

PROMETHEAN FIRE, COLLECTIVE ACTION: HOW CONSCIOUS CONSUMERISM IGNITES SOCIAL MOVEMENTS

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ABSTRACT

Long gone are the times when decision-making abilities were very quick and simple. This has happened due to the onset of tap-to-search devices that could easily fit in one's palms. The conscious behavioural patterns of a consumer or a buyer have now become more than just their cognitive thinking abilities while shopping or spending money on services; they have become a mass movement that can be observed all over the world. According to Charles Tilly (2005), when mass movements emerge from an innovative and consequential synthesis of three elements - 1. Campaign, 2. Repertoire and 3. Uares, then, is Social Mo Movement Mo Greek mythology; Prometheus was the Titan who stole fire from the gods and gave it to humanity, allowing them to progress and thrive. He is known for his foresight and willingness to challenge authority for the good of others. Similarly, today's individual mobilization leads to collective mobilization and is, in fact, a central cut collective for a change against the seemingly impenetrable authorities. Conscious consumerism as a social movement is thoroughly based upon the ideals of consuming less, supporting sustainable companies, buying more durable products and fair-trade goods, avoiding single-use plastics, repairing and repurposing, buying second-hand goods and so on. The background for any social movement is always just, and the goal is negotiation. Conscious consumerism as a social movement is taking place worldwide. Today, it is present at every clever store, storey shop, and shop, even on e-commerce websites. A consumer¹ is a person who buys goods and services. When people become aware and can understand what is happening around them, they can make decisions accordingly. Ence, making them a conscious consumer. This paper will delve deep into what conscious consumerism is and how it has affected the global markets and the daily lifestyles of individuals as a whole. It will also highlight the subset movements that have arisen from this mass movement, such as the power of the purse, ethical consumption, etc.

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¹ 'Consumer Definition & Meaning | Britannica Dictionary' (Encyclopædia Britannica, 2024)

<<https://www.britannica.com/dictionary/consumer>> accessed 14 June 2024

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INTRODUCTION

In modern times, there is an ongoing online retail retail that talks about status rather than quantity. Conscious consumerism is a social movement based on awareness of the impact of purchasing decisions on your health, the environment, and the community worldwide. It has widely permeated social media, especially with the younger generations saying "It does" smatter².

As "stated by Charles Tilly, social movements originated in the West after the 1750s, but the growth and the reach that they have to have is global and not only concentrated in the West. Social movements are to be understood as a wave of change against the societal order or as a beacon of justice for the poor and the downtrodden.

The earliest record of a social movement noted by Tilly is that of the "British abolitionist movement" that "had taken place to end slavery in the British Empire and the world. The earliest record of a social movement for Conscious consumerism can be traced back to the free produce movement of the 1820s³. Led by Quakers and free Black abolitionists, this movement encouraged people to buy products made by slave labour. The organized freorg "reorganized", making it easier for fellow consumers to shop for alternative or non-slave-made products.

The period between the free produce movement of the 1820s and the slow food movement, as well as the free trade movement of the 1990s, saw hardly any movements about consumerism. It wasn't the emergence of the internet and the awareness about the ethical misdeeds committed by mass-produced industries that the conscious consumer movements revived. Social movements can be seen as Counter-culture as they search for alternative forms of social and cultural life. For example, carrying a reusable coffee cup or a flask and using metallic cutlery and straws instead of plastic utensils.

In the Indian context, consumer social movements started to take place in the 1960's, right after the independence from the British Empire. During the infancy of independent India, it was

² CNN, 'Conscious Consumerism' (YouTube Video, 2017)

<<https://www.youtube.com/watch?v=1nYXLGw6AFQ&t=1s>> accessed 14 June 2024

³ 'Conscious Consumerism: What Is It? Where Did It Come From?' (Built In, 2014)

<<https://builtin.com/marketing/conscious-consumerism#:~:text=Conscious%20consumerism%20is%20the%20practice,when%20they%20do%20make%20purchases>> accessed 1 April 2024

wintry due to the plundering and exploitation done by the British crown and the East India Company. Due to this, there was a shortage of food, so people started hoarding and black-marketing food items along with adulteration of milk and other products, leading to rampant exploitation by consumers.

