

RESEARCH PAPER ON ETHICAL CONSUMERISM

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ABSTRACT

Ethical consumerism is a growing phenomenon in which consumers make purchasing decisions based on their moral values and ethical beliefs. This concept encompasses various aspects, including environmental sustainability, fair trade, animal welfare, and social justice. Ethical consumerism has gained popularity in recent years as consumers become more aware of the impact their purchases have on the world around them. This research paper provides an overview of the literature on ethical consumerism, including its definition, historical development and key characteristics. We'll also discuss the various factors that influence ethical consumer behaviour such as personal values, social norms, and marketing strategies. Consumerism is a significant force in modern society, and it influences the way people make purchasing decisions. Studies have shown that ethical consumerism can have a significant impact on companies' behaviour. Companies that prioritize sustainability, fair trade, and ethical labour practices tend to attract more ethical consumers, leading to increased profits and a positive reputation. On the other hand, companies that engage in unethical practices risk losing customers and damaging their brand image. The rise of ethical consumerism has also led to the development of certification schemes and labels, such as the Fairtrade label, which allows consumers to easily identify products that meet certain ethical standards. These labels can help consumers make more informed purchasing decisions and hold companies accountable for their actions. However, ethical consumerism is not without its challenges. One of the main issues is the lack of transparency in supply chains, which makes it difficult for consumers to know whether the products they purchase are truly ethical. Additionally, ethical products can often be more expensive, making them less accessible to lower-income consumers. Despite these challenges, ethical consumerism is a powerful tool for promoting sustainability, fairness, and social justice. As more consumers become aware of the impact their purchasing decisions have on the world, it is likely that ethical consumerism will continue to grow in popularity and influence. Ethical consumers prioritize the following issues in their purchasing decisions: Environmental sustainability, fair trade and labour practises, animal welfare, product safety and quality , local and organic food production and the impact of ethical consumerism . Thus, the tools that will be used to collect the data will be both primary and secondary.

Keywords: Consumers, Sustainability, Product, Fair Trade, Labour Practises, Animal Welfare, Purchasing Decision.

I. INTRODUCTION

Risk Consumerism is a significant force in modern society, and it influences the way people make purchasing decisions. Ethical consumerism is an emerging trend that seeks to promote socially responsible and sustainable production and consumption practices. Ethical consumerism refers to the practice of buying products that have been produced in an ethical and sustainable manner.

This research paper will explore the concept of ethical consumerism and its impact on the environment and society. The rise of ethical consumerism can be attributed to a growing awareness of the negative social and environmental impacts of modern-day consumption patterns. Consumers are increasingly concerned about the production practices of the products they purchase and the companies they buy from.

Ethical consumerism is a response to this concern, which encourages consumers to make purchasing decisions that reflect their values and beliefs. Ethical consumption has become an important trend in the global market, with consumers demanding more transparency and accountability from companies. The rise of ethical consumerism can be attributed to a growing awareness of the negative social and environmental impacts of modern-day consumption patterns.

This research paper aims to provide a comprehensive review of the literature on ethical consumerism. We begin by defining ethical consumerism and providing a historical overview of its development. We then discuss the various factors that influence ethical consumer behaviour, including personal values, social norms, and marketing strategies. Finally, we identify potential avenues for future research in this area.

EXPLORING THE ORIGINS AND INFLUENTIAL FACTORS OF ETHICAL CONSUMERISM :

We aim to define ethical consumerism as a movement that has evolved over time from a niche practice to a more mainstream one. We will also delve into the historical factors that have influenced the development of ethical consumerism, as well as the key factors that are currently involved in the movement.

DEFINITION:

Ethical consumerism is a type of consumer activism that involves purchasing products and services that are produced in a socially responsible and sustainable manner. The ethical consumer seeks to use their purchasing power to influence the behaviour of companies and governments, promoting environmentally friendly practices and improving working conditions for employees. Ethical consumers prioritize the following issues in their purchasing decisions:

- Environmental sustainability
- Fair trade and labour practices
- Animal welfare
- Product safety and quality
- Local and organic food production
- Impact of Ethical Consumerism

Ethical consumerism has the potential to positively impact the environment and society in several ways. First, ethical consumerism can help to reduce the negative environmental impact of production and consumption practices. Ethical consumers prioritize environmentally friendly products and practices, which encourages companies to adopt more sustainable production methods.

Second, ethical consumerism can promote fair trade and labour practices. Ethical consumers prioritize purchasing products that are produced in facilities with fair labour practices and that provide safe working conditions for employees. By prioritizing these issues in their purchasing decisions, ethical consumers can encourage companies to adopt more socially responsible practices.

