), and p_i is the probability of the dependent variable y_i , determined on the basis of the logistic distribution from the equation:

$$\frac{p_i}{1-p_i} = e^{y^*} = e^{\beta_0 + \sum_{j=1}^k \beta_j x_{ij} + u_i} \quad (3)$$

$$\hat{p}_i = \frac{1}{1 + e^{-y_i^*}} = \frac{1}{1 + e^{-(\beta_0 + \sum_{j=1}^k \beta_j x_{ij})}} \quad (4)$$

If the variable $y_i^* \rightarrow \infty$, then $p_i \rightarrow 1$; if $y_i^* \rightarrow -\infty$, then $p_i \rightarrow 0$; and when $y_i^* = 0$ then the probability is equal ($p_i = 0,5$).

To interpret the results of the logistic models, we used odds ratios (OR), calculated as $\exp(\beta_j)$ (Gruszczyński, 2012). In the case where the variable x_j is binary, $\exp(\beta_j)$ indicates by how many times the odds of $y_i = 1$ for the ‘1’ category of the variable x_j are greater/less compared to the odds of this event for the ‘0’ category of x_j . We set the reference level (baseline) at $M_j=0$.

We determined regression parameter estimates using the maximum likelihood method with a stepwise backwards regression procedure. We tested model significance using the likelihood ratio test (*LR*) and evaluated the statistical significance of individual parameter estimates using the Wald test. The significance level for the tests was set at $p = 0.05$. We used Nagelkerke’s pseudo- R^2 (Stanisz, 2016) as a measure of model fit for the empirical data.

Before estimating the regression models, we conducted Pearson’s chi-square independence tests for the dependent and independent variables. We included in the input model only variables for which there were grounds to reject the null hypothesis ($p < 0.05$). To assess multicollinearity among the independent variables, we analysed the phi (φ) correlation coefficients. Statistically significant values of correlation coefficients were less than 0.26, thus we did not find strong multicollinearity.

In the next part of the article, we present the most important results from the perspective of the research objective. We can provide full documentation of the study upon request.

RESULTS AND DISCUSSION

In the studied group of respondents:

- Responsible consumption was primarily associated with economic (mindful spending) and ecological aspects. The number of respondents for whom the indicators *InRacg* and *InEco* took the value of 1 was 1231 and 1127, respectively. We recorded a much smaller number (769) for the *InSpol* indicator.
- In making purchasing decisions, the most important NDM were those related to fulfilling self-actualisation needs (M_2 , M_5 , M_8) and basic and safety needs (M_1 , M_4 , M_7), while those related to belonging and esteem needs (M_3 , M_6 , M_9) were less significant. The total number of indications assigned a

value of 1 in a given category of needs was 2893 for M_2, M_5, M_8 ; 2767 for M_1, M_4, M_7 ; and 2463 for M_3, M_6, M_9 . We observed greater variability at the level of individual motives (Figure 1).



Figure 1. Ranking of NDM according to the number of indications $M_j=1$

Note: in square brackets, the number of indications for which $M_j=1$ is given.

Source: own elaboration.

Table 4 presents the values of odds ratios for the explanatory variables that we included in the final logit regression models for the variables *InEco*, *InRacg* and *InSpol*. We present detailed results of the econometric analysis in the Annexe in Tables 1-3.

Table 4. Summary of logit regression results: Odds ratio values for statistically significant variables (reference level $M_j=0$)

Motives	InEco	InRacg	InSpol
M_1	1.85	2.38	xx
M_2	x	x	x
M_3	1.64	1.44	x
M_4	1.43	1.72	1.49
M_5	x	x	1,29
M_6	x	1.61	x
M_7	3.33	2.43	1.80
M_8	1.68	x	1.75
M_9	x	xx	xx

Note: xx – variables M_1 and M_9 were not included in the input set of explanatory variables in the model for *InSpol*, while M_9 was not included in the model for *InRacg* based on the results of the Pearson's chi-square tests; x – in the backwards step-wise regression procedure, the variable was excluded from the final version of the model.

Source: own study based on the study results.

Based on the results of the econometric analysis, we found that in the studied group of respondents:

- The variable M_7 was the key motivator for responsible consumer behaviour. This finding applies to all distinguished aspects. Considering the odds ratios, the fear of the consequences of climate change (climate safety) was the most important predictor of behaviours in the following order: pro-ecological, mindful spending, and pro-social.
- Another statistically significant determinant of responsible consumption in all its aspects was the variable M_4 . However, the importance of the health care motive, compared to M_7 , was smaller, especially in the case of pro-ecological behaviours.

