



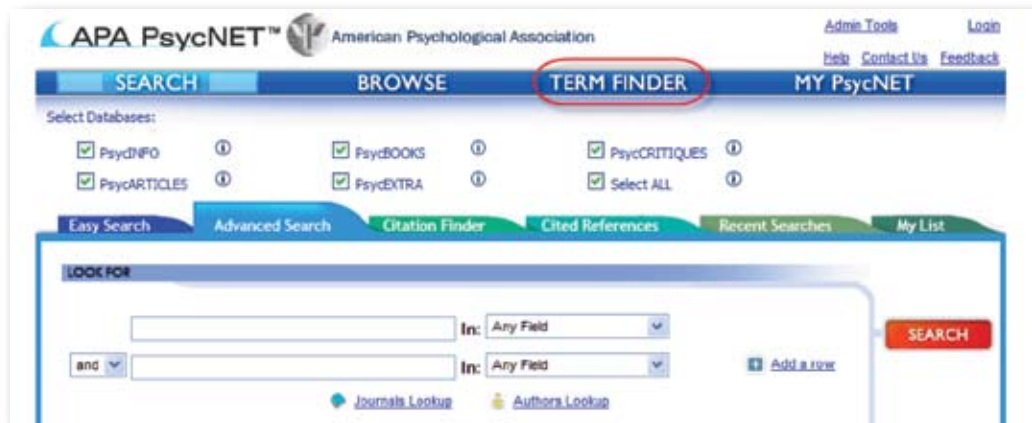
In Search of: Recycling and Conservation Behavior in Consumer Psychology and Marketing

Situation

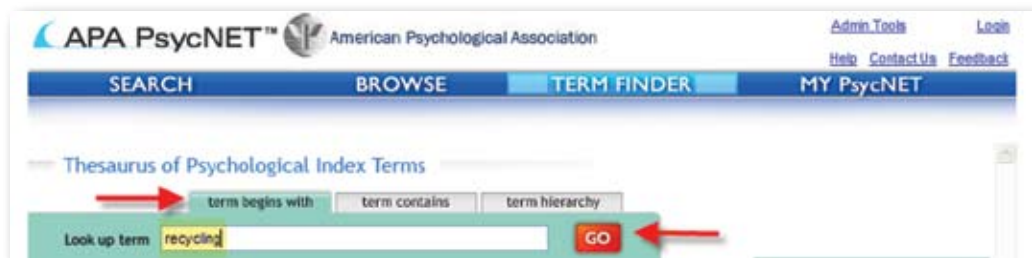
As the realities of climate change become increasingly important, individual responsibility in promoting a sustainable environment takes on greater significance. You can search the APA databases on APA PsycNET for research on what motivates individuals to practice conservation behaviors, such as recycling and purchasing “green” products. What literature is available about consumer behavior and attitudes and business marketing strategies to promote these behaviors?

Build your search

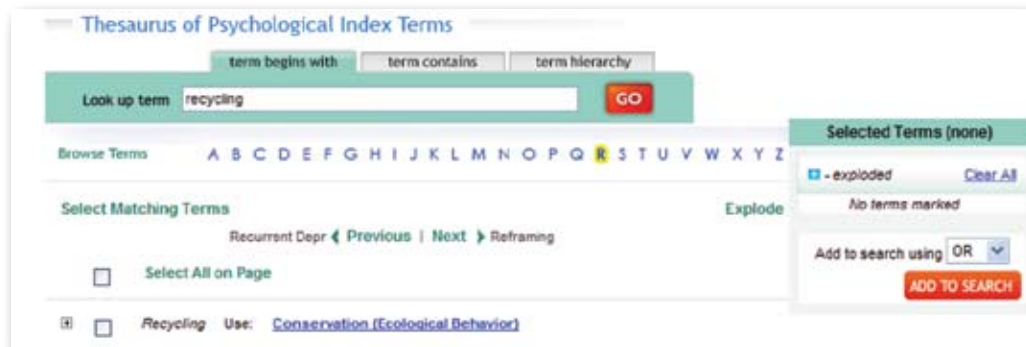
First, consult the Term Finder, the online *Thesaurus of Psychological Index Terms*, which provides the controlled vocabulary that APA indexers use to index the records in the APA databases. Using the Term Finder targets your research strategy so that you get focused results.