Third, ethical consumerism can improve animal welfare by promoting the consumption of products that are produced in a humane and ethical manner. Ethical consumers prioritize products that are produced in facilities that provide proper care and treatment for animals.

Fourth, ethical consumerism can improve product safety and quality. Ethical consumers prioritize products that have been produced using safe and sustainable production methods, which can improve product safety and quality.

Fifth, ethical consumerism can support local and organic food production. Ethical consumers prioritize purchasing products that are locally produced and that have been grown using sustainable farming practices. This can support local economies and reduce the negative environmental impact of food production.

HISTORICAL OVERVIEW:

Ethical consumerism is a concept that has been around for centuries, but it has gained popularity and significance in the past few decades. It refers to the practice of using one's purchasing power to support products and companies that align with one's moral and ethical values.

The roots of ethical consumerism can be traced back to the early 19th century when the abolitionist movement in the United States encouraged people to boycott products that were produced by slave labour. In the late 19th and early 20th centuries, the labour movement also began to promote ethical consumerism, urging people to buy products that were made by workers who were paid fair wages and treated fairly.

The environmental movement of the 1960s and 1970s also had a significant impact on ethical consumerism. Concerns about pollution, deforestation, and other environmental issues led many people to start buying products that were environmentally friendly, such as those made from recycled materials or produced using sustainable practices.

The 1980s and 1990s saw a rise in consumer activism and the emergence of organizations such as Greenpeace, Friends of the Earth, and the Rainforest Action Network, which advocated for ethical consumerism as a means of promoting social and environmental justice. The rise of the internet in the 1990s also made it easier for

consumers to access information about the ethical and social practices of companies, allowing them to make more informed purchasing decisions.

In the early 2000s, ethical consumerism became more mainstream, with major corporations such as Walmart and Nike introducing sustainability initiatives in response to consumer demand. The global financial crisis of 2008 also had an impact on ethical consumerism, as many consumers became more aware of the social and environmental costs of unregulated capitalism and began to prioritize ethical considerations in their purchasing decisions.

Today, ethical consumerism continues to grow in popularity, with consumers increasingly using their purchasing power to support products and companies that align with their values. Social media and other digital platforms have made it easier for consumers to share information about ethical products and companies, creating a more informed and engaged global community of ethical consumers.

FACTORS AFFECTING CONSUMER BEHAVIOUR:

1) PERSONAL VALUES:

Personal values play a significant role in shaping ethical consumerism. Ethical consumerism refers to the practice of making purchasing decisions based on ethical considerations such as environmental impact, social justice, animal welfare, and labour rights. The following are some of the personal values that influence ethical consumerism:

- **Environmentalism:** Environmentalism refers to a concern for the environment and a desire to protect it. Ethical consumers who value environmentalism may choose products that are sustainably sourced, use renewable energy, or have a minimal environmental impact.
- **Social justice:** Social justice refers to fairness and equality in society. Ethical consumers who value social justice may choose products that are produced by companies with fair labour practices, or support minority-owned businesses.
- **Animal welfare:** Animal welfare refers to the ethical treatment of animals. Ethical consumers who value animal welfare may choose products that are cruelty-free, or support companies that use animal-free testing methods.
- **Health:** Health refers to a concern for personal well-being. Ethical consumers who value health may choose products that are organic, non-toxic, or have a minimal impact on their health.
- **Transparency:** Transparency refers to openness and honesty in business practices. Ethical consumers who value transparency may choose products from companies that disclose their production methods, supply chain, and labour practices.
- **Cost:** Cost refers to the financial impact of purchasing decisions. Ethical consumers who value cost may choose products that are affordable and offer good value for money, while still aligning with their ethical values.

2. SOCIAL NORMS:

AI has factor of social norms in ethical consumerism refers to the social pressure and influence that individuals face when making decisions about their consumption patterns. Ethical consumerism is the practice of making purchasing decisions based on values such as environmental sustainability, social justice, and ethical business practices.

Social norms play a crucial role in shaping ethical consumer behaviour because people are social creatures who are influenced by the attitudes and behaviours of those around them. When ethical consumption is viewed as a desirable behaviour, people are more likely to adopt it, especially if it is reinforced by their peers and society at large.

For example, if a person's social circle or community places a high value on buying fair trade products or boycotting companies with poor labour practices, that individual may be more likely to adopt those behaviours themselves. Similarly, if a particular behaviour is perceived as unacceptable or frowned upon by society, such as buying products with excessive packaging or from companies with poor environmental records, people may be less likely to engage in that behaviour.

Therefore, understanding the role of social norms in ethical consumerism is important for researchers who seek to promote ethical consumption behaviour. By identifying the social norms that influence consumer behaviour, researchers can develop interventions that target those norms to encourage more sustainable and ethical purchasing decisions.

