

# **CURRENT SUSTAINABILITY MARKETING AND COMMUNICATIONS EFFECT TO CONSUMERS ATTITUDE TO PURCHASE SUSTAINABLE PRODUCTS**

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## **ABSTRACT**

The World Business Council for Sustainable Development defined eco-efficiency as "the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity, throughout the life cycle, to a level at least in line with the earth's estimated carrying capacity" (IISD, 2012). Moreover, the United Nations Conference on Environment and Development (UNCED) at Rio de Janeiro in 2002 informs that all those who are affected by environmental decision-taking should be able to participate and that they should have effective remedies and redress for the wrongs they suffer as a result of environmental degradation (Hughes et al, 2002). However, consumers do not understand the problems of environment, potential solutions becomes very difficult to get customer attention. Wanger (1997) reported that only about 10 per cent of British consumers said that they have integrated environmental issues very constant in their purchasing behaviour. WBCSD (2008) also pointed out that many consumers remain confused about which products are better for the environment according to the consumers International and the UK's National Consumer Council report (WBCSD, 2008 and Wanger, 1997, P 14).

**KEYWORDS:** Eco-Efficiency, Customer, Sustainability