- Common predictors of pro-ecological behaviours and mindful spending were the variables M_1 and M_3 , with the importance of financial security (M_1) for *InEco* and *InRacg* being greater compared to the need to belong to a group (M_3). This pattern is especially evident for the explained variable *InRacg* (the odds ratios in the models for *InRacg* and *InEco* calculated for M_1 are greater than those for M_3).
- A statistically significant determinant of both pro-social (*InSpol*) and pro-ecological (*InEco*) behaviours was the variable M_8 .
- The variable M_6 (M_5) was a statistically significant determinant of responsible consumption only in the model for the dependent variable *InRacg* (*InSpol*). In this context, the motives M_6 ('when choosing products/services, I take into account the opinions (lifestyle) of others') and M_5 can be considered unique features of mindful spending and pro-social behaviours, respectively.
- Although challenges and gaining new experiences (M_2) were among the most important NDM (see Figure 1), they were not a statistically significant factor for responsible consumption. We found no statistically significant connection with the variables *InEco*, *InRacg*, and *InSpol* for the variable M_9 – 'I try to keep up with trends and fashion.'

In the respondents' opinion, responsible consumption is primarily associated with mindful spending and pro-ecological behaviours (*InEco* and *InRacg*). The idea of consumer minimalism, evident in their responses, appears to be complementary in the context of both environmental sustainability and rationalism. Although their nature differs significantly, they are both based on the same principle: reducing waste and excessive consumerism.

On the other hand, we recorded the lowest percentage of responses for the *InSpol* index, leading to the reflection that the idea of supporting local societies through consumption, characteristic of highly developed economies, is not deeply ingrained in the consciousness of the studied group as a form of responsible consumption. This is indirectly confirmed by Prymon-Ryś's (2017) research on the involvement of Poles in activities supporting NGOs in the context of sustainable consumption. The author notes that the motivations of people engaged in NGO activities are driven more by selfish motives (self-actualisation and individualism) than by collectivism and the pursuit of the common good, which is the essence of the social dimension of responsible consumption.

In light of the results of the study, Prymon-Ryś's conclusion (2017) still appears relevant. According to the Hierarchy of Responsible Consumption presented in Figure 2, needs-driven motivations classified under belonging and esteem needs, which are important for pro-ecological behaviours and mindful spending, were not significant predictors of responsible consumption in its social aspect.

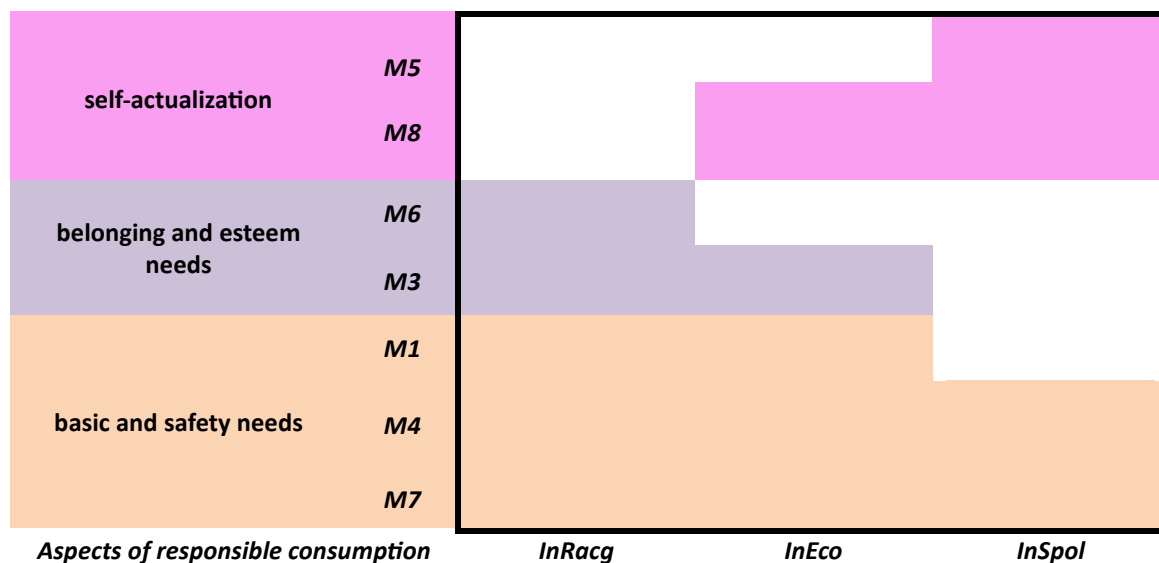


Figure 2. The Hierarchy of Responsible Consumption

Note: Coloured fields indicate statistically significant relationships between motivations and individual aspects of responsible consumption.

Source: own elaboration.