Hence, the first organized consumer movement started. It began with a large group of people coming together in an organized public effort to fulfil organized demand; it was done in the form of Iteful protests, public meetings and rallies and also fulfilled the WUNC displays (Worthiness, Unity, Number and Commitment). The result was the introduction of the Consumer Protection Act of 1986, which was a crucial step in the evolution of the consumer movement in India to protect the rights of consumers.

Historically, India has traces of consumer protection. It was a part of its ancient culture and formed the core of its administration. Kautilya shastra' was the basic law of ancient India, and it was strengthened with provisions to protect consumers. Sales of commodities were organized in such a way that the organized public was not put in any trouble. If high profits (for the ruler) put the general public in trouble, then trade activity was stopped immediately. For traders, the profit limit was to be fixed. Even for services, a timely response was prescribed; e.g. for sculpturists, carpenters, tailors, and washermen, rules for the protection of consumer interest were given. Similarly, for a washerman, it was said that he should return washed clothes in a given period, i.e., light-coloured ones in five days, blue-dark coloured in 6 days and silken, woollen or embroidered ones in 7 days. Failing this, they had to pay fines⁴

THE BOYCOTTING AND BUYCOTTING CONUNDRUM

While boycotting is understood as avoiding purchases in protest of a perceived wrong or to support a related cause, buycotting is concerned with intentionally making purchases from companies that support or embody a specific social or political publicized (Zukin et al., 2006).

Naomi Klein, an award-winning syndicated columnist, describes ethical consumerism as a response to "the corporate hijacking of political power," and to the "brands' cultural looting

⁴ 'UNIT 6 CONSUMER MOVEMENT IN INDIA Structure Objectives Introduction History and Growth of Consumer Movement in India 6.2.1 Consumer Protection in Ancient limes 6.2.2 Development of Co-operatives Consumer Movement in the Modern Period 6.3.1 Stages of Development of the Consumer Movement 6.3.2 Some Important Consumer Organisations' <<https://egyankosh.ac.in/bitstream/123456789/13485/1/Unit-6.pdf>> accessed 14 June 2024

of public and mental space⁵.” The concept emerged from the environmental movement and green consumerism⁶.

Green consumerism, in general, refers to consumer choices based on ecological concerns such as environmental protection or organic food production. Ethical consumerism, by contrast, includes a wider range of issues that can add significantly to the complexity of consumer decisions.

Some people define 'boycotts as politically motivated shopping. For example, in the early twentieth century, the White Label Campaign⁷ urged American women to buy cotton underwear for themselves and for their children that were certified "sweats" op-free". This led to improvements in factory workplace safety and the condition of labour (i.e., increased wages, reduced hours, and other such benefits). The boycott has also been viewed as organized consumer action organizing the purchase of certain products.

In the contemporary world, a lot of people jump onto the bandwagon of buying something that is artisan-inspired or artisan-made, but without digging deep into the products and the maker's sound and so on. This does not necessarily mean doing the same thing as making a well-informed choice, nor does it encapsulate the essence of being a conscious consumer.

The process of knowing whether a company is legitimate or not starts with an inquiry about the company's membership with the Fair Trade Federation⁸. This federation does an examination process to make sure that every member is making their products ethically. They take a look at the fair-trade principles, which include everything from no child labour to safe working conditions to equal and fair pay.

⁵ Naomi Klein, NO LOGO (2000) <<https://owd.tcnj.edu/~allyn/No%20Logo%20-%20Naomi%20Klein.pdf>> accessed 14 June 2024

⁶ T Ariztia and L Pellandini-Simanyi, 'Beyond Ethical Consumption Choices: Relinking Ethics and Consumption through Care in Chile and Brazil' (Academia.edu, 5 April 2016) <https://www.academia.edu/24073915/Beyond_ethical_consumption_choices_Relinking_ethics_and_consumption_through_care_in_Chile_and_Brazil> accessed 1 April 2024

