

## Consumer behaviour, consumption patterns

### *actual trends and sustainability*

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The pure existence of sustainable consumption is a great deal for science. Nevertheless, in this case the way of satisfaction of customer's demand seems highly dependent on the supply side. Nevertheless, in order to understand better firm's decisions on their products and services we should investigate the demand side as well. Parallel to the re-think strategy of product development, firms should define their answer to customers' expectations in a new way. This means companies need to understand better the motivators of consumption.

Several studies revealed the trends of today's consumption. Are these trends forming according to the sustainability concept? Do these trends have any contact with sustainability? Can they be transformed in a sustainable way or at least apply them in any way connected to sustainability? Can they be used when segments are formed according to consciousness? Should be these conscious segments formed or corporate competitiveness will force firms to integrate triple bottom line of sustainability – and this way every product and service will be involved?

Neither one of these questions are easy to answer. Nevertheless, there are 'good' examples, where customers' and suppliers' interest overlap the concept of sustainability.