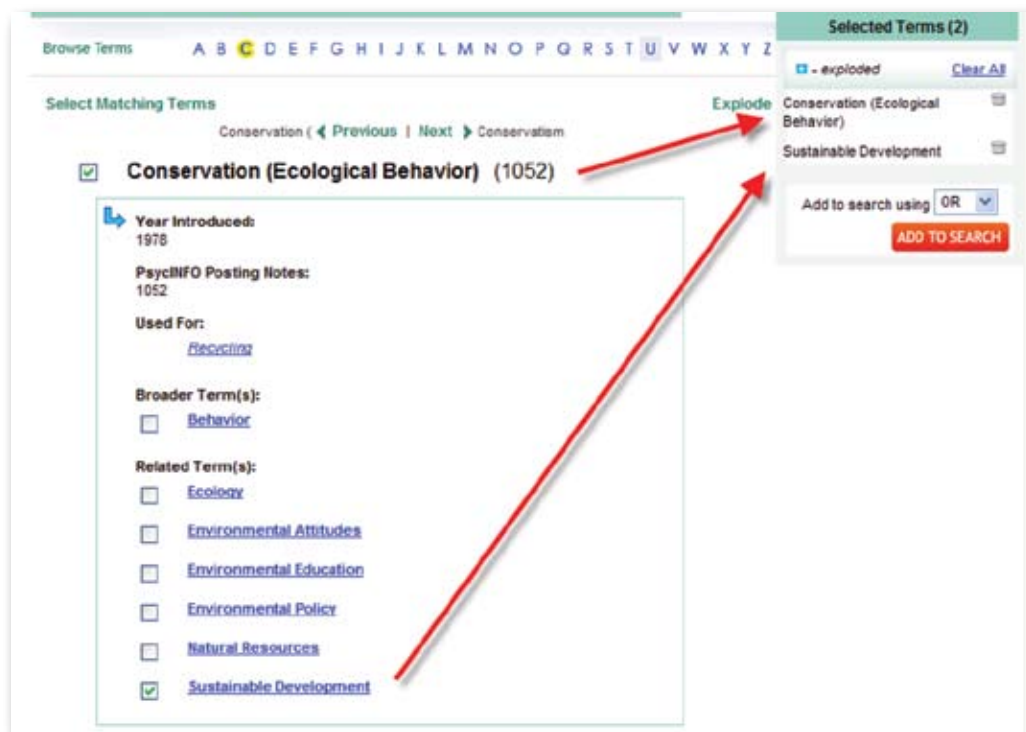
Look for a familiar concept that will direct you to controlled vocabulary used to index that concept. For instance, the more commonly used word to describe many conservation behaviors is “recycling.” Using the “term begins with tab,” which will search the alphabetical listing of both preferred and non-preferred terms, type in the word “recycling” and click on the GO button.



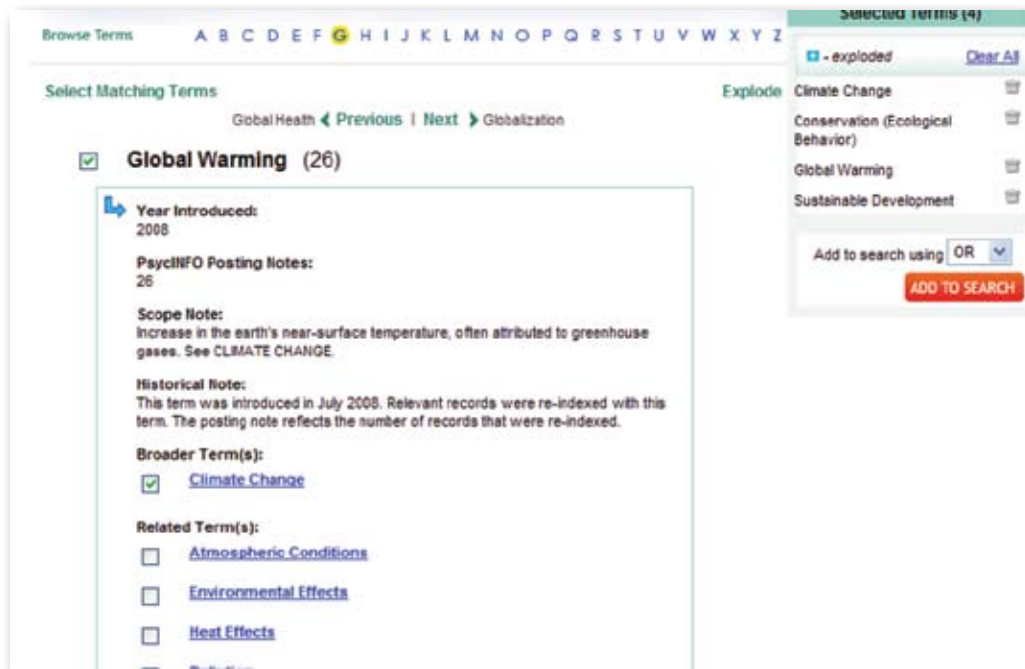
You will see that Recycling is the non-preferred index term and that the term used to index this concept is Conservation (Ecological Behavior).



