

## Consumerism Culture and Its Relation to Green Consumption

### الثقافة الاستهلاكية وعلاقتها بالاستهلاك الأخضر

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#### ملخص:

الاستهلاك ظاهرة اقتصادية تتم في إطار منظومة ثقافية واجتماعية معينة، حيث تتحكم فيها عوامل عديدة منها الثقافة المجتمعية السائدة، فالسعي إلى إشباع الحاجات وتحقيق الرفاه الاجتماعي هو مطلب إنساني، ولكن الإفراط في الاستهلاك تحت وطأة النزعة الاستهلاكية في مجتمع استهلاكي تحول من إشباع الحاجة إلى إشباع الرغبة، دون مراعاة لآثاره الاجتماعية والبيئية دفع بجهود المهتمين إلى ضرورة طرح منظومة اقتصادية تتبنى أبعاد التنمية المستدامة، تقوم على السعي لخضرة مختلف مجالات الحياة، وتشجيع الاستهلاك الأخضر الذي يقوم على الاستهلاك الواعي وفق الحاجات الحقيقية ولمنتجات صديقة للبيئة، ولا يتم ذلك إلا في إطار ثقافة استهلاكية تعبر عن ترابط الأنشطة الاقتصادية الخضراء مع الممارسة الثقافية. وهو ما يستدعي التخطيط لثقافة الاستهلاك والتوجه نحو صناعة ثقافة استهلاكية خضراء.

**الكلمات المفتاحية:** الاستهلاك، المجتمع الاستهلاكي، الثقافة الاستهلاكية، صناعة الثقافة. المشكلات البيئية، الاستهلاك الأخضر

#### Abstract :

Consumption is an economic phenomenon that occurs within a specific cultural and social framework, where various factors come into play, including prevailing socio-cultural background. The pursuit of satisfying needs and achieving social welfare is a human requirement. However, excessive consumption under the influence of consumerism in a consumer-oriented society transforms the satisfaction of needs into the satisfaction of desires, often neglecting its social and environmental repercussions.

This has prompted concerned efforts to support the need of implementing an economic system that embraces aspects of sustainable development. Such a system is founded on striving for greening various aspects of life and promoting green consumption, which is characterized by conscious consumption based on genuine needs and eco-friendly products. This can only be achieved within a consumer culture that reflects the interdependence of green economic activities with cultural practices.

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This underscores the importance of planning for a culture of consumption and moving towards creating a green consumer culture.

**Keywords:** Consumption, Consumer Society, Consumer Culture, Culture Industry, Environmental Issues, Green Consumption

### **Introduction:**

The topic of consumption has aroused significant attention from various social sciences. Researchers from diverse fields ranging from economics, sociology, psychology, to anthropology have explored this subject. Economists primarily focused on the economic nature of consumption, analyzing it from that perspective. However, Ernst Engel drew attention to the influence of social factors on consumption, prompting social studies to delve into its analysis. It is considered that consumption is more profound than a mere material phenomenon restricted to the consumption of goods and the satisfaction of physiological needs like food and drink. It is a social phenomenon with psychological and cultural aspects. Consumption goes beyond material items; it contains images, meanings, and symbols. Moreover, consumption is not uniform across individuals or groups; rather, it occurs within a consumptive culture that embodies diverse and multiple patterns of consumption.

Consumer culture is not a recent development; it evolved with the emergence of capitalism in the West after the industrial revolution of the 18th century. However, it became a global reality following economic transformations, particularly starting in the 1990s. The world entered a phase of breaking down economic barriers between nations, establishing a unified global market, and striving to create a singular consumer culture across societies. These efforts aimed to connect the world into a consumptive and cultural amalgamation, facilitated by multinational corporations.

