

Dimensions in sufficiency behavior

Sufficiency is a strategy that aims at a collectively reduced consumption of goods and services with the aim to respect the ecological boundaries. The realization of the strategy lies within the individual sphere albeit structural and other contextual factors are important to facilitate sufficiency. Thus, a psychological approach was chosen to investigate the properties of a sufficiency lifestyle in everyday behavior and consumption on the individual level. Sufficiency was defined as a lifestyle of modest consumption, resource saving behavior and a disinterest in material possessions. A questionnaire concerning a broad range of sufficiency-related behaviors and attitudes was developed and applied via an online survey tool (sample size $N = 177$).

The results showed a good reliability of the behavior scale (Cronbach's $\alpha = .84$), meaning that the behaviors are related to the same construct. This indicates that sufficiency is observable in the individual behavior. For a more detailed understanding of sufficiency a factor analysis revealed five different dimensions within sufficiency behavior. One factor assembles *saving behavior* in a monetary sense like saving energy and water at home and not wasting food. Another factor includes *resource-saving* behavior which aims to save resources in a more indirect way that does not provide financial advantages. These behaviors include a vegetarian diet, buying recycled paper products and second-hand books and repairing broken things. A third factor comprises *sharing, swapping, reusing* with regard to car use, gardening, LETS, and second-hand clothes and furniture. The next factor includes the *waiving of status symbols* such as not driving, not wearing latest fashion and not having latest technical devices. The last of the five factors is characterized by information research and minding ecological consequences of one's consumption behavior and is thus called *informed consuming*. These dimensions of sufficiency behavior will be presented in detail and their implications will be discussed. It will be elaborated on strategies to promote or facilitate sufficiency behavior on these different dimensions. Further, it will be explored whether different target groups can be identified within the sample that differ in their preference of sufficiency behavior.