



# Dimensions in sufficiency behavior

Laura Henn  
(M. Sc. Psychology)

Albert-Ludwigs-Universität Freiburg  
Otto-von-Guericke-Universität Magdeburg



# Overview

- Sufficiency for sustainability
- Psychological measure
- Different groups of behaviors
- Sufficiency and Degrowth

# Focus

- Indicators for sufficiency on the individual level
  - Environmental-psychological contribution to the sufficiency debate
  - Behavioral correlates
  - explorative
- Conflict – Sufficiency as...
  - individual behavior
  - social endeavor

# Research interest

- How can **sufficiency behavior** be measured on the individual level?
- Are there **different dimensions** of sufficiency behavior that help understand it in more detail?
- What are important **barriers** to sufficiency behavior?

# Definition

(some important extracts)

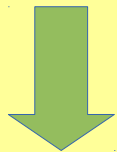
- ...Sufficiency entails an **orientation on modesty** providing a **high quality of life** at the same time... (Siebenhüner, 2003)
- ...A **change of present growth and consumption ideals** to behave socially and environmentally friendlier (Fischer, 2008)
- ...Consumer behavior that **respects social, ecological and global-political interactions and consequences**... (Fischer, 2008)

# Definition

(working definition)

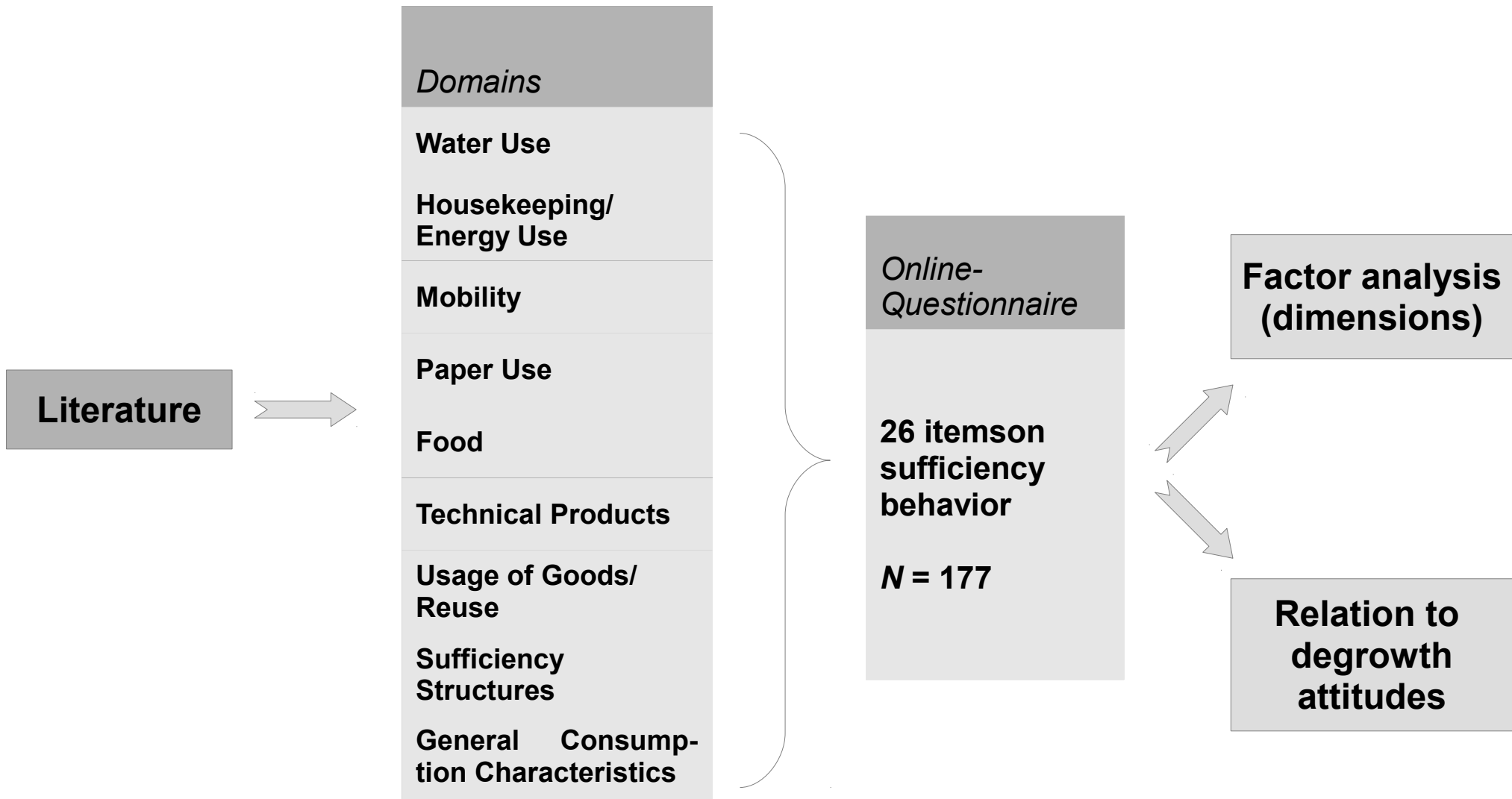
**Sufficiency lifestyle** is characterized by