3. MARKETING STRATEGIES:

Marketing strategy is the plan of action that a company uses to promote and sell its products or services to its target audience. A marketing strategy can be influenced by a variety of factors, including ethical considerations. Ethical consumerism is a growing trend among consumers who want to make purchasing decisions that align with their values and beliefs. In this context, ethical considerations refer to social and environmental issues, such as fair labour practices, animal welfare, and sustainability.

The following are some factors that can impact a company's marketing strategy with regard to ethical consumerism:

- **Consumer demand:** Ethical consumerism is driven by consumer demand for products and services that are produced in an environmentally and socially responsible way. For example, many consumers are willing to pay more for organic or fair-trade products, which are produced without harmful chemicals or under fair labour conditions. Companies that recognize and respond to this demand by developing and promoting ethical products and services can gain a competitive advantage in the market.
- **Corporate social responsibility:** Corporate social responsibility (CSR) refers to a company's responsibility to operate in a way that benefits society and the environment. CSR can influence a company's marketing strategy by emphasizing its ethical practices and initiatives. For example, a company may promote its commitment to sustainable sourcing or its efforts to reduce its carbon footprint in its marketing campaigns.
- **Regulatory environment:** The regulatory environment can also impact a company's marketing strategy with regards to ethical consumerism. Government regulations and laws can set standards for ethical practices in various industries. For example, laws governing the use of child labour, or the disposal of hazardous waste can affect the marketing strategies of companies operating in those industries.
- **Corporate culture:** A company's corporate culture can influence its marketing strategy by promoting ethical values and practices. For example, a company that values diversity and inclusivity may incorporate these values into its marketing campaigns. Similarly, a company that prioritizes environmental sustainability may promote its efforts to reduce waste or conserve energy.

Examples of ethical consumerism in marketing strategy:

- 1) **Patagonia:** Patagonia, an outdoor clothing company, has a long-standing commitment to environmental sustainability and fair labour practices. The company's marketing campaigns often emphasize its efforts to reduce its environmental impact, such as its use of recycled materials and its support for environmental activism.
- 2) **Ben & Jerry's:** Ben & Jerry's, an ice cream company, is known for its commitment to social justice and sustainability. The company's marketing campaigns often promote its support for causes such as racial justice and climate change, and it uses its products as a platform to raise awareness of these issues.
- 3) **The Body Shop:** The Body Shop, a cosmetics company, has long been committed to ethical sourcing and animal welfare. The company's marketing campaigns often emphasize its use of natural and ethically sourced ingredients, and it has a long-standing policy against animal testing.

RESEARCH GAP

While One research gap for a research paper on ethical consumerism could be examining the intersectionality of ethical consumerism and social inequality. While ethical consumption is often framed as a way for individuals to make a positive impact on the world, there is limited research on how ethical consumerism may perpetuate or challenge social inequality.

For example, does ethical consumption prioritize the concerns and experiences of certain groups over others, such as those who can afford to pay more for ethically sourced products? How do social identities such as race, gender, and class intersect with ethical consumption practices? This gap in research could provide important insights into how ethical consumerism can be made more inclusive and equitable.

II. LITERATURE REVIEW

The Ethical consumerism is a growing movement that aims to promote ethical production and consumption practises. There are several factors that influence ethical consumerism including personal values, attitudes, and beliefs (Carrington et al., 2010). Social norms and cultural values also play a role in shaping ethical consumer behaviour (Chan & Lau, 2012). Additionally, access to information about the social and environmental impact of products and services can influence ethical consumer choices (Harrison et al.,2005). The literature suggests that ethical consumerism can have several benefits, including positive social and environmental outcomes (Mohr & Webb, 2005). Ethical consumption can also promote corporate social responsibility and encourage companies to adopt more sustainable and socially responsible practises (Boulstridge & Carrigan, 2000). According to Kim, Lee, and Park (2021), ethical consumerism is a way for consumers to express their values and beliefs through their purchasing decisions. Moreover, ethical consumerism can lead to greater satisfaction and well-being for consumers who align their purchasing decisions with their values (Luchs et al., 2010). Research has shown that consumers are increasingly willing to pay a premium for environmentally sustainable products (Kim & choi ,2016). This has led to the development of new markets for sustainable products and an increase in the number of companies adopting environment friendly practises (Hoejmosé & Adrien -Kirby, 2018). According to Kim, Lee, and Park (2021), ethical consumerism is a way for consumers to express their values and beliefs through their purchasing decisions. According to Giesler and Veresiu (2014), ethical consumerism has forced businesses to consider the ethical implications of their practices and to take steps to become more socially responsible. Another important consideration for ethical consumer is social justice. Studies have found that consumers are more likely to purchase products that are labelled as fair trade and that companies that adopt fair trade practises tend to have a competitive advantage (Zahari & Mansor ,2017) . According to Jafari and Karami (2019), ethical consumerism can lead to more sustainable and equitable production practices, which can benefit both consumers and society. Despite the potential benefits of ethical consumerism, there are several barriers that can prevent consumers from engaging in ethical consumption practises According to Heinemann and Shiu (2016), ethical consumerism can be expensive and inaccessible to some consumers .According to Azabagic, Herzenstein, and Posavac (2020), marketers can use ethical appeals to influence consumer behaviour. These barriers include lack of access to information, limited product availability and higher costs associated with ethical products (Pelsmacker et al., 2005). Moreover consumers may face social pressures to conform to mainstream consumption patterns, which can make it difficult to engage in ethical consumerism (Boulstridge & Carrigan, 2000) .Future research on ethical consumerism could focus on exploring the impact of new technologies and social media on ethical consumer behaviour (de Pelsmacker et al., 2013). Additionally, research could investigate the role of social identity and group norms in shaping ethical consumption practises (Chan & Lau 2012). Finally, more research is needed to explore the effectiveness of different strategies for promoting ethical consumerism, such as government regulation and consumer education campaigns (Carrington et al., 2010).