“The structural changes that have taken place in Western societies since approximately the mid-twentieth century have led to the transition from a goods-producing society to one of services and advanced technological control, marking new characteristics of the global economy. Alongside this, new features and forms have emerged in culture and social life. This historical development is now referred to as the postmodern society”<sup>1</sup>. What distinguishes the postmodern society is that it is a consumptive society, where consumption holds a social value in itself. Individuals

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are socially evaluated, and their social positions are determined by their consumption of goods. Additionally, it is characterized by the ability to change consumable goods or the emergence of what is known as fashion across various products. The consumptive society persists in generating secondary needs in tandem with producing an immense quantity of products that cater to a single need. This has contributed to the transformation of society from fulfilling needs to satisfying desires, resulting in human estrangement and confusion in the face of the myriad offerings. Consumptive activities play a significant role in misleading human consciousness, creating diverse consumption patterns, notably conspicuous consumption, which drives individuals and groups, influenced by multiple factors, to excessive consumption to fulfill artificial needs that do not reflect their genuine necessities. In the end, this contributes to society's transformation into what is referred to as the uni-dimensional human, supported by institutions specializing in production and marketing.

To achieve profits, institutions engaged in excessive production and unconscious consumption have disrupted the social order and harmed the environment. Environmental issues escalated to a global concern since the first international environmental conference in Stockholm in 1972, followed by successive conferences addressing environmental violations and resulting problems affecting all aspects of life. With the emergence of the modern environmental movement, attention shifted towards environmental issues, preservation, and resource conservation. This is accomplished by streamlining production and consumption within a new concept of development: sustainable development. It involves cultivating a new consumption pattern that prioritizes environmental considerations, such as dealing with eco-friendly products – a concept known as green consumption. Green consumption is centered on environmental respect, product reuse, and contribution to recycling. It has the potential to produce the green consumer, a driving force for enhancing institutional environmental performance, especially given the depletion of natural resources and increasing environmental pollution rates. These circumstances have amplified voices advocating for environmental preservation, aiming to ensure a safe living environment. All of this hinges on building and promoting a consumptive culture that encourages green consumption, instilling environmental values in

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individuals and institutions, and guiding societies towards genuine needs, culminating in the creation of a green consumptive trend as the foundation of this culture.

The purpose of this research paper is to examine the topic through a descriptive approach, presenting and analyzing its components in order to gain a comprehensive understanding of green consumption as a response to the economic, social, and environmental challenges that societies face. These challenges require a shift towards sustainable development as an alternative to the consumption patterns prevalent in consumerist societies shaped by the capitalist system. Particularly in the postmodern era, consumer culture has played a significant role in shaping consumption practices. Consumption has evolved into a cultural phenomenon intertwined with meanings, symbols, and images that hold significance within consumer culture. This paper addresses the following questions to delve into the subject matter:

1. How has consumer culture influenced the consumption process and contributed to the emergence of a consumer society?
2. What is the concept of green consumption, how did it emerge and develop, and how does it relate to environmental issues?
3. What are the motivations behind green consumption, and how does consumer culture intersect with it?

### **First: Phenomenon of Consumption in Sociological Thought:**

The specialized sociological study of consumption did not emerge until the 1980s, despite being addressed in the realm of economic sociology as one of the economic variables in relation to social variables. Sociologists have approached consumption from various angles. For Karl Marx, consumption was closely linked to the process of capitalist production. Capitalism has created artificial needs in individuals that do not reflect their genuine necessities, fueling an unconscious consumption that intensifies over time, ultimately serving the capitalist class by boosting its profits. Unlike Marx, Emile Durkheim believed that the social division of labor determines the consumption process in a specific social and cultural context. Social values influence individuals' actions, behaviors, and consumption choices. Value-based consumption becomes a collective conscience guiding individual behavior. The more specialized the social division of labor, the greater the diversity in consumption.

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Max Weber, a pioneer in linking economic and social variables through his study of capitalist spirit and Protestant ethics, considered consumption a rational process within a value system shaped by historical social circumstances. He asserted that "the world of values is created by historical social conditions since values are free individual choices conditioned by historical social circumstances, determined by the ideas and varying perceptions of social groups. Weber correlated consumption with rational action, implying that the more rational the action, the more rational the consumption" 2. Furthermore, certain sociological studies suggest that symbolic accumulation constitutes a fundamental cultural aspect in the consumption process. Thus, Jean Baudrillard argues that consumption should not merely be seen as the consumption of valuable commodities or material utility, but rather as the consumption of symbols.