- Resource-protective behavior
- Moderate consumption behavior
- A certain disinterest in material possessions / a sense of 'enough'



**maintaining a high quality of life**

# Method



# Method

*„Instead of turning up the heater I'd rather wear an additional pullover.“*

*„I participate in a community garden.“*

...

1 – 2 – 3 – 4 – 5 – 6

Not at all

absolutely



# Results

## Dimensions in sufficiency behavior

### F1 → household-related saving behavior



- Try to limit washing .63
- Using up all (food) leftovers .61
- Wear an extra pullover instead of turning up the heater .59
- Saving water .49
- Eating regional and seasonal products .48
- Reusing or doing without wrapping paper .44
- Preserving food (e.g. marmelade, pickles,...) .42
- Not travelling by plane .37

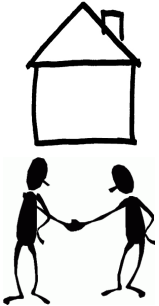
# Results

## Dimensions in sufficiency behavior

**F1 → household-related saving behavior**

**F2 → sharing, swapping, reusing**

- I use car sharing .64
- I buy clothes preferably second-hand (second-hand shop, flea market, given or passed on by someone) .63
- I participate in non-commercial exchange circles (local exchange trading systems) .58
- I buy furniture second-hand .55
- I participate in a community garden .55



# Results

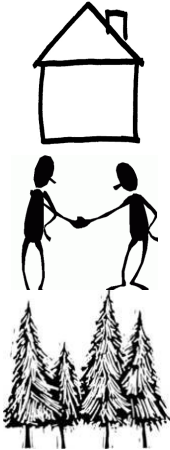
## Dimensions in sufficiency behavior

**F1 → household-related saving behavior**

**F2 → sharing, swapping, reusing**

**F3 → distant resource protection**

- I mind buying recycled paper .71
- I live on a vegetarian diet .55
- I prefer obtaining books second-hand or from the library .46
- I give away things that I don't need anymore .42
- I try to repair things when they are broken .39



# Results

## Dimensions in sufficiency behavior

**F1 → household-related saving behavior**



**F2 → sharing, swapping, reusing**



**F3 → distant resource protection**



**F4 → waiving status symbols**



- I drive by car\* .74
- I walk or cycle shorter distances .70
- I dress myself according to latest fashion trends\* .56
- As far as I can afford it I regularly buy new technical devices (smartphones, tablets, PC,...)\* .47

# Results

## Dimensions in sufficiency behavior

F1 → household-related saving behavior



F2 → sharing, swapping, reusing



F3 → distant resource protection



F4 → waiving status symbols



F5 → informed consuming



- I try to get information about different product alternatives and the conditions under which they are produced so that I can estimate and compare their resource impact. .66
- I consider the ecological consequences of my consumption decisions. .61
- I compensate the CO2 equivalent caused by my flights (e.g. by donating to NGOs like *atmosfair*). .56
- Before I buy something I consider whether I really need it. .47

# Results

## Dimensions in sufficiency behavior

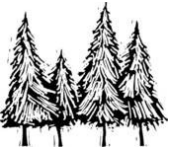
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# Results

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  - *„I don't believe that our growth-based economic system can persist“*
  - *„If we continue to live that affluently this will lead into a catastrophe“*

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Table 1. *Correlations between degrowth attitude and sufficiency behavior*

	Sufficiency behavior
<i>„I don't believe that our growth-based economy can persist“</i>	.31 **