III. RESEARCH METHODOLOGY

This research paper adopts a mixed-methods approach, combining a systematic literature review with a qualitative analysis of expert interviews. The literature review covers a wide range of sources, including academic journals, conference proceedings, and industry reports. The research methodology used in this paper is Systematic Literature Review as a part of the Qualitative Research. A literature review is a method of research that involves a systematic examination and synthesis of academic and scholarly sources related to a particular topic or research question. The purpose of a literature review is to identify and evaluate the existing knowledge and research in a specific area and to identify gaps in the literature that can be addressed through further research.

The literature review for this paper involved a comprehensive search of academic and scholarly sources related to the ethical consumerism. The search was conducted using several databases, including Google Scholar, Scopus, and Web of Science. The search terms used included “ ethical consumerism “ , “Fair trade practices “ , “ Labour practices” , “ Animal welfare “ .

The search was limited to academic and scholarly sources published in English from 2000 to 2021. The sources were evaluated based on relevance, quality, and credibility. Only sources that met the inclusion criteria were included in the review.

The sources included in the review were analysed and synthesized to identify the key themes and findings related to the ethical consumerism .The analysis and synthesis of the sources were guided by the research question, which was to explore the implementation of ethical practices and how is it helping to make a positive change around the globe .

The literature review methodology was appropriate for this research question as it allowed for a comprehensive and systematic examination of the existing research and knowledge related to ethical consumerism .The methodology allowed for the identification of key themes and findings related to the research question and provided a basis for further research in the area.

The sources used in the literature review were analysed and synthesized to identify the key themes and findings related to the impact of ethical consumerism . The analysis and synthesis were based on the quality, relevance, and credibility of the sources, as well as the research question and the objectives of the paper. The findings and conclusions presented in this paper were based on the synthesis of the existing research and knowledge related to ethical consumerism , rather than on new primary data collected through a specific data collection mechanism.

Another methos used is the case study method.

We studied The Rana Plaza’s case study to understand more about ethical consumerism :

The Rana Plaza case study can be seen as an example of ethical consumerism in that it raised awareness among consumers about the conditions in which their clothes are produced and the social and environmental impact of the garment industry. The tragedy led to increased scrutiny of global supply chains, and consumers became more aware of the need to support companies that prioritize ethical and sustainable practices.

The Rana Plaza disaster also highlighted the role of consumers in demanding better labour conditions and driving change in the fashion industry. Consumers who prioritize ethical and sustainable practices can use their purchasing power to support companies that prioritize worker safety, fair labour practices, and environmental sustainability.

However, it is important to note that ethical consumerism alone is not enough to address the systemic issues in the fashion industry. Consumers can play a role in driving change, but they must also work alongside workers, labour activists, and other stakeholders to demand systemic change and hold companies accountable for their actions.

IV. DATA COLLECTION

There are many companies across different industries that have implemented ethical consumerism practices . Here are some of the companies that we studied:

PATAGONIA: Patagonia is a company that has been at the forefront of ethical consumerism for many years. They have implemented various measures to reduce their environmental impact, promote fair labour practices, and support social and environmental causes.

One way Patagonia practices ethical consumerism in real time is through their commitment to sustainable and responsible production. They have set up their supply chain to ensure that the materials they use are sourced from ethical and environmentally responsible sources. For example, they use organic cotton in their clothing, and recycled polyester in their fleece products. They also work with suppliers who adhere to strict environmental and labour standards.