⁷ Kathryn Kish Sklar, 'The Consumers' White Label Campaign of the National Consumers' League, 1898-1918' in Kathryn Kish Sklar, *The Consumers' White Label Campaign of the National Consumers' League, 1898-1918* (Cambridge University Press 1998) 17-36 <<https://doi.org/10.1017/cbo9781139052634.002>> accessed 14 June 2024

⁸ 'Fair Trade Federation - Supporting Equitable Trading Systems' (Fair Trade Federation, 9 February 2024) <<https://www.fairtradefederation.org/>> accessed 1 April 2024

Retailers like "Raven & Lily"⁹ and "Little Market"¹⁰ are part of the Fair-Trade Federation. Raven & Lily is an ethical lifestyle brand that sells handmade artisan goods. They employ poor artisan women from all over the globe to produce eco-friendly products and sell them online. The women employed want it to be a fashion-forward brand that appeals to the masses but tends to add a touch of elements that represent where the product comes from. They use hand-loomed materials through hand embroidery. Such handmade articles tend to cost more, but they also contain some unique stories about where the product came from. The Little Market says that it benefits both the artisans and the consumers; fair trade products do cost more because people are being paid more, and the materials are often locally sourced and of a higher quality. Minimalism- a subset of Conscious consumerism is about having fewer things that you are more proud of and, most importantly, proud of the people that they're treating. The greatest benefit for the women who are employed in the organizations is that they organization an environment that promotes dignity pays them adequate wages that can provide for their families, and provides them with a sense of community and access to health care and education for their children. Organizations such as these Organizationslistic approach that helps in breaking the cycle of poverty and promotes sustainability for the women involved.

The retail manufacturing industry is one of the top polluters on the planet. Artisan-based production is better for the environment. Consumers in the West put pressure on big producers to tell them the story behind their products, their materials, and their manufacturing. Then, these companies will start to pay more attention and be held accountable for their production practices worldwide.

POWER OF THE PURSE

Conscious consumerism means being very mindful about the kind of products people buy, the kinds of brands they choose to buy, and the companies that they buy from: it's important because women absolutely and unequivocally control the power of the purse.

Diane Ridgway-Cross is an expert on the recognized king of women and moms, speaking at conferences across North America and Europe. She is a member of the Network of Executive Women, the National Retail Federation and the Retail Council of Canada and is a distinguished

⁹ 'Raven + Lily' (Raven + Lily, 2024) <<https://ravenandlily.com>> accessed 1 April 2024

¹⁰ 'Artisan-Made Gifts & Decor | The Little Market' (The Little Market, 2014) <<https://www.thelittlemarket.com/>> accessed 1 April 2024

scholar of the In-Store Marketing Institute. She holds a bachelor's in marketing from the University of Missouri and an MBA from Wake Forest University School of Management.

Diane¹¹ conducted a massive quantitative study amongst women exploring the brands they loved and the brands they loathed. First, they found that four out of five women said that they would be willing to pay more for goods or services from companies that had really strong corporate social responsibility. The interesting part of all of this is that women are three times more likely to consider a company before buying from them, unlike the male population. In the second half of Diane's, they asked women to talk about the brands and companies that they love and admire. The women gave a list of all kinds of companies, but two companies had something in common on all of the lists. The first one is 'The Body Shop', and the other is L'OrealL'Orealody Shop, which was founded in 1976. and they are a very strong advocate of animal rights issues, stand strictly against animal testing and also believe in sustainability. L'OrealL'Orealwn worldwide is one of the best companies for women to work for as it provides a safe and healthy environment along with adequate wages for its women employees. Now Diane'sDiane's, they also explored the brands that women hate or loathe. They found that women were able to express as many as ten companies that they were officially boycotting or, as Diane puts it in a more politically correct term, "girl-c" thing¹² Since the women are the ones with the power of the purse.

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SKIP STARBUCKS SATURDAY TO CELEBRATE STARBUCKS SATURDAY

Starbucks is a brand that is in favour of sustainability and against unfair trade. They are also strong in their communities, but after "the Hook shootings¹³ back in 2012 that left 20 children dead in Newtown, Connecticut", a small group of mothers came together and protested against gun violence. They banded together to create an advocacy group and decided that they were going to take on giant corporations to try and make a difference.

