

6. Support sustainable marketplaces



Schematic representation of green consumerism (Dursun, 2019).

Consumers can contribute to businesses dedicated to sustainability by opting to buy their goods and services. Numerous companies currently have sustainability efforts underway, including utilizing renewable energy, minimizing waste, and employing eco-friendly production methods. By opting to back these companies, consumers can motivate other businesses to embrace comparable practices.

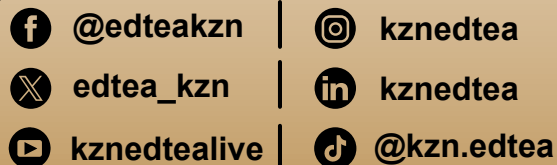


Green consumers have an ability to influence the marketplace to ensure that the environment is protected. Valuing and conserving natural resources, using less, disposing properly as a last resort and thinking globally while acting locally can make meaningful impact that can help achieve Sustainable Development Goal 12 and its targets.

References

- Alamsyah, D.A., Othman, N.A. & Mohammed, H.A.A. (2020). The effect of agricultural land recovery on people's livelihoods in the context of urbanization in Vietnam. *Management Science Letters*, 10(9):1961–1968, [https://doi.org/10.5267/j.msl.2020.2.016]
- Bian, T. (2020). *IOP Conf. Ser.: Earth Environ. Sci.* 615 012029. doi:10.1088/1755-1315/615/1/012029
- Dursun, I. (2019). Psychological Barriers to Environmentally Responsible Consumption. In: Altinbasak-Farina, I.,
- Gupta, A., Bansal, R. & Nigam, A. 2013. Green Marketing: A Future Phenomenon, *International Journal of Management Sciences*, 2(1):1-7.
- Kutama, Z.N. & Deliwe, A.P. (2023). Investigating green products consumer awareness using the consumer awareness five-factor model: A case study of Polokwane, South Africa, *Journal of Contemporary Management*, 20(2). DOI: https://doi.org/10.35683/jcman1036.230
- Narva, F.A., Schneider, C. & Weller, L. (2022). The Effects of Environmental Policies on Companies' Competitive Advantage through Green Supplier Selection.

Follow us



KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA

**GREEN
CONSUMERISM**



Inspiring New Hope

GREEN CONSUMERISM

Green consumerism refers to the scenario where buyers prefer to purchase items made in a manner that safeguards the environment. As awareness of the harmful impacts of global warming, resource scarcity, insufficient solid waste recycling, and widespread air and water pollution rises, more consumers are considering a transition to eco-friendly products (Gupta et al., 2013; Kutama & Deliwe, 2023).

Items or products considered as environmentally friendly, commonly known as 'green' or 'eco-friendly products' are produced without toxic substances and strive to reduce adverse effects on both the ecosystem and consumers (Alamsyah et al., 2020).

Manufacturers and retailers are legally required to practice 'cleaner production' by maintaining environmental quality and to obey environmental laws and standards to prevent or minimise manufacturing products that have detrimental effects on the environment (Narva, Schneider & Weller, 2022).

However, Kutama & Deliwe (2023) also emphasised the need for consumers to be vigilant and exercise their environmental rights and responsibilities accordingly in the marketplace.

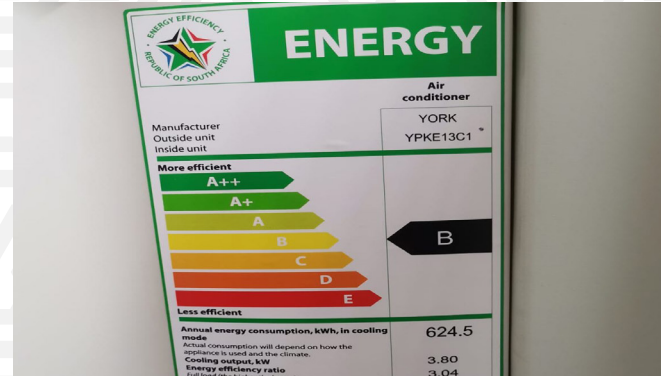


Green Consumerism involves the following practices:

1. Reduction

Green consumers are expected to limit the level of consumption by determining the need to buy certain item.

2. Sustainability



Green consumers should check whether parts of a product they are buying will not have or has minimal negative effect on human health and the environment during usage or end of the items life. E.g. checking eco-labels on a refrigerator that reflects its energy consumption.

3. Buying local



The 'zero-mile or kilometre' principle should be considered by consumers to avoid emissions from transportation and to enhance local economy. If a product is available nearby, then consumers should opt to buy it locally;

4. Sustainable mobility



Purchase a ticket and utilise public transportation whenever possible instead of driving own vehicle. This can reduce emissions and improve mobility in the town or city due to reduced traffic, and subsequently improved quality of life. For those who can, they can buy bicycles and electric vehicles.

5. Renewable energy



Whenever possible, green consumers should procure renewable energy sources such as solar panels to power their homes or businesses.