

How should we think about the consumer? As a god-like figure, before whom markets and politicians bow? A weak and malleable creature – a mere pawn in corporate games played in invisible boardrooms? A political trendsetter with the power to save the planet? In reality, despite huge efforts to constrain, control and manipulate them, consumers themselves can and do act in ways that are unpredictable, inconsistent and contrary... (New Internationalist 2006; cf. Gabriel & Lang 1995)

Consumers have not only the right but also the responsibility to protect themselves instead of leaving this to someone else (Kotler et al. 2005). How should the argument be understood when talking about environmental change and individual person's responsibility? How should an individual consumer do her or his bit in preventing the change? Or is the responsibility rather on shoulders of government and municipals? And how should the consumers then be activated and motivated to take stand to energy saving issues with their own behaviour?