In accordance with classical studies, modern research has arisen with a specific focus on culture, education, and lifestyle as determining factors for social and class categorization. The phenomenon of consumption was one of its concerns, and it was linked to social differentiation. This means that consumption, as a social phenomenon, is influenced by various social factors, leading to diverse consumption patterns among individuals and the creation of distinct groups.

Among the contemporary sociologists who connected consumption with social differentiation was Thorstein Veblen, who emphasized a set of factors that create specific needs in individuals and consequently define the nature of demand. This ultimately results in each social class or stratum spending according to its class position. Furthermore, some individuals purchase expensive goods not for their quality or necessity but for the purpose of acquiring prestige and displaying their superiority in front of others. This aspect falls within the latent functions of consumption, as analyzed by Robert K. Merton in his study of social phenomena.

In the context of social differentiation, Pierre Bourdieu, in his examination of consumption, argues that the latter is linked to specific cultural practices. Each social stratum possesses its own cultural, cognitive, and habitus-related capital, which becomes ingrained through the process of socialization and influences their consumption patterns. Preferences are not merely personal matters; rather, they

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reflect our positions in the social space. One of the most significant forms of cultural differentiation is social differentiation in consumption tastes.

### **Second :Consumption Patterns:**

Capitalist economy and globalization have contributed to the creation of consumer culture based on enticing and evoking emotions towards acquiring goods. The expansion of production is closely tied to increased consumption, driven by the pursuit of economic surplus, which is a central goal of the capitalist system. Advocates of the sociological perspective that views consumer culture as a consequence of the expansion of capitalist commodity production argue that consumption patterns lead to the fusion of the world through consumption and its cultural integration. This process transcends the cultures of societies and the distinctive values associated with consumption.

Patterns of consumption are defined as "the methods by which individuals spend their money to meet biological and social needs"<sup>3</sup>. The proliferation of consumption patterns transforms them into a social phenomenon encompassing models that transfer among members of society. Consumption patterns are classified into the following categories:

- **Regular Consumption Patterns:**

This pertains to spending on human needs, primarily physiological necessities such as food, drink, and clothing, in addition to other essential needs that maintain a continuous form, such as housing, clothing, education, and health, and so forth.

- **Irregular Consumption:**

These are linked to spending during social and religious occasions, in addition to collective consumption patterns, which involve services rather than goods.

- **Superficial Consumption Patterns (Conspicuous Consumption):**

The term "superficial consumption" was introduced by Thorstein Veblen in his theory on the leisure class. "It refers to the excessive consumption of luxury goods, which serves as an indicator of the consumer's affiliation with the affluent class in capitalist societies. This term is used to describe the ostentatious display of consumption with the aim of gaining prestige"<sup>4</sup>. It is closely related to matters of taste and fashion. It's important to note that this consumption pattern is no longer

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limited to just the high-income upper class, but has become a characteristic of the middle class and even lower segments of society. Superficial consumption, influenced by media proliferation and globalization, has extended beyond specific social classes to encompass various segments of society. This trend has evolved alongside industrial development in Western society and has intensified with the influence of mass media, which has exerted a certain dominance over global markets and consumers.

### **Third :Consumption and Environmental Issues :**

The environment is defined as "the physical and biological system in which humans and other organisms live, a complex and interconnected entity comprised of intertwined elements"<sup>5</sup>. Additionally, in the lexicon of social sciences, it is characterized as "external factors to which the whole society responds either actively or potentially, such as geographical, climatic, social, and cultural factors that dominate society and influence the lives of individuals and the community"<sup>6</sup>.

