

# Pro-environmental consumption Is materialism ‘a necessary evil?’

This research is to understand the consumer experiences and engagements in pro-environmental consumption. Presently, there is a lack of understanding on the actual experiences of consumers who engaged in pro-environmental consumption. Therefore, understanding about consumer perceptions about environment and ways and purposes of engaging in pro-environmental consumption is the purpose of the project. This research project is being undertaken by Liyanage Chamila Roshani Perera, a PhD student from Melbourne Business School at the University of Melbourne. Prof. Jill Klein from Melbourne Business School is the supervisor for this project.

We are contacting individuals and specifically members of environmental groups those who currently engaged in pro-environmental consumption to participate in the study. We are particularly interested in individuals that present themselves as environmentally conscious consumers and consider that these individual provide significant insights to the research project. The study will involve participating in a series of in-depth interviews with the project researcher, Liyanage Chamila Roshani Perera, to discuss about participants’ pro-environmental consumption experiences. It is anticipated that each participant will be required to complete an interview of approximately two-hours and approximately a half of the total number of participants will be required to participate in an additional follow-up interview of approximately one hour to further discuss research findings. The interviews will be audio-taped so that transcripts can be created for analysis by the project researchers.

This research is highly confidential and all data will be stored securely and will not be released to anyone, subject to legal requirements, including other staff at Melbourne Business School or the University of Melbourne. Data will be released only in published reports or articles. The anonymity of participants will be maintained by changing names and not publishing personal information that could identify a participant. Confidentiality of information and privacy of individuals is taken very seriously by the University of Melbourne, and this research adheres to strict guidelines as laid down in the University of Melbourne research ethics regulations.

Involvement in this project is voluntary and participants may withdraw at any time, and are free to withdraw any unprocessed data previously supplied. As participation in the project will involve completing an interview with the project researcher, a payment of AU\$40 will be provided to each participant to compensate them for the time commitment required.

For more information on this study, the data collection processes used or any other queries or comments, please contact Liyanage Chamila Roshani Perera, PhD student at Melbourne Business School, The University of Melbourne, by:

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If you have any queries about the conduct of this research project, please contact the Executive Office, Human Research Ethics, The University of Melbourne. Phone +61 3 8344 2073 or fax +61 3 9347 6739. This research project (ID number 1033846.1) was approved by a Human Research Ethics committee on ../.../2010.