Assuming that the area marked in colour on the Hierarchy serves as a specific measure of the importance of each category of NDM for behaviours aligned with the concept of responsible consumption, we can conclude that the key categories stimulating environmentally, socially, and economically responsible behaviours are the motives classified within basic and safety needs. This conclusion is consistent with the results of studies conducted among young people in Poland (Gierszewska & Seretny, 2018) and in Europe (Zuniga, 2023), which found that concerns about personal health, the natural environment, and fears about the effects of climate change form the foundation of responsible consumption.

NDM located at higher hierarchical levels play a lesser role, which is consistent with the formulated research hypothesis, though it does not fully confirm it. This is because the ranking of the importance of motives based on the odds ratios does not allow for their unequivocal placement according to Maslow's hierarchy of needs.

The findings of this study offer novel insights into how consumer motivations, framed through the lens of Maslow's hierarchy of needs, are linked to behaviours identified by individuals as consistent with responsible consumption. The logistic regression results reveal that motivations tied to basic and safety needs (*e.g.*, health concerns, financial prudence, climate anxiety) most consistently predict pro-environmental, economic, and, to a lesser extent, social responsibility in consumption patterns. This outcome supports prior research suggesting that the foundational human concerns of well-being and security often serve as the strongest drivers of sustainability-oriented choices (Clayton & Karazsia, 2020; Mehmood *et al.*, 2024).

The prominence of climate-related concerns, especially in predicting ecological behaviour, aligns with the growing recognition of eco-anxiety as both a psychological burden and a motivational force (Stanley *et al.*, 2021). It appears that individuals who are fearful of environmental degradation are more likely to internalise responsibility and translate it into tangible consumption changes (Helm *et al.*, 2018). Similarly, motivations related to health and financial stability significantly influenced behaviours associated with mindful spending, highlighting the role of self-preservation instincts in responsible consumer decision-making (Kaur & Luchs, 2021).

Interestingly, motivations associated with higher-order psychological needs, such as belonging, esteem, and self-actualisation, played a more selective role. While participants frequently reported these motives in the survey, they did not consistently associate them with responsible consumption behaviours, especially in the social domain. This discrepancy may suggest a value-behaviour gap, where aspirational or identity-related motivations do not easily translate into daily sustainable practices (Gao *et al.*, 2023; Liu, 2024).

The limited salience of prosocial behaviours in the respondents' perception of what constitutes responsible consumption is particularly concerning. Despite the global emphasis on social dimensions of sustainability, such as fair trade, community support, and ethical production, we found that participants endorsed such aspects less commonly. This supports earlier findings that while younger consumers are environmentally engaged, they may lack awareness or conviction about the social impact of their consumption (Morgan *et al.*, 2016; Rahimah *et al.*, 2024). The implication is that pro-environmental campaigns alone are insufficient and must be integrated with education about social responsibility and collective well-being.

Moreover, the potential role of consumer ethnocentrism merits further exploration. Prior studies suggest that promoting localism, ethical purchasing, and community engagement can amplify both environmental and social responsibility, particularly in emerging economies (Zuniga, 2023). When framed through the lens of solidarity and sustainability rather than exclusion, ethnocentric appeals may foster stronger prosocial tendencies (Testa *et al.*, 2025).

From a methodological perspective, anchoring NDMs within a simplified version of Maslow's framework allowed for structured analysis, yet it also introduced limitations. Human motivations are rarely hierarchical in practice. Individuals may act simultaneously on multiple need levels, influenced by context, culture, and identity (Hofstede, 2001; Tay & Diener, 2011). Thus, while the proposed Hierarchy of Responsible Consumption offers a useful heuristic, future research should consider dynamic and culturally responsive models of motivation.

Finally, we did not include demographic variables in the modelling, which may have masked significant variations. As shown in earlier studies, gender, age, education, and income can meaningfully shape sustainable behaviours and value orientations (Fathonah & Nastiti, 2024). Including these variables in future analyses could help refine the predictive power of motivational models and better inform policy or educational interventions.

In sum, this study contributes to a growing body of literature by contextualising consumer sustainability within motivational psychology. By bridging responsible consumption with Maslow's needs theory, it offers a conceptual and empirical framework for understanding how individual concerns, ranging from survival to self-realisation, inform everyday consumption choices.

CONCLUSIONS

In line with the research objective, we aimed to 'anchor' the categories of NDM that determine behaviours identified by respondents as consistent with the idea of responsible consumption within the framework of Maslow's hierarchy of needs. Based on the results, we developed a Hierarchy of Responsible Consumption, with basic and safety needs forming its foundation. Among the motives classified in this group, the fear of the consequences of climate change emerged as a key predictor of responsible behaviour, aligning with findings from other studies. The research results also confirm the globally observed coexistence of attitudes that fit within the trends of rationalisation and environmentalism.