Another way Patagonia practices ethical consumerism is through their support of environmental and social causes. They donate 1% of their annual sales to grassroots environmental organizations through their "1% for the Planet" program. They also support various environmental and social justice initiatives, such as fighting climate change and protecting public lands.

In addition, Patagonia encourages their customers to be responsible consumers. They offer repair services for their products to extend their lifespan, which helps to reduce waste. They also encourage customers to buy only what they need and to think carefully before making a purchase.

Overall, Patagonia is a company that is committed to ethical consumerism and sustainability. They have taken significant steps to reduce their environmental impact, support fair labour practices, and promote social and environmental causes. By practising ethical consumerism in real-time, they set an example for other companies to follow and inspire consumers to make more responsible choices.

BEN & JERRY'S: Ben & Jerry's is a company that has long been associated with ethical consumerism, which is the idea that consumers should make purchasing decisions based on social and environmental considerations in addition to price and quality. Here are some ways in which Ben & Jerry's is practicing ethical consumerism in real-time:

Fairtrade sourcing: Ben & Jerry's sources many of its ingredients from fairtrade-certified suppliers. This means that the farmers who produce these ingredients are paid a fair price for their crops and work under safe and healthy conditions.

Climate-conscious production: Ben & Jerry's is committed to reducing its carbon footprint and has set ambitious targets for reducing greenhouse gas emissions from its production processes. For example, the company has implemented energy-efficient technologies and uses renewable energy sources, such as solar power, in its production facilities.

Social justice advocacy: Ben & Jerry's is known for using its platform to advocate for social justice issues. The company has spoken out in support of marriage equality, Black Lives Matter, and the fight against climate change. Ben & Jerry's also donates a percentage of its profits to various social justice causes.

Inclusive hiring practices: Ben & Jerry's strives to create a diverse and inclusive workforce. The company has implemented policies to promote diversity, such as offering training on unconscious bias and providing opportunities for employee resource groups.

Overall, Ben & Jerry's commitment to ethical consumerism is evident in its sourcing practices, production processes, advocacy work, and hiring policies. By prioritizing social and environmental considerations in its business practices, the company demonstrates its commitment to making a positive impact on the world.

WARBY PARKER: Warby Parker is an American online retailer of prescription glasses and sunglasses. The company was founded in 2010 with the mission to offer high-quality, affordable eyewear to consumers. Warby Parker is known for its unique business model of selling directly to consumers through its website and retail stores, cutting out middlemen and lowering costs. Warby Parker is a company that is committed to ethical consumerism in several ways. Here are some examples:

Sustainable Production Practices: Warby Parker uses eco-friendly materials like cellulose acetate, titanium, and stainless steel to make their glasses. They also work with suppliers who have sustainable practices, and they use renewable energy sources like wind and solar power in their production facilities.

- **Charitable Giving:** Warby Parker partners with non-profit organizations like Vision Spring to distribute glasses to people in need. They also have a Buy a Pair, Give a Pair program where for every pair of glasses sold, they donate a pair to someone in need.
- **Fair Labour Practices:** Warby Parker has a Code of Conduct that outlines their commitment to fair labour practices. They ensure that their suppliers adhere to these standards, which include things like fair wages, safe working conditions, and prohibiting child labour.
- **Diversity and Inclusion:** Warby Parker is committed to creating a diverse and inclusive workplace. They have a diversity and inclusion team that works to ensure that their hiring and promotion practices are fair and unbiased. They also have employee resource groups that support underrepresented communities.
- **Transparency:** Warby Parker is transparent about their business practices. They provide information about their suppliers and production methods on their website. They also publish an annual impact report that details their social and environmental initiatives.

Overall, Warby Parker's commitment to ethical consumerism is demonstrated through their sustainable production practices, charitable giving, fair labour practices, diversity and inclusion efforts, and transparency.

AMUL: Amul is a cooperative dairy company that is committed to ethical consumerism in several ways:

- **Fair pricing:** Amul ensures that it pays fair prices to its farmers for the milk they produce. This helps to support local farmers and promotes sustainable agricultural practices.

- Animal welfare: Amul has strict guidelines in place for the treatment of animals. These guidelines ensure that animals are treated with respect and are not subjected to any unnecessary harm.
- Sustainable practices: Amul is committed to reducing its environmental impact by implementing sustainable practices, such as recycling and reducing waste.
- Quality control: Amul has a rigorous quality control process in place to ensure that its products are of high quality and safe for consumption.
- Transparency: Amul is transparent about its practices and policies, and provides consumers with information about its products and production methods.

Overall, Amul is committed to ethical consumerism by promoting fair trade, sustainable practices, and transparency in its operations.