Starbucks, at the time, did allow guns or firearms to be carried into their cafes and stores, just like so many other American retailers. The mother group started a grassroots-level boycott across social media, and they called it "Skip S" Starbucks Saturday" They "also asked other

¹¹ 'Diane Ridgway-Cross - TEDx Montreal Women' (TEDx Montreal Women, 2015) <<https://tedxmontrealwomen.com/speakers/diane-ridgway-cross/>> accessed 1 April 2024

¹² 'TEDxMontrealWomen | TED' (TED, 2015) <<https://www.ted.com/tedx/events/13535>> accessed 1 April 2024

¹³ 'Sandy Hook Elementary School shooting | Facts & Timeline | Britannica' (Encyclopædia Britannica, 2024) <<https://www.britannica.com/event/Sandy-Hook-Elementary-School-shooting>> accessed 14 June 2024

mothers, families, and friends to skip Starbucks and to join the protest to try and hit them where it hurt. This movement gained momentum on social media, and more people started to get involved and talk about it in the public domain on these channels. They even got an article in UT today¹⁴. As a result of those few mothers coming together, Starbucks changed their policy from "Skip S" Starbucks Saturday" to "C" lebr" the Starbucks Saturday". When" the CEO of Starbucks came out and made a formal announcement nationwide that guns and other firearms would no longer be allowed in their cafes. That just shows the power of the purse and how a fall in the purchasing rate of a \$4 skim nonfat latte could force a giant multinational company to change its policies to save itself from shame and embarrassment.

BACKGROUND OF THE CASE STUDY

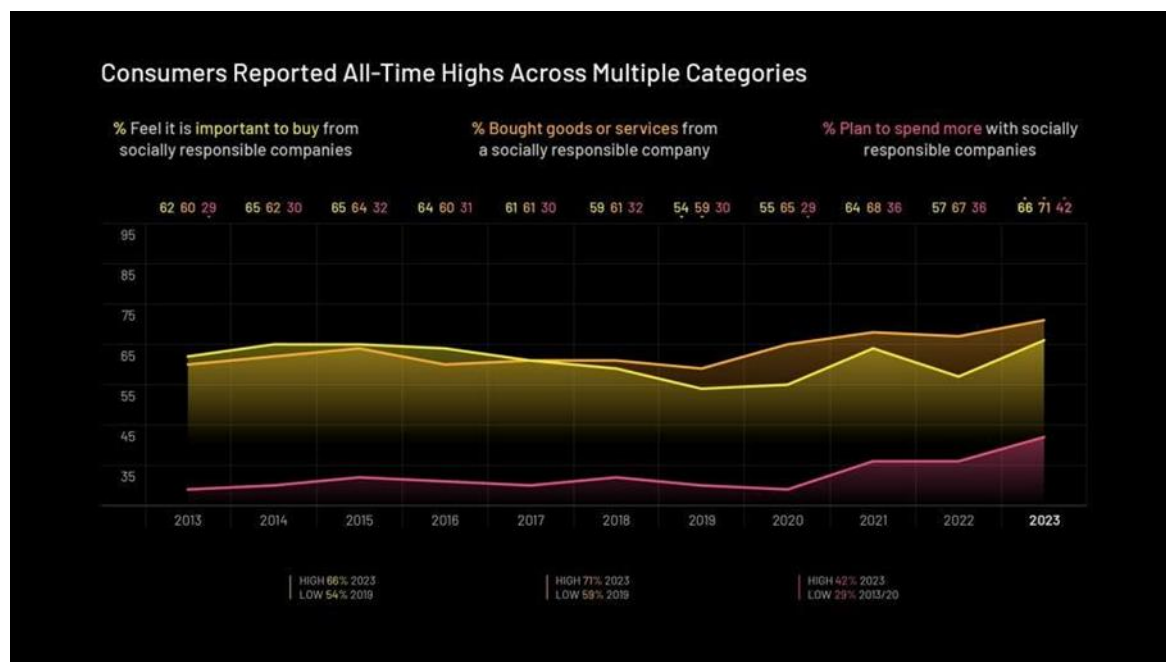
According to the latest Conscious Consumer Spending Index (CCSI), socially responsible spending by consumers is at an all-time high. This Index has been administered annually since 2013 by socially responsible marketing consultancy "Good. ". Grow¹⁵", it "assures consumer appetite for spending, charitable giving, and environmentally aware practices.