However, we are concerned by the relatively low awareness among the surveyed group, which was predominantly young people, that prosocial behaviours also constitute responsible consumption. Therefore, it appears that efforts encouraging young Poles to engage in pro-environmental behaviours and reduce consumerism must be accompanied by actions promoting ethnocentrism and, more broadly, the idea of helping others through consumption. These efforts are essential for shaping a responsible generation in the context of sustainable consumption.

The study is not without its limitations. First, due to the sampling method, we cannot generalise the formulated conclusions. Similarly, the adoption of Computer-Assisted Web Interview as the data collection technique may have introduced selection bias due to the exclusion of individuals without reliable internet access or those less likely to engage with online surveys. Second, the method of constructing the responsible consumption indices may be subject to debate. However, given the source data (responses measured on an ordinal 5-point Likert scale), it was not possible to use the mean category. Third, the analysis of the relationship between needs-driven purchasing motivations and behaviours identified by respondents as responsible did not consider characteristics such as gender, age, income, etc., which, as various authors suggest, may influence the relationships depicted in the Hierarchy of Responsible Consumption. In this context, one should view the presented study as an initial stage of research. Despite the noted limitations, the observed patterns suggest that the proposed idea of the Hierarchy of Responsible Consumption could provide an interesting research perspective.

REFERENCES

- Agenda 21 (*United Nations Conference on Environment & Development Rio de Janeiro, Brazil, 3 to 14 June 1992*)
 AGENDA 21 Retrieved from <https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf> on June 1, 2025.
- Abulkhair, M. (2025). Factors affecting sustainable consumption in the era of consumerism: an empirical study in the context of circular economy. *jier*, 5(1). <https://doi.org/10.52783/jier.v5i1.2006>
- Altın, B., & Kırçova, İ. (2024). Çevresel, sosyal ve ekonomik sürdürülebilirlik bilincinin ve algılanan tüketici etkinliğinin sürdürülebilir tüketim bağlamında incelenmesi. *Business and Management Studies an International Journal*, 12(3), 571-599. <https://doi.org/10.15295/bmij.v12i3.2399>
- Amrilah, D. (2024). Consumerism and materialism culture: its impact on society and the environment. <https://doi.org/10.31234/osf.io/t79cw>