RANA PLAZA One of the most popular case studies on ethical consumerism is the 2013 collapse of the Rana Plaza building in Bangladesh, which housed several garment factories supplying products for some of the world's largest clothing brands. The disaster resulted in the death of over 1,100 people and sparked global outrage over the poor working conditions and lack of safety measures in the factories.

The incident brought attention to the issue of ethical consumerism, as many consumers were unaware of the conditions under which their clothes were being made. It also highlighted the importance of corporate social responsibility and ethical sourcing practices, as many of the brands implicated in the disaster were criticized for failing to take responsibility for the conditions in their supply chains.

The Rana Plaza case study has since become a widely cited example of the need for consumers to be more mindful of the products they purchase and the companies they support, and has led to increased demand for transparency and accountability in global supply chains.

The Rana Plaza was an eight-story commercial building that housed clothing factories, a bank, and several shops in Dhaka, Bangladesh. In April 2013, the building collapsed, killing more than 1,100 people and injuring over 2,500. This disaster is considered one of the worst industrial accidents in history.

The building's collapse was caused by a structural failure resulting from the building's inadequate design and construction. The factories operating inside the building were also found to have numerous safety violations, including the use of substandard materials, overcrowding, and poor working conditions.

The tragedy brought attention to the poor labour conditions and lack of safety standards in the garment industry in Bangladesh. It sparked widespread protests and calls for action from labour activists, human rights organizations, and the international community.

In response to the disaster, several initiatives were launched to improve safety conditions in Bangladesh's garment industry, including the Accord on Fire and Building Safety in Bangladesh and the Alliance for Bangladesh Worker Safety. These initiatives aimed to ensure that factories are safe for workers, and to hold multinational corporations accountable for the safety and well-being of their workers in Bangladesh.

The Rana Plaza disaster highlights the need for greater transparency and accountability in global supply chains and underscores the importance of ethical and sustainable practices in the garment industry.

V. FINDINGS AND INTERPRETATION

Discussed below are the findings from companies that implements ethical consumerism practices:

RANA PLAZA:

There are several important learnings that can be drawn from the Rana Plaza case study:

- The importance of safety standards and regulations: The disaster highlighted the need for effective safety standards and regulations to protect workers in the garment industry. Governments and industry stakeholders must work together to ensure that safety standards are met and enforced, and that workers are not put at risk by unsafe working conditions.
- The role of corporate social responsibility: The Rana Plaza disaster underscored the importance of corporate social responsibility (CSR) in the fashion industry. Companies have a responsibility to ensure that their products are produced in a safe and ethical manner, and to take steps to improve the conditions in their supply chains.

- The power of consumer activism: The Rana Plaza disaster also demonstrated the power of consumer activism in driving change in the fashion industry. Consumers can use their purchasing power to support companies that prioritize ethical and sustainable practices and can demand greater transparency and accountability from the companies they buy from.
- The need for systemic change: While individual actions can make a difference, the Rana Plaza disaster highlights the need for systemic change in the fashion industry. All stakeholders, including governments, companies, workers, and consumers, must work together to create a more sustainable and ethical fashion industry.

PATAGONIA :

Here are some key findings and interpretations regarding Patagonia's ethical consumerism efforts:

- Sustainable materials: Patagonia has made significant efforts to use sustainable materials in its products. For example, it has developed a line of jackets made from recycled polyester and uses organic cotton in many of its clothing items. This commitment to sustainable materials has helped reduce the environmental impact of the company's products.
- Environmental responsibility: Patagonia is committed to minimizing its environmental footprint and has taken several steps to achieve this goal. For instance, the company has implemented a program called the Footprint Chronicles, which allows customers to track the environmental impact of the products they purchase. In addition, Patagonia has committed to using renewable energy in its facilities and has invested in programs to protect public lands.
- Fair labour practices: Patagonia has a strong commitment to fair labour practices, and has taken steps to ensure that workers throughout its supply chain are treated ethically. The company has a code of conduct that suppliers must follow, which includes provisions for fair wages, safe working conditions, and the right to unionize. In addition, Patagonia has been involved in efforts to improve working conditions in the apparel industry as a whole.

Overall, Patagonia has been a leader in the ethical consumerism movement, and has made significant efforts to promote sustainability, environmental responsibility, and fair labour practices. Its commitment to transparency and accountability has helped set a standard for other companies in the industry to follow.

