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Does Sustainability make consumers happy?

**B124 Academic Writing and Research
Methods**

Academic Paper – Individual work

GH1019657

1. INTRODUCTION

Sustainable consumption is a process in which companies use services and related products to answer to the simple needs and generate better life quality while keeping the use of natural resources and harmful chemicals or materials in check as well as the waste emissions and pollutants over the life chain of the service or the products so as not harm the needs of future generations. (Roy, 2021)

Companies' or firms do the analysis of what kind of consumers purchase the specific product, why they would buy, what kind of features they are looking for, how many they want to buy, how much they are willing to pay for the product, etc. and as per these behaviors they innovate or make their products more sustainable to attract the customers. (Shika, 2018)

Some features that make customers to go sustainable:

- » Consumers who are concerned about environmental issues are motivated to adopt eco-friendly behaviors that align with their financial and sustainable interests.
- » Consumers are more willing to pay/buy if a product is labeled as environmentally friendly, sustainable, natural, or made with natural fibers.
- » Consumers like to go for a brand that promotes sustainability and a brand that is innovative in making environmentally friendly or sustainable materials.

(Textile Today, 2019) (Galvez, 2013)

Article makes an honest attempt to validate consumer happiness with respect to Sustainable consumption along with providing new rationales that upgrade feeling of happiness in consumption. The article also suggests that there is correlation between Sustainable consumptions and Consumer Happiness. It also demonstrates that consumer favors or publicize companies that favor sustainable consumption. The article not only looks at consumer perspective but highlights organizational perspective of being socially responsible as well instead of only being financially responsible. The study clearly shows a relation between Ethical and sustainable behavior in consumption along with realization of consumer happiness while also highlighting that organization should be committing towards sustainable development which should be in line with Sustainable behavior of the consumers to minimize use of natural resources. It also details Ethical consumptions with Ethical concerns such as Human rights enhancements, working conditions, etc. The article provides number of research models

to understand the correlation of Ethical behavior with happiness and Unethical behavior with happiness. It also uses Measurement model, Structural model, and Endogenous variables to further explain and establish facts about Consumer's behavior towards Ethical behavior and unethical behavior.

Detailing below the sustainable consumptions and analyzing the article further to make recommendations and conclude on this topic if this makes complete sense from a consumer perspective.

2. ANALYSIS

The article perfectly details each area to establish a relation between Sustainable consumption with sustainable production. Below are the analysis and observations for each paragraph of this article.

2.1 Introduction:

After going through the Introduction of the article and the details there is a clear connection of the Title and the facts established in the article which is Sustainable consumption is equal to Consumer happiness using the below terms:

- Psychology, Sociology, and Anthropology
- Consumers pursue happiness as an Ideal condition
- It can also be classified by different facets like global life satisfaction, domain-specific satisfaction, positive beliefs about life, and positive emotions over negative affection (pg. 228)

2.2 Ethical Consumer behavior and Happiness:

The article clearly outlines ethical behavior in consumers which is very much evident from the reference mentioned and highlights how analysts have gathered a good level of knowledge about ethical consumption.

2.3 Ethical Consumer behavior and Happiness & Unethical consumer behavior and consumer reasons for unethical behavior:

The article also is successful in highlighting how consumers favor companies that favor sustainable production. (pg. 230 - 232)

2.4 Figure 1 - Research Model:

The reviewer also sees that employing structural equations will create positive relationships between consumers inclinations toward sustainable behavior and happiness. (pg. 233)

2.5 Contribution, implication, and limitations:

The reviewer comes across that the ethical process followed by the organizations to produce their good or communicate with consumers also add to the happiness among their consumers.

The reviewer also sees that not only is ethical but if the organization is able to justify the unethical process, they can still add to the sense of happiness among their consumers. The many studies listed in the article provide critical implications for theory and practice for Sustainable production.

The latter part of the article suggests that if the organizations put importance in explaining sustainable consumption and its benefits to its consumers it will further, increase the chances of sustainable consumption and it even applies to those consumers who always have a negative attitude toward the sustainable consumptions of its products. (pg. 241 - 243)

2.6 Overall Article:

In this section of the literature, the author has provided good information about consumer happiness and the types of happiness and satisfaction, but there are some lines that were repeated which in the end say the same meaning. The author should have provided this good information in a briefer way.

(Research analysis paper: How to analyze a research article [2022], no date)

3. RECOMMENDATION

The article covers the theoretical part well and to an extent statistical is also represented in considerable manner. Hence the only part would be more statistical inclusion in the article, some are listed below: -

1. What targets do companies use to decide on sustainable consumption?
2. Where do we see the declaration of sustainable Key performance indicators in the organization documents?

3. What are the statistics of a Highly sustainable product?
4. How does an organization with Low sustainability scores compare with an organization with High sustainability scores?
5. How different is the consumer opinion on Ethical and Unethical organizations if the companies can still brainstorm about Unethical practices for a Happy consumer?

As mentioned, the article is theoretically complete and statistically almost complete. Hence, outlining a few recommendations to complete this article: -

The author should have included articles or references, or examples of targets used by companies to decide on sustainable consumption, and it will make it clear to the readers that the criteria of calling an organization or product “Sustainable”. References of companies that used Key Performance indicators to maintain consistent performance should be added. This will make sure that a good company mentioned will act as a Benchmark for future companies which are in the same business. The article should include comparisons between a Highly sustainable product and a Lower sustainable product along with listing down the details or reasons for their good and bad performance. It will be further insightful to list down the solution that can be applied to improve a product or to make an already good product a Universal product. Further, should include the comments from a good and bad product as references for emotions that are relayed by consumers to its product organization. It is also important to list the details of the consumers who relay their happiness in form of feedback. details like religion, geography, age, etc. It will also be of help if the article includes Happiness statistics from all over the world to understand how different geographies behave and react to a similar product.

As an author of this article, the reviewer would include more statistics about various companies, multiple feedbacks, product details, and company details to make it very clear for the readers to establish a relation with points mentioned in the article. There is not enough to disagree with the article, however when reading the title of the article, “Does sustainability make the consumers happy?” It is expected that will see a lot of statistics and reasoning on What kinds of consumers are happy and what kinds of consumers are unhappy? What geography do they represent? Which community do they belong to? All this information will help anyone to analyze a product better.

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Assessment Submission Form

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Declaration of Authorship

I declare that all material in this assessment is my own work except where there is clear acknowledgment and appropriate reference to the work of others.

I fully understand that the unacknowledged inclusion of another person's writings or ideas or works in this work may be considered plagiarism and that, should a formal investigation process confirm the allegation, I would be subject to the penalties associated with plagiarism, as per GISMA Business School, University of Applied Sciences' regulations for academic misconduct.

Signed:

A handwritten signature in blue ink, appearing to read 'Shahid', with a horizontal line underneath.

Date: 3rd July 2022