- Ballesteros, C. (2019). Taxonomy for “Homo Consumens” in a 3.0 Era. In M. Khosrow-Pour, D.B.A. (Ed.), *Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship* (pp. 97-105). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-5225-7766-9.ch008>
- Bee & Desmarais-Tremblay. (2022). “The birth of *homo aeconomicus*: the methodological debate on the economic agent from J. S. Mill to V. Pareto”. *Journal of the History of Economic Thought*, <https://doi.org/10.1017/s1053837221000535>
- Caeiro, S., Ramos, T., & Huisingh, D. (2012). Procedures and criteria to develop and evaluate household sustainable consumption indicators. *Journal of Cleaner Production*, 27, 72-91. <https://doi.org/10.1016/j.jclepro.2011.12.026>
- Çapık, C., & Gözüm, S. (2015). Psychometric Features of an Assessment Instrument with Likert and Dichotomous Response Formats. *Public Health Nursing*, 32(1), 81-86. <https://doi.org/10.1111/PHN.12156>
- Chazhaeva, M. (2023). The challenge of achieving sustainable consumption (I International Conference “Biotechnologies in the Context of Human Development”). *BIO Web of Conferences*, 76, 07004. <https://doi.org/10.1051/bioconf/20237607004>
- Clayton, S., & Karaszia, B.T. (2020). Development and validation of a measure of climate change anxiety. *Journal of Environmental Psychology*, 69, 101434. <https://doi.org/10.1016/j.jenvp.2020.101434>
- Cuong, D. (2024). Positive emotions influencing consumer shopping behavior on e-commerce platforms. *Management and Marketing*, 19, 15-31. <https://doi.org/10.2478/mmcks-2024-0002>
- Ersoy, N. (2022). A cross section from the consumer perspective on sustainable nutrition: consumer awareness and motivation status. <https://doi.org/10.21203/rs.3.rs-1810726/v1>
- Fathonah, N., & Nastiti, A. (2024). How does gender affect pro-environmental behaviours? the case of a University in Bandung, Indonesia. *E3s Web of Conferences*, 485, 07004. <https://doi.org/10.1051/e3sconf/202448507004>
- Fredstrom, W.G. (2023). Reforming Homo Consumens: Consumer Culture, Consumerism, and Contemporary Christian Witness. *Lutheran Mission Matters*, 205. Retrieved from https://lsfm.global/uploads/Nov%202023/06_Fredstrom_Nov2023_Web.pdf on June 2, 2025.
- Fromm, E. (1965). The application of humanist psychoanalysis to Marx’s theory. In *Socialist humanism: An international symposium* (pp. 207-222). Garden City, NY: Doubleday.
- Gao, Y., Shao, C., & Zhang, Y. (2023). Young consumers’ responsibility for sustainable consumption and the preference of local brands. *Sustainability*, 15(7), 6134. <https://doi.org/10.3390/su15076134>
- Ghaffar, A., Zaidi, S.S., & Islam, T. (2023). An investigation of sustainable consumption behavior: The influence of environmental concern and trust in sustainable producers on consumer xenocentrism. *Management of Environmental Quality: An International Journal*, 34(1), <https://doi.org/10.1108/MEQ-05-2022-0153>
- Gierszewska, G., & Seretny, M. (2018). Odpowiedzialna konsumpcja. Konieczność zmiany zachowań konsumentów i postaw biznesowych. In Grabowska, M., & Kluth, K. (Ed). *Przedsiębiorczość i zarządzanie talentami. Wybrane zagadnienia* (pp. 133-145). Politechnika Warszawska.
- Gruszczynski, M. (2012). *Mikroekonometria. Modele i metody analizy danych indywidualnych*. Wolters Kluwer Business. Warszawa.
- Han, J., Woodside, A., & Ko, E. (2024). Does consumer knowledge about sustainable-fashion impact intention-to-buy?. *Asia Pacific Journal of Marketing and Logistics*, 36(10), 2390-2410. <https://doi.org/10.1108/apjml-05-2023-0456>
- Hasbi, M., Munajat, M., & Qoyum, A. (2023). A conceptual framework of the islamic human development index (i-hdi) and its relationship with maqāṣid al-sharī’ah. *Amwaluna Jurnal Ekonomi Dan Keuangan Syariah*, 7(2), 258-273. <https://doi.org/10.29313/amwaluna.v7i2.10910>
- Helm, S.V., Pollitt, A., Barnett, M.A., Curran, M.A., & Craig, Z.R. (2018). Differentiating environmental concern in the context of psychological adaptation to climate change. *Global Environmental Change*, 48, 158-167. <https://doi.org/10.1016/j.gloenvcha.2017.11.012>
- Hofstede, G. (2001). *Culture’s consequences: Comparing values, behaviors, institutions and organizations across nations* (2nd ed.). Sage Publications. <https://www.doi.org/10.1017/S1053837221000535>
- Kaur, T., & Luchs, M.G. (2021). Mindfulness enhances the values that promote sustainable consumption. *Psychology & Marketing*, 39(5), 990-1006. <https://doi.org/10.1002/mar.21636>
- Keyzer, F. (2023). #thisissustainable: the effect of disclosures in influencer marketing for sustainable food. *Sustainability*, 15(12), 9501. <https://doi.org/10.3390/su15129501>