In the past few years, the Index has fluctuated a lot, and the record low was at 39 in 2020, while a major increase of 51 was observed in the following year and a slight dip to 48 in the year 2022. But this year's year's 57 shook all the records, according to Heath Shackleford- the founder of Good Must. This sudden change in the records could indicate a breakthrough for socially responsible spending. "We're "Closer than we've even to a tipping point, where conscious consumerism is entering the mainstream¹⁶," he said".

¹⁴ . Bruce Horovitz, 'Gun Control Group: "Skip Starbucks Saturday"' (USA TODAY, 21 August 2013) <<https://www.usatoday.com/story/money/business/2013/08/21/starbucks-boycott-gun-control-group/2681203/>> accessed 1 April 2024

¹⁵ Heath Shackleford, 'Good. Must. Grow.' (2023) <<https://www.goodmustgrow.com/>> accessed 1 April 2024

¹⁶ Anne Field, 'Conscious Consumer Spending Could Be at a Tipping Point' (Forbes, 1 December 2023) <<https://www.forbes.com/sites/annefield/2023/11/30/conscious-consumer-spending-could-be-at-a-tipping-point/?sh=21bf73d421ad>> accessed 14 June 2024



These were the major highlights of the study conducted in the year 2023:

71% felt it was important to support socially responsible brands.

66% said they had bought such products and services over the past year.

42% reported plans to spend more with socially responsible companies in 2024.

INDIAN CONTEXT

The Mahindra Group in 2019 conducted a pan-India survey, which revealed that four out of five Indians were aware of the impact of their actions on nature and climate change. While 83% voiced their 'interest' in making lifestyle changes such as carpooling, using public transport or electric vehicles, and 70% claimed to be informed about environmental issues such as water conservation. The report found that such awareness and good intentions are not, however, matched by the actual behaviour of the population. Although we might be able to say that the number of individuals willing to purchase green products and lead a greener life has increased a lot in the past few years, very little evidence or data is available to support this argument.

Despite these concerns for the environment and nature, only a quarter of the respondents can find suitable alternatives that help them lead a greener life. While 88% of the respondents blame the lack of affordable or eco-friendly alternatives for preventing them from being more

environmentally considerate in their daily lives, emphasized that they would be addressing these problems more appropriately if the companies offered them alternative solutions.

The study revealed that the biggest barrier to sustainability is no longer consumer awareness or attitudes, (But it is the challenge that lies in finding the availability of alternatives that are sustainable, viable and affordable. This is what makes sustainability the biggest business opportunity for this generation.

In short - people must have alternatives if they are to lead a life that is not carbon-intensive.

The pursuit of 'alternatives' is an 'easy solution to the climate problem.)¹⁷

CASE STUDIES

Free Paani

Free Paani¹⁸ is an innovative advertising solution founded in Pakistan. It reimagines premium drinking water as a medium for advertisements while focusing on charitable giving and ecological responsibility. Each sale of a water bottle results in a Rs. 5 donation to charities addressing the water crisis in Pakistan. They claim that gaining participation from 20% of Pakistan in choosing Free Paani could lead to a lasting solution to the country's crisis. They are also Partnered with the Customs Healthcare Society, which was founded by Dr. Asif Mahmood Jah in 1998 to serve humanity in distress.

The company decides the cost of advertising on several factors¹⁹, which are listed on their website below:-

Plastic bottles, aluminium bottles or paper cartons?

The number of units?

Are we distributing the water, or are you distributing the location of distribution?

¹⁷ Arun Ghosh, 'Conscious Consumerism is Taking Root in India' (World Economic Forum, 20 January 2020) <<https://www.weforum.org/agenda/2020/01/conscious-consumerism-is-taking-root-in-india/>> accessed 1 April 2024

¹⁸ 'FreePaani - Premium Drinking Water - Future of Advertising' (FreePaani, 17 April 2023) <<https://freepaani.io/>> accessed 1 April 2024

¹⁹ 'Frequently Asked Questions (FAQs) - FreePaani' (FreePaani, 17 April 2023) <<https://freepaani.io/faqs/>> accessed 1 April 2024

Do you have a graphic designer on staff, or do you need us to design it for you?