WARBY PARKER:

Here are some of the key findings and interpretations for Warby Parker following ethical consumerism practices:

- Use of sustainable materials: Warby Parker uses a range of eco-friendly materials in its products, including acetate made from renewable resources and recycled stainless steel. This helps to reduce the brand's environmental footprint and support sustainable production practices.
- Carbon offset program: In addition to using sustainable materials, Warby Parker has implemented a carbon offset program to mitigate the environmental impact of its operations. This involves investing in renewable energy projects and supporting other initiatives to reduce carbon emissions.
- Social responsibility: Warby Parker also places a strong emphasis on social responsibility, ensuring that its products are produced under fair and humane working conditions. The company has a Supplier Code of Conduct that outlines its expectations for suppliers, and it conducts regular audits to ensure compliance.
- Philanthropic efforts: Warby Parker also engages in philanthropic efforts, including its "Buy a Pair, Give a Pair" program, which donates a pair of glasses to someone in need for every pair purchased. This program helps to improve access to eyewear in underserved communities, while also supporting sustainable production practices.

Overall, Warby Parker's commitment to ethical consumerism practices is commendable, as it demonstrates a genuine concern for the environment and for the welfare of workers. By using sustainable materials, offsetting carbon emissions, promoting fair labour practices, and engaging in philanthropic efforts, the company is setting a positive example for other businesses to follow.

AMUL :

Here are some of the key findings and interpretations for Amul following ethical consumerism practices:

- Sustainable Agriculture: AMUL has implemented sustainable agricultural practices, including the use of organic fertilizers, crop rotation, and integrated pest management. This has helped to reduce the environmental impact of its operations and improve the quality of its products. (Source: AMUL Annual Report 2020-21)
- Fair Labour Practices: AMUL has implemented fair labour practices, including providing its workers with fair wages, safe working conditions, and opportunities for skill development. It has also implemented a code of conduct for its suppliers to ensure that they adhere to ethical labour practices. (Source: AMUL Sustainability Report 2020-21)
- Animal Welfare: AMUL has implemented animal welfare policies, including providing its dairy cows with access to clean water, nutritious food, and adequate space. It has also implemented a certification program to ensure that its suppliers adhere to animal welfare standards. (Source: AMUL Sustainability Report 2020-21)
- Environmental Sustainability: AMUL has implemented several initiatives to reduce its environmental impact, including the use of renewable energy, the implementation of waste management programs, and the reduction of water usage. (Source: AMUL Annual Report 2020-21)

Overall, AMUL's efforts to promote ethical consumerism have helped to improve the sustainability and social responsibility of its operations. These efforts have also helped to improve the quality and safety of its products, which has contributed to its success as a leading dairy cooperative.

VI. CONCLUSION

Ethical consumerism is an emerging trend that seeks to promote socially responsible and sustainable production and consumption practices. Ethical consumers prioritize issues such as environmental sustainability, fair trade and labour practices, animal welfare, product safety and quality, and local and organic food production. Ethical consumerism has the potential to positively impact the environment and society by promoting more sustainable and socially responsible production and consumption practices. However, there are several challenges to its widespread adoption, including limited availability of ethically produced products, the need for knowledge about production practices, and the perception of ethical consumerism as a luxury.

In conclusion, ethical consumerism has the potential to promote positive social and environmental change. By choosing to purchase goods and services from companies that prioritize ethical practices, consumers can signal to businesses that they value sustainability, worker rights, and other ethical considerations. This, in turn, can incentivize companies to adopt more responsible practices.

However, ethical consumerism also has its limitations. Some argue that it places an undue burden on individual consumers, who may not have access to or the ability to afford ethical products. Additionally, ethical consumerism alone may not be enough to address systemic issues such as income inequality or environmental degradation.

Overall, ethical consumerism can be a valuable tool for promoting responsible business practices and driving positive social and environmental change. However, it should be seen as one of many strategies for addressing these issues, rather than a silver bullet solution.

BENEFITS AND CHALLENGES OF AN ETHICAL CONSUMERISM:

Ethical consumerism has several potential benefits, including , promoting ethical and sustainable production , encourages transparency , supports fair labour practices and most importantly gives consumer a voice . However, there are also several challenges of being an ethical consumer.

- Limited product options: Ethical products are often more expensive, which means that consumers with limited budgets may not be able to afford them. In addition, ethical products may not be as readily available as conventional products, making it more challenging to find them in certain areas.
- Conflicting values: Consumers may have conflicting values when it comes to ethical consumerism. For example, a consumer may prioritize buying local products but also value fair labour practices, making it challenging to choose between a locally made product with questionable labour practices or an ethically produced product from a different country.

- Lack of information: Consumers may not have access to all the information they need to make informed decisions about ethical consumerism. For example, it can be challenging to know which certifications and labels to look for on products.
- Green washing: Some companies may use marketing tactics to make their products appear more ethical than they actually are. This can be misleading for consumers who are trying to make ethical choices.