- Koo, M., & Yang, Shih-Wei (2025). Likert-Type Scale. *Encyclopedia*, 5(18), 1-11. <https://doi.org/10.3390/encyclopedia5010018>
- Kufel, T. (2007). *Ekonometria. Rozwiązywanie problemów z wykorzystaniem programu GRETL*. PWN. Warszawa.
- Kumar, K. (2024). The rise of ethical consumerism: exploring factors influencing buying behavior and business strategies. *International Journal of Research Publication and Reviews*, 5(4), 8190-8197. <https://doi.org/10.55248/gengpi.5.0424.10126>
- Laurett, R., do Paço, A.M.F., & Mainardes, E.W. (2019). *Sustainable Consumer Lifestyles/Sustainable Consumption Published Online: 2019-01-16*. Retrieved from https://www.researchgate.net/profile/Dilinna-Nwobi/publication/348719081_De-risking_Investment_in_Power_Projects/links/6034d1654585158939c2d134/De-risking-Investment-in-Power-Projects.pdf on June 2, 2024.
- Li, W., Wang, H., Zhang, L., & Liu, R. (2023). Digital inclusive finance, consumer consumption and high-quality economic development. *Plos One*, 18(8), e0285695. <https://doi.org/10.1371/journal.pone.0285695>
- Liobikienė, G., & Brizga, J. (2022). Sustainable consumption in the baltic states: the carbon footprint in the household sector. *Sustainability*, 14(3), 1567. <https://doi.org/10.3390/su14031567>
- Liu, H. (2024). Creative practice in a sustainable green village? Connection of service design identity and pro-environmental behavior. *IWI*, 43(2), 01-15. <https://doi.org/10.52783/iwi.v43i2.66>
- Fuchs, D., & Lorek, S. (2005). Sustainable consumption governance: A history of promises and failures. *Journal of Consumer Policy*, 28(3), 261-288. <https://doi.org/10.1007/s10603-005-8490-z>
- Luchs, M.G., & Miller, R.A. (2015). Consumer responsibility for sustainable consumption. In L. A. Reisch & J. Thøgersen (Eds.), *Handbook of research on sustainable consumption* (pp. 254-267). Edward Elgar Publishing. <https://doi.org/10.4337/9781783471270.00027>
- Mariyappan, N., & Sangeetha, G. (2024). A study on consumer education towards external stimuli affecting online shopping behavior—analysis using jamovi. *Kuey*. <https://doi.org/10.53555/kuey.v30i4.1922>
- Maslow, A.H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370. <https://doi.org/10.1037/h0054346>
- Mehmood, K., Jabeen, F., Iyanna, S., Zhang, H., Piccardi, P., & Nehra, N. (2024). Exploring drivers of behavioral willingness to reduce plastic consumption and socially responsible consumption behavior. *Corporate Social Responsibility and Environmental Management*, 31(4), 3098-3118. <https://doi.org/10.1002/csr.2731>
- Mesaifer, N., & Alrasheed, R. (2025). The long-term impact of the covid-19 pandemic on sustainable development and consumption in the kingdom of bahrain. *Multidisciplinary Science Journal*, 7(10), 2025313. <https://doi.org/10.31893/multiscience.2025313>
- Meshram, A.S. (2023). Relevance of Abraham Maslow's theory to contemporary consumer behavior. *International Journal of Humanities, Social Science and Management*, 3(6), 642-644.
- Morgan, C.J., Croney, C.C., & Widmar, N.J.O. (2016). Exploring Relationships between Ethical Consumption, Lifestyle Choices, and Social Responsibility. *Advances in Applied Sociology*, 6, 199-216. <https://doi.org/10.4236/aasoci.2016.65017>
- Prymon-Ryś, E. (2017). Wolontariat i filantropia jako przejawy konsumpcji zrównoważonej w warunkach polskich. *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu*, (501), (pp. 96-105).
- Rahimah, A., Do, B., Le, A., & Cheng, J. (2024). Commitment to and connection with green brands: Perspectives of consumer social responsibility and terror management theory. *Journal of Product & Brand Management*, 33(3), 314-329. <https://doi.org/10.1108/jpbm-11-2022-4214>
- Reichheld, A., Peto, J., & Ritthaler, C. (2023). Research: Consumers' sustainability demands are rising. *Harvard Business Review*. Retrieved from <https://hbr.org/2023/09/research-consumers-sustainability-demands-are-rising>. on June 2, 2024.
- Santuso, W., Musadieg, M., Hidayat, K., & Sunarti, S. (2024). A systematic literature review: determinants analysis of purchase decision. *Kne Social Sciences*. <https://doi.org/10.18502/kss.v9i11.15774>
- Schlaile, M.P., Klein, K., & Böck, W. (2018). From bounded morality to consumer social responsibility: A transdisciplinary approach to socially responsible consumption and its obstacles. *Journal of Business Ethics*, 149(3), 561-588. <https://doi.org/10.1007/s10551-016-3096-8>
- Shen, Y. (2024). Impact factors for sustainable consumption in today's world. *Advances in Economics Management and Political Sciences*, 114(1), 27-34. <https://doi.org/10.54254/2754-1169/114/2024bj0147>

