

“Sustainability and Consumption: What’s Gender Got to Do with It?”

Bloodhart, B. and Swim, J.K.

[...] Most research indicates that women engage in more Sustainable consumption behaviors than men (Zelezny, Chua, & Aldrich, 2000). Women are more likely than men to engage in forms of Sustainable consumption that are private and less conspicuous because they are also more likely to take care of private-realm aspects of living (e.g., using less water and energy in the home, Hunter, Hatch, & Johnson, 2004; reusing material goods, which contributes to the greater sustainability of those products (Bulut, Kökalan, Çimrin & Doğan 2017). Although women purchase more food, clothing, and items for the home than do men, men’s overall consumption is less sustainable than women’s when considering the number of people for whom the purchases are made (women purchase goods for themselves and family members), men’s forms of transportation (e.g., cars, motorcycles) and the tendency for men to travel farther distances than women (Johnsson-Latham, 2007).

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