Are you splitting the ad space with someone else?

They also give the advertisers the liberty to split the label of Paper Carton bottles with a total of eight brands, and for Plastic bottles and aluminium bottles, the label's state can be split over three brands.

Free Paani is a prime example of conscious consumerism at its peak innovation since they have taken the advertising scheme of huge billboards to an everyday use essential commodity with a purpose to provide it for free for all.

Phool

In the bustling city of Kanpur, India, an initiative uniquely dealt with the problem of environmental degradation and, at the same time, provided a platform to empower the efforts of local marginalized communities²⁰ 2017 by entrepreneurs Ankit Agarwal and Prateek Kumar, Phool. Co has risen to become one shining example of sustainability and social entrepreneurship in India.

This startup on biomaterials started its incredible journey to recycle millions of flowers offered in temples across India, which get thrown in rivers—an, an enormous environmental problem from ancient times. The inception of Phool. Co was inspired by a critical observation made by its founders at the Ghats of the River Ganga.

They have seen the harmful effect of the disposal of temple flowers laden with pesticides and insecticides into the river on the environment. Motivated by the idea of finding a solution, Agarwal and Kumar set out on a path-breaking project: to upcycle these sacred offerings into valuable products that might prove to be a solution to handle the twin challenges of environmental pollution and social inequality.

Since its establishment, Phool. Co has made remarkable strides in its mission:

Impact: Over 22,060+ tons of temple flowers have been recycled, which would otherwise have polluted the river.

²⁰ 'Phool.co - The Journey of an Incense Store' (PHOOL, 2015) <<https://phool.co/pages/our-story>> accessed 1 April 2024

Employment Generation

The initiative has employed more than 300 women in marginalized sections, marginalized fixed sources of earning and a dignified livelihood. Environmental Contribution: Such operations of Phool. Co has negated poisoning by over 11 tons of floral pesticides, which is a huge contribution to reducing water pollution.

Social Impact

Further, the project has impacted the social setup of the host local community by having sponsored 19 children to enable them to start school; hence, the next generation is actively involved and safeguarded²¹.

Phool. Com is the world's certified brand for making handcrafted incense products from upcycled temple flowers. Two of their flagship products include rose incense cones and Phool vermicompost, developed after one and a half years of intensive research. These innovative products are not just a better and more sustainable alternative to the mundane incense fertilizer but also ate fertilizer, which is the firm's amalgamation of creativity and sustainability. Evolution and Growth The Path of Phool. Co has been strewn with challenges and milestones. This recent division was renamed HelpUsGreen and Phool. This move, therefore, divides the company to allow both entities to optimize focus on their optimizer enhancing impact on society and the environment.

Phool. Co is a perfect example of how fresh thinking and innovative social entrepreneurship can help address some of the most pressing environmental and social challenges.

Thaely

Thaely²² is the brainchild of Ashay Bhave, an avant-garde shoe brand that was created out of concern for plastic waste. The seed for Thaely was sown, inspired in part by Ashay's concern for plastic waste management, as his mother worked with the local facility. This case study examines some of the innovative approaches to sustainable fashion with a focus on their contribution to environmental conservation, ethical practice, and social empowerment.

²¹ Exclusive - India's First Biomaterial Startup Phool.co Raises \$8 Million in Series A Funding' (Forbes India, 2022) <<https://www.forbesindia.com/article/startups/exclusive-indias-first-biomaterial-startup-phoolco-raises-8-million-in-series-a-funding/75005/1>> accessed 1 April 2024

²² 'Thaely Sustainable Sneakers' (Thaely Sustainable Sneakers, 2024) <<https://thaely.in/>> accessed 1 April 2024

Background This gap, as he noted, has led to environmental degradation, but it was his effort in that direction that has since resulted in ThaelyTex—a revolutionary kind of material made from 100% recycled plastic bags.