- Stanisz, A. (2016). *Modele regresji logistycznej. Zastosowanie w medycynie, naukach przyrodniczych i społecznych*. StatSoft Polska. Kraków.
- Stanley, S.K., Hogg, T.L., Leviston, Z., & Walker, I. (2021). Climate change anxiety in children and young people and their beliefs about government responses. *The Lancet Planetary Health*, 5(12), e863-e873. [https://doi.org/10.1016/S2542-5196\(21\)00278-3](https://doi.org/10.1016/S2542-5196(21)00278-3)
- Szczepańska, M. (2024). Responsible consumption in the purchasing decisions of young consumers. *Humanities and Social Sciences*, 31(1), (pp. 175-185). <https://doi.org/10.7862/rz.2024.hss.12>
- Tay, L., & Diener, E. (2011). Needs and subjective well-being around the world. *Journal of Personality and Social Psychology*, 101(2), 354-365. <https://doi.org/10.1037/a0023779>
- Testa, F., Gusmerotti, N., Iorio, V., & Frey, M. (2025). Does a paradoxical frame encourage green behavior in consumers?. *Business Strategy and the Environment*, 34(4), 4695-4716. <https://doi.org/10.1002/bse.4226>
- Tien, Y., & Huang, J. (2023). Gender differences in pro-environmental behavioural intentions, environmental values, tolerance of environmental protection cost, and confidence in citizen participation in environmental policies during the covid-19 pandemic in Taiwan. *Polish Journal of Environmental Studies*, 32(5), 4813-4823. <https://doi.org/10.15244/pjoes/168851>
- Tsaurai, K. (2021). Macroeconomic determinants of energy consumption in brics (Brazil, Russia, India, China, South Africa). *International Journal of Economics and Business Administration*, IX (Issue 2), 405-423. <https://doi.org/10.35808/ijeba/711>
- United Nations. (1992). *Agenda 21: Programme of action for sustainable development*. Retrieved from <https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf> on June 2, 2024.
- Wahba, M.A., & Bridwell, L.G. (1976). Maslow reconsidered: A review of research on the need hierarchy theory. *Organizational Behavior and Human Performance*, 15(2), 212-240.
- White, K., Habib, R., & Hardisty, D.J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49. <https://doi.org/10.1177/0022242919825649>
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of Consumer Environmental Responsibility on Green Consumption Behavior in China: The Role of Environmental Concern and Price Sensitivity. *Sustainability*, 12(5), 2074. <https://doi.org/10.3390/su12052074>
- Zhang, Y., Zhou, Y., Liu, Y., & Xiao, Z. (2023). Research on the influencing mechanism of the effect of brands' sustainable behaviors on consumer attitudes: an empirical study on clothing brands. *Sustainability*, 15(3), 2351. <https://doi.org/10.3390/su15032351>
- Zhenyu, H., Li, X., Jiajun, L., Zhang, X., & Hong-liang, S. (2021). Study on countermeasures to improve college students' willingness of participation in body donation based on Maslow's hierarchy of needs. *Research in Health Science*, 6(2), 59. <https://doi.org/10.22158/rhs.v6n2p59>
- Zhou, R. (2022). Sustainable economic development, digital payment, and consumer demand: evidence from China. *International Journal of Environmental Research and Public Health*, 19(14), 8819. <https://doi.org/10.3390/ijerph19148819>
- Zuniga, J. (2023). Megatrends: Understanding Sustainable Consumers 2023 Key Insights. Retrieved from <https://www.euromonitor.com/article/megatrends-understanding-sustainable-consumers-2023-key-insights> on June 2, 2024.

Appendix:

Table 1. Results of estimation of the logit model for the dependent variable *InEco*

Variable	Coefficient	Standard Error	Wald test statistics	p value	95% Conf. Interval	
M_1	0.6161	0.1294	22.6670	0.0000	0.3625	0.8698
M_3	0.4949	0.1333	13.7844	0.0002	0.2336	0.7561
M_4	0.3543	0.1399	6.4138	0.0113	0.0801	0.6284
M_7	1.2040	0.1396	74.3698	0.0000	0.9304	1.4776
M_8	0.5172	0.1309	15.6021	0.0001	0.2606	0.7739
Const	-0.6000	0.1537	15.2317	0.0001	-0.9014	-0.2987

N= 1510; LR: Chi²: 202.4826, Df: 5, p: 0.0000; pseudo R² Nagelkerka: 0.1851.

Note: * reference level of a variable $M_j=0$.

Source: own elaboration based on the study results.

Table 2. Results of estimation of the logit model for the dependent variable *InRacg*

Variable	Coefficient	Standard Error	Wald test statistics	p value	95% Conf. Interval	
M_1	0.8651	0.1419	37.1515	0.0000	0.5869	1.1433
M_3	0.3628	0.1481	5.9993	0.0143	0.0725	0.6530
M_4	0.5451	0.1499	13.2192	0.0003	0.2513	0.8389
M_6	0.4758	0.1456	10.6757	0.0011	0.1904	0.7612
M_7	0.8864	0.1525	33.7807	0.0000	0.5875	1.1853
Const	-0.1658	0.1579	1.1038	0.2934	-0.4752	0.1435

N= 1510; LR: Chi²:148.8492, Df:5, p: 0.0000; pseudo R² Nagelkerka:0.1524.

Note: * reference level of a variable $M_j=0$.

Source: own elaboration based on the study results.

Table 3. Results of estimation of the logit model for the dependent variable *InSpol*

Variable	Coefficient	Standard Error	Wald test statistics	p value	95% Conf. Interval	
M_4	0.3981	0.1274	9.7714	0.0018	0.1485	0.6477
M_5	0.2574	0.1120	5.2793	0.0216	0.0378	0.4770
M_7	0.5889	0.1101	28.5927	0.0000	0.3731	0.8048
M_8	0.5574	0.1119	24.8329	0.0000	0.3382	0.7767
Const	-1.0238	0.1291	62.8595	0.0000	-1.2768	-0.7707

N= 1510; LR: Chi²:108.3825, Df:4, p: 0.0000; pseudo R² Nagelkerka:0.0924.

Note: * reference level of a variable $M_j=0$

Source: own elaboration based on the study results.

Authors

All authors contributed equally to this work and share equal authorship (16.67% each).