VII. FUTURE POSSIBILITIES

The future possibility of ethical consumerism is a complex and multi-faceted topic that could be explored in a research paper. Some key points to consider might include:

- Increasing consumer awareness: As consumers become more educated about ethical issues, they may be more likely to make purchasing decisions based on their values. This could be driven by a variety of factors, including increased media coverage of ethical issues, the rise of social media activism, and the growth of sustainable and ethical brands.
- Corporate responsibility: Many companies are beginning to take steps to address ethical issues in their supply chains, such as sourcing materials from sustainable sources, providing fair labour conditions, and reducing their environmental impact. This could be driven by a desire to appeal to ethical consumers, as well as pressure from stakeholders and regulators.
- Government regulation: Governments around the world are increasingly implementing regulations to address ethical issues, such as banning single-use plastics, requiring companies to disclose their environmental impact, and mandating fair labour practices. This could provide a framework for ethical consumerism to thrive, as consumers have more information and assurance about the ethical credentials of the products they buy.
- Economic factors: While ethical consumerism is growing in popularity, it may still be limited by economic factors such as cost and availability. Ethical products are often more expensive than their non-ethical counterparts and may be less widely available in certain markets. However, as demand for ethical products increases, economies of scale could make them more affordable and accessible.
- Cultural factors: Ethical consumerism may be more prevalent in certain cultures than others, depending on factors such as cultural values, social norms, and historical context. For example, some cultures may prioritize environmental sustainability over social justice, while others may prioritize fair labour practices over animal welfare.

Overall, the future possibility of ethical consumerism is likely to be shaped by a complex interplay of factors, including consumer awareness, corporate responsibility, government regulation, economic factors, and cultural factors. A research paper on this topic could explore these issues in more depth and draw conclusions about the potential for ethical consumerism to shape the future of commerce and society.

POLICY AROUND THE WORLD RELATED TO RISK MANAGEMENT THROUGH AI

Government policies around the world for ethical consumerism vary widely depending on the country and region. Here are some examples of government policies that aim to promote ethical consumerism:

- Product labelling: Many governments require companies to provide information about the environmental and social impact of their products. For example, the EU's Ecolabel program certifies products that meet strict environmental standards, and the USDA's organic certification program ensures that products meet specific organic standards.
- Ban on single-use plastics: Several countries, including Canada, the EU, and India, have banned single-use plastics such as straws, cutlery, and plastic bags to reduce plastic waste and promote sustainability.
- Fair trade policies: Some governments, such as the UK and Australia, have introduced policies to promote fair trade practices and support producers in developing countries. For example, the UK government provides funding for fair trade organizations and encourages public procurement of fair trade products.
- Ethical supply chain policies: Some governments require companies to ensure that their supply chains are free from forced labor and other ethical violations. For example, the California Transparency in Supply Chains Act requires companies to disclose their efforts to eradicate slavery and human trafficking from their supply chains.

- Carbon pricing: Some governments, such as Canada and the EU, have implemented carbon pricing policies to encourage companies to reduce their greenhouse gas emissions and promote sustainability.
- Animal welfare policies: Some governments have introduced policies to protect animal welfare, such as banning animal testing for cosmetics or requiring humane treatment of farm animals.
- Green public procurement policies: Some governments have introduced policies to promote sustainable and ethical products in public procurement. For example, the Norwegian government requires public authorities to give priority to environmentally friendly products and services in public procurement.

POLICY AROUND THE RISK MANAGEMENT THROUGH AI IN INDIA

In recent years, ethical consumerism has gained momentum in India, and the government has taken various steps to encourage and support it. Here are some government policies for ethical consumerism in India:

- The Bureau of Indian Standards (BIS) has introduced certification for eco-friendly products, known as the ECO Mark. The mark is given to products that meet certain environmental standards and are considered safe for human consumption. This certification helps consumers identify eco-friendly products and make informed decisions.
- The government has launched the National Organic Farming Research Institute to promote organic farming and reduce the use of chemical fertilizers and pesticides. This initiative helps to promote sustainable agriculture and healthy food choices.
- The government has also introduced the Swachh Bharat Abhiyan (Clean India Mission) to promote cleanliness and hygiene. This initiative includes programs to reduce littering and waste and promote recycling and composting.
- The Ministry of Consumer Affairs has launched the 'Jago Grahak Jago' campaign to raise consumer awareness and educate them on their rights and responsibilities. The campaign also aims to promote ethical consumerism by encouraging consumers to make informed choices and buy products that are safe, healthy, and environmentally friendly.
- The government has also introduced the National Green Tribunal (NGT), which is a specialized court that deals with environmental issues. The NGT hears cases related to environmental disputes and has the power to issue orders to prevent and control pollution and protect the environment.

These are some of the government policies for ethical consumerism in India. These initiatives aim to promote sustainable living and encourage consumers to make informed decisions that benefit both themselves and the environment.

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