What is unique about Thaely is the fact that in an industry full of exploitation and suffering, They took care of the environmental concerns while caring for the welfare of the workers.

Innovations in Material and Manufacturing ThaelyTex is the heart of the product line at Thaely, which was innovated to make it possible to manufacture without any added chemicals and without the possibility of emitting them as toxic by-products.

That includes using ten upcycled plastic bags for every sneaker in collaboration with Virendra Textiles from Haryana and Airdrops from New Delhi.

The process will include collection, segregation, and sanitation of plastic waste bags from various sources around Delhi before processing them into the eco ThaelyTex.

rPET Fabric

Thaely sneakers complement ThaelyTex products, which are also made from rPET, which is a fabric made from recycled PET plastic bottle waste, ensuring 100% use of certified recycled material. This way, the brand allows for a great energy economy of up to 59% compared to the amount of energy required to produce virgin polyester.

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Recycled Rubber and Bloom Foam

Thaely SneakerSneakers's contribution to the environment goes even further; 40% of the rubber in the soles is recycled by the Enkay Rubber Group. Other than this, the insoles are made of recycled rubber and castor bean oil waste.

The shoes also feature modern Bloom foam, which is made from 45% renewable content by using algae biomass instead of the traditional EVA foams. Sustainable Packaging Thaely also maintains and upholds the commitment to sustainability in packaging. Y2K Pro Thaely is also a box that, from whatever angle one looks at, is committed to sustainability, even in packaging.

The recycled paper that the box is lined with also has basil seeds in it and is dyed with used coffee grounds, promoting direct engagement in sustainability by planting to grow basil from the box. Social Impact Far beyond just environmental initiatives Thaely shows a great

commitment to social responsibility. Payment of enough wages, safety at work, and welfare measures are a must for professionals dealing with waste management. It also shows commitment through educational programs and special meals or proper breaks for workers under extreme weather conditions. Conclusion Introducing fashion the epitomizes the dawn of epitomizes and radically redefines the benchmarks for sustainability, ethical practices, and social responsibilities. With innovative use of recycled materials, commitment to the welfare of workers, and introduction of some of their environmentally friendly products, Thaely comes with a sustainable business model that sends ripples beyond the confines of the fashion industry.

Thaely PRODUCTS LOOK BOOK OUR STORY MATERIALS IMPACT

Committed to positive impact on People and Planet
We will measure and report our impact against five of the United Nations Sustainable Development Goals.

SUSTAINABLE DEVELOPMENT GOALS

8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER
Paying a living wage and ensuring fair working conditions in our operations and supply chain.	Developing innovative manufacturing processes designed to significantly reduce environmental impact compared to typical practices for the industry.	Adopting circular economy principles and assessing impact on resource consumption.	Investing in greenhouse gas emissions in our operations and supply chain and setting science-based targets.	Reducing waste to landfill and ocean pollution.

CONCLUSION Journal of Legal Research and Juridical Sciences

In a word, conscious consumerism is a powerful force of change in society that provokes and compels businesspeople and policymakers to be accountable. For all these reasons and more, conscious consumers are organizing the market, reorganizing the hand of the marketplace and government policies towards sustainability and ethics through the collective organization, and I am organizing rising social responsibility and a yearning for products that are authentic and meaningful. However, there are equally related challenges, including greenwashing and accessibility, to mention but a few. The question is whether that could be an increasing movement of conscious consumers, enough impact for business. When the number of people joining the crowd of conscious consumers increases, so does the impact on businesses, and companies will have to carry out sustainability practices and offer products made ethically and with full transparency in business. Conscious consumers today may just be embryos, but in the future, they may very well bear the potential of changing our mode of production and

consumption towards a fairer and more sustainable world. Conscious consumerism, ever something that needs flipping on with a switch, speaks to making choices that are conscious of our values and knowing that small changes can ripple out to great collective effect. So, continuing with this learning and thinking kind of thing, we would be adding to elaborating conscious consumerism and, in return, eventually passing on this planet in better shape to the next generation.

It is crucial to have open-ended conversations about the effects of conscious consumerism, how it has shaped our culture, and how society struggles with issues of sustainability and environmental protection.



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