Maryla Bieniek-Majka

Assistant Professor in the Department of Economics, Kazimierz Wielki University in Bydgoszcz, Poland. Her research interests include the economics and organisation of enterprises, forms of market integration, the economics of sustainable development, and rural development.

Correspondence to: Dr Maryla Bieniek-Majka, Department of Law and Economics, Kazimierz Wielki University in Bydgoszcz, 11 Weyssenhoffa Sq. 85-072 Bydgoszcz, Poland. e-mail: maryla@ukw.edu.pl

ORCID  <https://orcid.org/0000-0003-1448-7406>

Zofia Gródek-Szostak (corresponding author)

Assistant Professor, Kraków University of Economics, Institute of Management, Department of Economics and Organisation of Enterprises, Institute of Computer Science, Accounting and Controlling, College of Management and Quality Sciences. Her research interests include innovation management, management of the technology transfer process, commercialisation of innovations, cooperation of the SME sector with business environment institutions, technological cooperation of enterprises, state aid, development of innovative rural entrepreneurship, and sustainable development.

Correspondence to: Dr Zofia Gródek-Szostak, Krakow University of Economics, ul. Rakowicka 27, 31-510 Kraków, Poland, e-mail: grodekz@uek.krakow.pl

ORCID  <https://orcid.org/0000-0001-6283-6952>

Michał Prusinowski

Assistant Professor in the Institute of Economics and Finance, University of Szczecin, Poland. His research interests include economic inequalities, the four-day work week, and consumer behaviour.

Correspondence to: Dr Michał Prusinowski, Institute of Economics and Finance, University of Szczecin, Mickiewicza 64, 71-101 Szczecin, Poland. e-mail: michal.prusinowski@usz.edu.pl

ORCID  <https://orcid.org/0000-0002-1347-9888>

Magdalena Szczepańska

Assistant Professor in the Department of Economics, Kazimierz Wielki University in Bydgoszcz, Poland. Her research interests include consumer behaviour, entrepreneurship and succession intentions.

Correspondence to: Dr Magdalena Szczepańska, pl. Weyssenhoff 11, 85-072 Bydgoszcz, Poland, e-mail: magdasz@ukw.edu.pl

ORCID  <https://orcid.org/0000-0002-7752-369X>

Agnieszka Szczepkowska-Flis

Assistant Professor in the Department of Economics, Kazimierz Wielki University in Bydgoszcz. Her research interests include economic analyses using statistical and econometric tools, research interests include growth and economic development, creative destruction, innovative activity, technological progress, business cycle, and FDI. Assistant Professor in the Department of Economics.


Correspondence to: Dr Agnieszka Szczepkowska-Flis, Kazimierz Wielki University in Bydgoszcz, Bydgoszcz, 11 Weyssenhoffa Sq. 85-072 Bydgoszcz, Poland e-mail: agnieszka.szczepkowska-flis@ukw.edu.pl

ORCID  <https://orcid.org/0000-0003-3946-426X>

Zuzanna Urbanowicz

Assistant Professor in the Department of Business Activity and Economic Policy in the Institute of Economics, Poznań University of Economics and Business, Poland. Her scientific interests include the theory of monetary and fiscal policy as well as business cycles. In her research, she tries to evaluate the role of economic policy instruments in the macroeconomic stabilisation process.

Correspondence to: Dr Zuzanna Urbanowicz, Institute of Economics, Poznań University of Economics and Business, al. Niepodległości 10, 61-875, Poznań, Poland. e-mail: zuzanna.urbanowicz@ue.poznan.pl

ORCID  <https://orcid.org/0000-0002-2701-6390>

Acknowledgements and Financial Disclosure

This article was developed as part of an international research initiative entitled Survey of Consumer Attitudes, which brings together researchers from Poland, Romania, Italy, Spain, Portugal, Peru, Colombia, Vietnam, Ukraine, Moldova, and India. The project explores how personal values, preferences, and socio-economic factors shape consumer behaviour across different cultures and product categories, such as food, clothing, and electronics. Importantly, the research was conducted without external funding, relying solely on the voluntary collaboration and shared commitment of the participating researchers. The findings presented in this article reflect the collective effort to support more sustainable consumption patterns through cross-cultural understanding and interdisciplinary dialogue.

Use of Artificial Intelligence

We hereby declare that the article is free from the use of Artificial Intelligence (AI) or Generative AI (GAI) tools in its preparation, writing, analysis, and interpretation. All ideas, arguments, and writings are the result of the author's own work and critical engagement with relevant academic sources.

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Copyright and License



This article is published under the terms of
the Creative Commons Attribution (CC BY 4.0) License
<http://creativecommons.org/licenses/by/4.0/>

Published by Krakow University of Economics – Krakow, Poland