\*\*  $p < .01$ ; \*  $p < .05$

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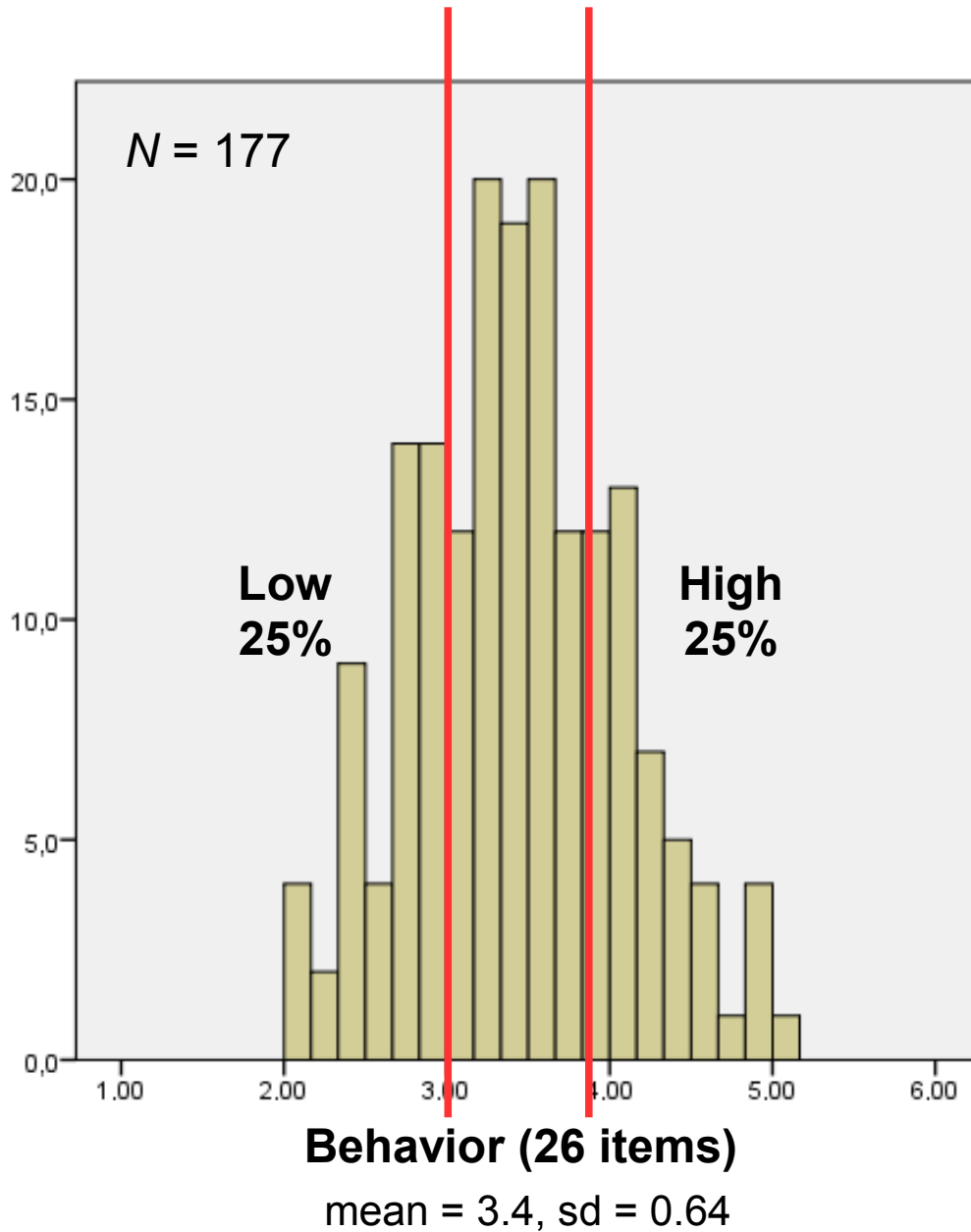
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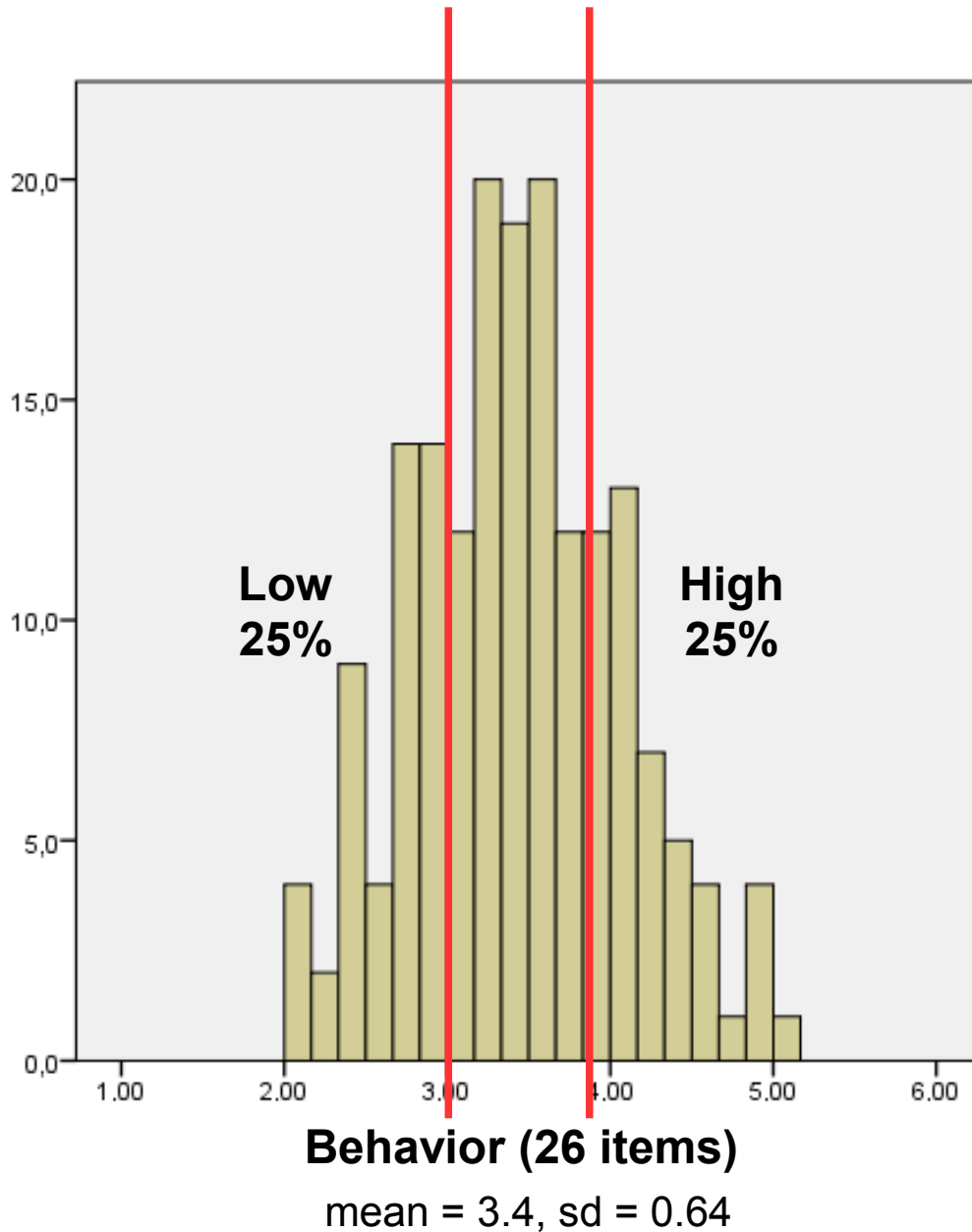
	Sufficiency behavior	F1 household-related saving	F2 sharing swapping reusing	F3 distant resource protection	F4 waiving status symbols	F5 informed consuming
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# High vs. Low Sufficiency



# High vs. Low Sufficiency



	low	high
Sex (m/f) **	28/19	12/32
Sufficiency-related attitudes *	3.0	4.9
„I don't believe that our growth-based economic system can persist“ *	<b>3.5</b>	4.7
Sufficiency behavior*	2.6	4.2

\*  $p < .001$

\*\*  $\text{Chi}^2 = 9.625; p < .01$

# Thank you very much!

Contact: [laura.henn@posteo.de](mailto:laura.henn@posteo.de)  
[laura.henn@ovgu.de](mailto:laura.henn@ovgu.de)

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