

# Gauging Green Consumption

Student: Joe Fujan

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Advisor: Christopher Thoms

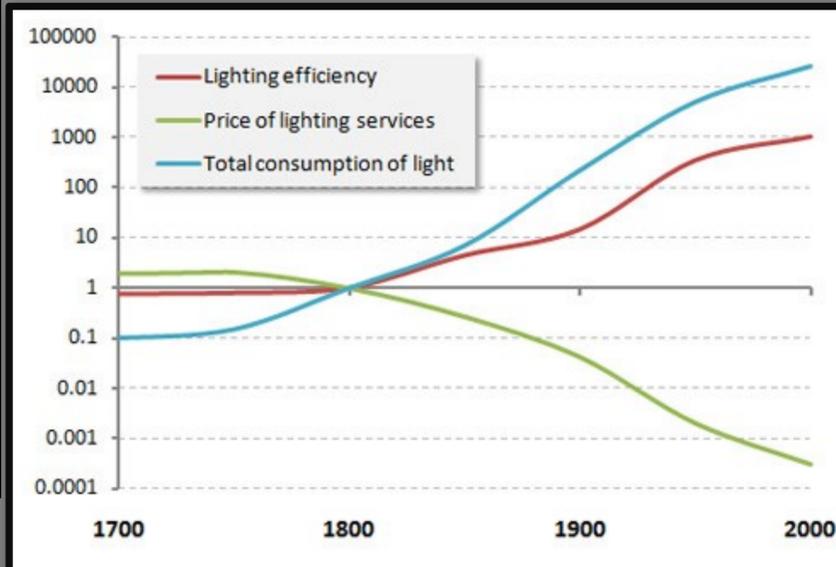
## Abstract

Green consumption is the purchasing and non-purchasing decisions made by consumers, based at least partly on environmental or social criteria. "Green" has also become a phrase in marketing. As consumers increase demand for green products, producers give options to meet this demand. As green consumption becomes more of a trend in today's economy, I wanted to study its effect on net consumption overall and how it effects demand on natural resources. By understanding these effects, consumers can be confident in the true impact of their purchasing decisions.

## Methods

To study green consumption and gain understanding of its effects, I chose to conduct a literary analysis of academic and marketing journals, as well as books and newspaper articles. I focused my research on concepts that linked efficiency to consumption. By analyzing the data recorded in these documents I asserted that efficiency and consumption have an effect on one another. By recognizing this relationship, I was able to offer solutions for conscious consumers.

### Efficiency Vs. Consumption



<http://blogs.shell.com/climatechange/2010/09/the-other-side-of-energy-efficiency/>

## Effects of Green Consumption

- Green Consumption reinforces consumption habits
- By increasing efficiencies, demand is shown to rise
- Green consumption places responsibility of environmental improvement on the consumer's decisions
- Its message masks the fact that green consumption is still consumption

## Conclusion

When green consumption is the only means by which consumers are interacting with environmentalism, it has a harmful environmental impact. It raises awareness of environmental impacts but does nothing to repair them. Responsibility for environmental change is placed on the consumer, however producers can make the largest impact to control consumption. If green consumption is paired with political activism to limit overall consumption and if true environmental impacts are recognized, it is a means to limit the necessary consumption of everyday life.