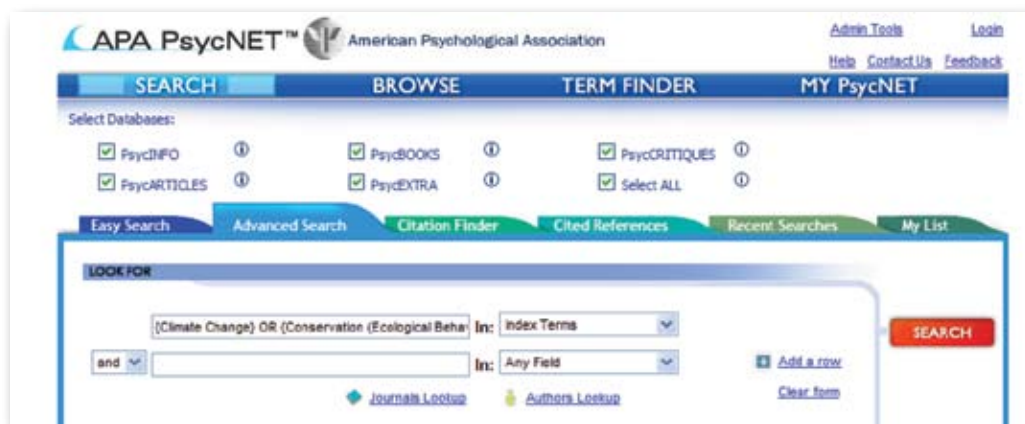
By clicking on the link for Conservation (Ecological Behavior), you will open the term record to view its scope note and the hierarchical broader, narrower, and related terms, if present. By checking the boxes next to your term Conservation (Ecological Behavior) and Sustainable Development, these are added to your Selected Terms area.



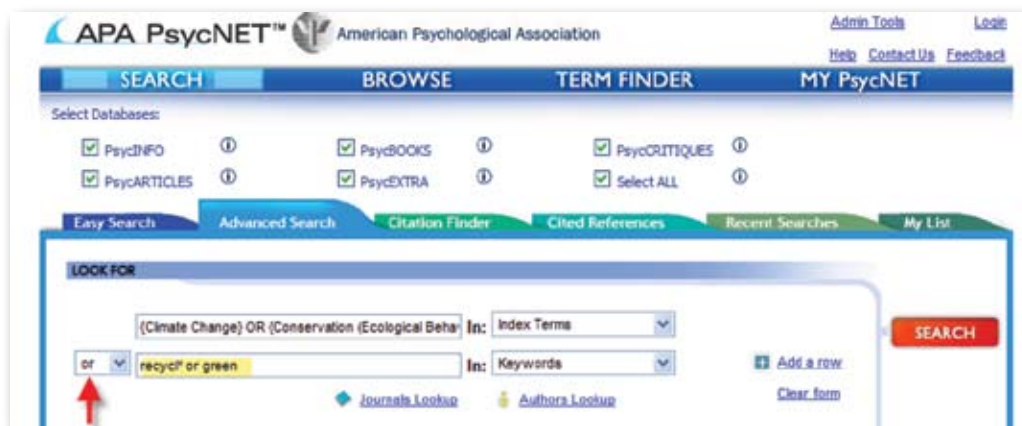
You can explore the other vocabulary by clicking on the term links in the hierarchy. For instance, by opening up the term record for Sustainable Development, you would ultimately find that there are terms for Global Warming and Climate Change. By checking the boxes next to these terms, they are also added to your Selected Terms area.



