

Consumer-oriented sustainability follows a broader perspective that takes environmental, social and economic impacts of consumption into consideration. The main objective of this article is to broaden the sustainable consumption scale (SCS) of Ribeiro and Veiga (2011) by including communication as a variable that influences the development of sustainable consumer behaviour. For this study, data were collected from Brazilian consumers: the first with a sample of 231 respondents, and the second with 170. The results are presented on a 15-item scale with five dimensions: 1) recycling; 2) communication; 3) frugality; 4) ecological awareness; 5) resource save. This article contributes to the development of attitudinal aspects studies on consumer-oriented sustainability. The study provides a measuring instrument for organisations that seek to identify the profile of their consumers and identify a market niche in socially and environmentally responsible behaviour, and for future studies that use sustainable consumer attitudes as a variable of interest.