Given the environmental risks and the excessive consumption of resources, efforts have been directed towards environmental conservation and its integration into the development process within the framework of sustainable development. This involves rationalizing production and consumption, introducing the concept of the green economy, and establishing a theoretical foundation for it. Promotion of the green economy has been facilitated through seminars and conferences, "beginning with the Stockholm Conference on the Human Environment in the early 1970s. This global acknowledgment led to the recognition that environmental issues are connected to social welfare concerns and overall economic development. Many contemporary forms of development are closely tied to environmental resources, which ultimately sustain human livelihoods and well-being. As a result, the United Nations established the World Commission on Environment and Development to study these issues and formulate recommendations"<sup>7</sup>. The current state of global manufacturing and consumption has resulted in disruptions to the ecosystem and a gradual deterioration of living conditions. This includes various forms of pollution – air, land, and water – stemming from industrial activities, leading to resource depletion, waste generation, and the production of pollutants with harmful health, social, psychological, economic, and environmental repercussions.

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The economic activity and the pursuit of human needs have generated an excessive consumption of resources and an escalating pressure on the environment. This has given rise to increasingly complex environmental problems day by day. Their impact extends beyond the physical environment to encompass various components of the social system.

“The environmental problem signifies a disturbance in the ecosystem balance when one or more of its constituents are affected. As a result, the remaining parts are influenced, and the existing relationships between them undergo change, rendering the system incapable of maintaining its previous balance. Environmental issues such as forest fires, grassland fires, gas and oil ignition, noise, harmful radiation, a drastic increase in world population, urbanization, desertification, ozone depletion, air, water, and soil pollution, depletion of natural resources, abundant waste, and numerous pollutants have emerged. All of this occurs without taking into consideration the environment around us”<sup>8</sup>(Mohsen Mohammed Amin Kader). In addition to the excessive use of natural resources, along with overconsumption and rising pollution and climate change, has made environmental sustainability no longer environmentally viable. Its impact doesn't solely affect the environment but also imposes significant economic and social costs, affecting social cohesion and stability. This is evident through heightened rates of unemployment, poverty, the spread of diseases, migration, and displacement toward safer regions, which is observed in various societies.

From the functionalist perspective in sociology, environmental issues are considered a functional constraint that affects the equilibrium of the social system. It represents one of the latent functions of the economic system, which leads to wastage and depletion of resources and the generation of various forms of pollution. These issues are propelled by the production of commodities and services that often do not genuinely reflect individual needs. Instead, they frequently represent artificial needs under the dominance of consumerist tendencies, perpetuated by institutions through marketing processes.

Researchers have always acknowledged the strong relationship between consumption and environmental issues through various conferences, beginning with the first international environmental conference in Stockholm in 1972, and continuing



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through the Rio de Janeiro Conference in Brazil in 1992, as well as subsequent conferences and seminars addressing environmental concerns and raising awareness about the risks they pose.

Environmental problems can be summarized in the following categories:

- Population explosion that has led to urban expansion, which has created challenges in providing services, necessities, and food. This has put a strain on the environment and led to its imbalance.
- Lack of environmental knowledge, resulting in inadequate understanding of escalating environmental issues, making solutions difficult to find due to the obscured interplay between humanity and the environment.
- Unwise exploitation of technology in the environment, resulting in environmental imbalance through the depletion of natural resources in industry, leading to air, water, soil, food, and noise pollution.
- Disruption of values and orientations as the core of environmental problems, reflecting environmental issues as values and orientations disturbance, acquiring social character from people's behavior toward their environment, and being judged positively or negatively based on the consequences of human-environment interaction.
- Disruption of the social environment, relating to human practices concerning economic development without considering environmental capacities, impacting social, economic, and political behavior in response.

Since environmental problems are fundamentally linked to the process of production and consumption, efforts have been directed towards creating a new pattern of consumption that takes into account environmental considerations, known as green consumption. This approach focuses on promoting the production of eco-friendly products that consume minimal energy, and spreading environmental awareness, which involves understanding environmental issues, identifying their causes and impacts, with the aim of altering behavior towards adhering to environmental regulations and conditions for its well-being. These activities are also aimed at connecting with social upbringing and fostering a culture of green consumption.

