

Essay on can the problem of overconsumption be resolved by green consumerism

[Business](#), [Customers](#)



CAN THE PROBLEM OF OVERCONSUMPTION BE RESOLVED BY GREEN CONSUMERISM?

Green consumerism is noticeable all over the world today. Drawing from the numerous activities in the now vibrant green industry, it is evident that this process is great (Eriksson, 2004, p. 11). However, it is further true that this process is not the final solution. The greatest fear derived from this process regards the fact that the Green Campaign undertakings vibrant in the media currently and in products might be a simple fad. With reference to the Marxist capitalism theory, the effects of the same highly campaigned process might be seen here (Mansvelt, 2010, p. 6). After all, the media and new companies can easily get out a bigger more attention seeking topic. However, concentrating on the positive side, this sad situation is unlikely considering that the earth is dear to all of us. Green consumerism aids in ensuring that the way the earth has been treated is reversed, to its natural and stable condition of beauty.

It is definitely evident that green consumerism is more vital and better than overconsumption. The only greater thing regarding personal behaviors and input. We should definitely go beyond just the simple steps of changing some bulbs with LED light bulbs (Moisander, 2008, p. 57). Green consumerism goes beyond purchasing a hybrid car and leaving it at that. Completely abandoning the ways that make us treat the environment in the disgusting way it has been treated over the years will be a positive mode of green consumerism (Klintman & Bostrom, 2011, p. 38). To reverse the resource depletion that has been so rampant in the years will need more than a few futile steps of pretence.

For most individuals, the numerous green measures currently being implemented are a sign of great progress of reversing the rampant overconsumption. These are the measures that are helping the environment. If the high number of products that are environmentally friendly on the market is any indication, consumers and the general public are definitely on the look out for change. The question whether manufacturers are doing this out of genuine interests of changing the environment or simply financial gain and interest in meeting the demands of consumers can be overlooked. Reduction of carbon footprint is a bigger concern.

Prevention is the best mode of intervention in this case. Building a society or culture that can repair rather than simply throw away is better. Though people can be forced by the government to do this by for instance increasing tax and making it hard for the poor, educating them is a better undertaking (Wagner, 2007, p. 49). The public should be made aware of the fact that green spending is in the best of their interest and that of future generations. Although the world's economy is dependent on consumerism, the insertion of green in that phrase serves in the best of everyone's interests. As pointed out earlier, the simple steps of going green by individuals can only be effective and fruitful if they are enhanced. Individuals should go further and buy products that can only be recycled. Such products that come in packaging that can be recycled are even much better (Ottman, 2004, p. 29). A collective spirit of reducing the amount of waste in the environment by buying products that can be reused will be in the best interest of all of us. Based on not only my opinion but that of numerous scholars in

environmental issues and research, green consumerism is the best intervention of overconsumption in the world today.

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