Now, Add To Search using the OR Boolean operator for any occurrence of these terms in PsycINFO records. The terms will automatically be populated to your Advanced Search in the first search box.

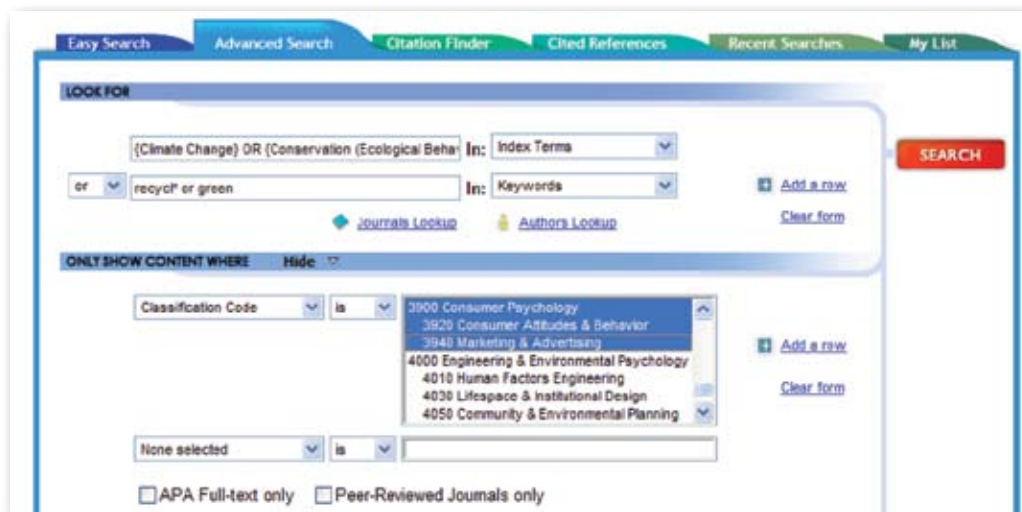


You can also use natural language searching to enhance your retrieval by using the 'or' operator and entering the more familiar language that authors might use in the second search box.



But you need to focus your search further. Your search topic is addressing consumer-related and marketing issues. One way to quickly do this is to turn to the Content Classification code limits. Each record in PsycINFO receives at least one of these classification codes, and research in the field of Consumer Psychology receives a code of 3900, 3920, or 3940. To apply this limit, scroll down to the area on the Advanced Search screen that allows you to select Only Show Content where.

Here, you will highlight the three relevant Classification Codes:



Here are some sample titles from the 66 records retrieved using this search strategy:

Chan, R. Y. K., Wong, Y. H., & Leung, T. K. P. (2008). Applying ethical concepts to the study of "green" consumer behavior: An analysis of Chinese consumers' intentions to bring their own shopping bags. *Journal of Business Ethics, 79*, 469-481. doi: 10.1007/s10551-007-9410-8

Frame, B., & Newton, B. (2007). Promoting sustainability through social marketing: Examples from New Zealand. *International Journal of Consumer Studies, 31*, 571-581. doi: 10.1111/j.1470-6431.2007.00600.x

Bekin, C., Carrigan, M., & Szmigin, I. (2007). Beyond recycling: 'Commons-friendly' waste reduction at new consumption communities. *Journal of Consumer Behaviour, 6*, 271-286. doi: 10.1002/cb.221

Budeanu, A. (2007). Sustainable tourist behaviour--a discussion of opportunities for change. *International Journal of Consumer Studies, 31*, 499-508. doi: 10.1111/j.1470-6431.2007.00606.x

Haanpää, L. (2007). Consumers' green commitment: Indication of a postmodern lifestyle?. *International Journal of Consumer Studies, 31*, 478-486. doi: 10.1111/j.1470-6431.2007.00598.x

Reynolds, T. W., DeSisto, T. P., Murray, B., & Kolodinsky, J. (2007). Promoting energy efficiency in small island states: Overcoming barriers to the adoption of compact fluorescent lighting in Saint Lucia. *International Journal of Consumer Studies, 31*, 460-467. doi: 10.1111/j.1470-6431.2007.00594.x