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#### **Fourth :Green Consumption:**

With the escalating environmental risks resulting from the dominance of the capitalist economic model, built on production and profits and driven by consumerism without considering its detrimental effects on the environment, efforts have shifted towards linking development with the environmental dimension. This approach emphasizes making environmental preservation a cornerstone of economic activity and shaping new economic concepts to rectify environmental imbalances. Among these concepts is the notion of green economy, within which green consumption stands as a socio-cultural economic concept aiming to address environmental disturbances.

##### **1.The Evolution of Green Consumption Concept**

The rise of the green consumption concept and its theoretical foundation is linked to specific circumstances. “Historically, the emergence of green consumption is tied to the consumer movement that began to focus on consumer rights around 1900. This movement was a response to the rising prices of goods, which led consumers to adopt cooperative strategies to defend themselves against business organizations, ensuring access to the goods they were accustomed to purchasing. Another phase occurred around 1930, following the global economic crisis, resulting in significant consumer vulnerability, limited ability to satisfy needs for goods and services, and weakened purchasing power”<sup>10</sup>. The third phase witnessed consumers becoming more conscious of the risks posed by major producers through the products they offered. This phase culminated with the message presented by President John F. Kennedy to the U.S. Congress in 1962, known as the Consumer Bill of Rights, which some consider the true historical inception of the consumer movement.

In the 1980s, the green consumer movement saw substantial growth, particularly after the publication of the Green Consumer Guide in 1988 which helped to raise awareness of eco-friendly products that green consumers were willing to pay a premium for, thereby creating opportunities for the companies that offered them and simultaneously putting pressure on companies that did not provide them”<sup>11</sup>.

Green consumption is a form of consumption that aligns with environmental protection. It is defined as "the use of products and services that meet basic

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individual needs and ensure a good quality of life, while minimizing the utilization of natural resources and toxic or radioactive materials throughout the production cycle"<sup>12</sup>.

Green consumption aims to integrate the economic and environmental aspects, with the intention of promoting environmental preservation through the purchase and utilization of goods that fulfill personal needs, enhance the quality of life, and foster social cohesion. This aligns with the broader notion of the green economy, which represents a sustainable development approach that emphasizes the integration of environmentally friendly practices across multiple sectors and the alteration of unsustainable consumption habits.

### **2.Green Consumer Behavior:**

Studying consumer behavior allows institutions to understand individuals' needs and desires, as well as the characteristics of goods and services they prefer and which provide them with satisfaction and contentment. With the growing focus on the environment as a fundamental aspect of sustainable development, institutions are incorporating the environmental dimension as a key variable in the production process and introducing eco-friendly products to the market. The concept of consumer behavior is relatively recent, as "studies on consumer behavior did not emerge as a vital and significant field in marketing literature until the early 1960s. This was the result of efforts by researchers such as Robert J. Keith, Fred J. Borch, and John B. Mcki. By the late 1960s, Teddor Levi. H played a crucial role in directing marketing researchers to the idea that (understanding consumer behavior is a fundamental and essential factor in satisfying customer needs), leading marketing researchers to adopt concepts from the fields of sociology, social psychology, and anthropology to study consumer behavior."<sup>13</sup> Thus, green consumer behavior is defined as "a set of actions that drive individuals towards preferring environmentally characterized products over others. These actions are influenced by a range of variables, primarily the ideas and opinions held by those individuals, which lead them to such behavior"<sup>14</sup>.

Individual behavior is not innate, but rather the result of processes such as social upbringing, which establishes specific norms and values. Therefore, it is important for institutions to shape and promote green consumption behavior in individuals that

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is aligned with sustainable development. This starts with the family, which is the most significant unit of consumption, and extends to educational institutions and other establishments, such as the media which plays a prominent role in influencing values that guide individual and collective behavior through the images, symbols, and meanings it conveys. It can instill values of social responsibility, environmental conservation, and development.

The focus on the environment and the challenges it faces began to receive formal attention in the 1970s, with the convening of the Earth Summit in 1972 and the Stockholm Conference in the same year. The outcomes of these conferences imposed on governments the necessity of incorporating the environmental dimension as a fundamental variable in development. This led to a shift towards the green environment, green products, and green marketing. These concepts were incorporated into school curricula and disseminated through the media. As a result, a segment of green consumers, particularly in Western societies, emerged. This necessitated an understanding of their consumption behavior and the provision of environmentally non-harmful products. Production institutions were compelled to fulfill the needs of this segment and orient towards introducing eco-friendly products into the market.

Therefore, the green consumer is defined as "the customer or consumer with deep environmental awareness, or one who primarily operates based on values they believe in, which compel them to avoid purchasing products from any company suspected of lacking an environmental orientation. It is not only about refraining from consuming environmentally harmful goods"<sup>15</sup>. Green consumers are also identified as "those who express greater concern regarding purchasing and consumption processes. They exhibit heightened concern towards production processes, particularly in terms of scarce resources utilized, and are worried about product disposal issues (recycling)"<sup>16</sup>.

The green consumer possesses a cultural and environmental awareness that drives them to adopt eco-friendly lifestyles in their daily routines. They actively contribute to the protection of the environment through their consumption behavior and make dedicated efforts to identify and engage with institutions that have a green orientation in dealing with their products.

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Consumer behavior is influenced by various factors, resulting in variations in consumption patterns. These factors encompass social elements such as social class, reference groups, and family. Cultural factors also contribute to these variations, distinguishing one society or group from another. Personal factors, including education, gender, and age, as well as psychological factors such as perception and attitudes, further impact consumer preferences. The perception of a product by green consumers serves as a determinant of their behavior, which is influenced by their level of environmental awareness. This necessitates producers and marketers to gain an understanding of how consumers perceive and respond to products. They must provide adequate stimuli to attract and capture consumers' attention, which may relate to the product's price, quality, or brand image. An individual's perception and awareness are shaped by their social upbringing, prevailing cultural norms, values, and symbols. In addition to their purchasing experiences and preferences that influence their choices which are also influenced by an individual's income and economic status.

Considering that green products often come at a relatively higher cost, producers and marketers should closely monitor consumers' purchasing power and strive to offer eco-friendly products that align with it.

### **Sixth :The Consumer Culture: From Entertainment-Oriented to Green Consumer Culture:**

The concept of consumer culture is not a recent one. Stone suggests that "the concept of consumer culture has a historical existence deeply rooted in the past, but it has taken distinct forms and had a significant impact on the historical evolution of both the modern industrial society and the contemporary postmodern societies, which are currently being shaped globally through the communication revolution, media revolution, technological advancements, and astonishing scientific discoveries"<sup>17</sup>. Max Weber is among the prominent thinkers who played a pivotal role in delineating the relationship between cultural and economic variables. His study on Protestant Ethics and the Spirit of Capitalism highlighted how Protestant ethics provided the cultural framework that impelled Western individuals to seek control over their environment, particularly economic matters such as production, distribution, and consumption.

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Consumer culture is defined as "the cultural aspects accompanying the process of consumption. It encompasses the set of meanings, images, and symbols associated with consumption, which imbue this process with significance and realize its implications in daily life"<sup>18</sup>. Within consumer culture, the patterns of society and its consumption are shaped, determining whether consumption is ordinary or extraordinary, and whether it generates needs that do not necessarily correspond to individual or societal needs. According to sociological perspectives, these needs can sometimes be perceived as artificial or manufactured.

Consumer culture is manufactured and propagated according to a specific model. Theodor Adorno defined the manufacturing of culture as follows: "In every cultural domain, there are products created for public consumption, and these products largely define the nature of that consumption. It is known that these products are, to some extent or another, subjected to a predetermined plan. The individual differences resemble each other in structure, or at least each one is suitable for the other, due to the fact that they all conform to the same system, leaving no gaps. This process has become more feasible today due to the availability of contemporary technical skills and resources, matched by managerial and economic concentration. Thus, the manufacturing of culture aligns its interests with those of its consumers"<sup>19</sup>. Just like general culture, consumer culture is crafted and promoted through various means, employing images, symbols, and meanings among individuals and groups. The groups an individual belongs to or is associated with play a decisive role in directing their consumption behavior.

The economic model based on Gross Domestic Product (GDP) directs consumers towards things that do not necessarily reflect their true needs. "The modern culture industry relies on steering targeted societies towards what is produced, rather than what these societies truly need. It achieves this by creating an illusion that what is produced represents their ultimate ambitions and goals. This concept isn't limited to electronic products, clothing, fast food, or consumerism built on imitation but it extends into the smaller and more important details of life, reproducing aspects such as love, joy, sorrow, health, freedom, and human evaluation criteria. The new culture industry establishes fixed standards for human patterns and attempts to homogenize the world into a singular, replicated image"<sup>20</sup>.

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Consequently, planning consumer culture within the framework of the culture industry has become a fundamental concern for environmental advocates. Developing a sustainable consumer culture, particularly one with a green consumption inclination, has become a crucial issue.

The key features of consumer culture can be outlined as follows<sup>21</sup>:

1. **Influence by Dominant Advertising Forces:** Consumer culture is shaped by powerful entities that possess advertising means for impact, promotion, and persuasion.
2. **Utilization of Images, Meanings, and Symbols:** It employs images, meanings, and symbols to convey messages and shape perceptions related to consumption.
3. **Unlimited Creation of Consumer Aspirations and Desires:** Consumer culture generates boundless consumer aspirations and desires, often utilizing techniques of enticement, excitement, as well as coercion and compulsion. This is often rooted in the idea of "simulating others and the desire to imitate", tapping into cultural attributes and entrenched cultural practices and traditions.

Capitalism, rooted in production, has fueled a consumption-oriented tendency within societies, transforming individuals into consumers of everything around them. As a result, individuals have developed multiple needs that many thinkers consider to be artificial. This phenomenon has led to the formation of a consumerist value system that aligns with Western cultural values at large. While manufactured desires and needs emerge, they are transformed into actual needs through the mechanisms of advertising and the propagation of consumption values, often driven by the desire to imitate others.

The globalized culture industry strives to transform society into a realm of institutions, turning individuals into consumers of goods, images, and symbols. This necessitates the rationalization of consumption at all levels. To achieve this, a consumerist value system should be established, based on a consumption pattern that relies on genuine needs without excess or extravagance. This endeavor encounters obstacles and constraints within the framework of a socialization process guided by

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consumption norms, which dictate the individual's spending patterns and forms within a framework of rationality and prudence.

Creating a cultural environment that promotes eco-friendly products is essential for expanding the market for green consumption which aims to strike a balance between consumer behaviors and the profit objectives of institutions. The green consumption trend reflects the state where consumers seek environmentally friendly products and services and use them based on their environmental benefits. This can lead to a harmonious relationship between consumers' preferences and the goals of profit-seeking institutions.

### **Conclusion:**

The green economy is a model of economic development that is ecologically conscious and sustainable. It emphasizes the importance of green consumption, which is the practice of consuming goods and services in a way that minimizes environmental impact. Traditional consumer culture is based on the idea of mass consumption, which encourages people to buy more and more things, even if they don't need them. This can lead to the depletion of natural resources and environmental damage. A green consumption ethos is a cultural shift towards a more sustainable way of consuming. It emphasizes the importance of intentional utilization, which means using goods and services in a way that meets genuine needs while avoiding excess. It also encourages the adoption of eco-friendly products. The establishment of a green consumption culture is essential to the success of the green economy. It will require overcoming challenges such as the complex interaction between economic activities and cultural behaviors. However, the benefits of green consumption are clear: it can help to protect the environment, reduce waste, and create a more sustainable future.

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