

## Socially/Morally Responsible Consumerism

A quick Google search on the above terms will return a long list of websites dedicated to this topic. Those who have produced these sites present far more reasonable and convincing arguments than my limited skills of persuasion will allow. I encourage those interested in making informed consumer decisions to visit the following sites and also to conduct their own searches to uncover additional information:

[http://www.knowmore.org/wiki/index.php?title=Ethical\\_Consumerism](http://www.knowmore.org/wiki/index.php?title=Ethical_Consumerism)

For comprehensive information on the many issues which surround moral/responsible consumerism, this site must top any list. The “ABOUT” page for the knowmore.org site states the organization’s mission: “We are a grassroots, web-based community dedicated to chronicling and resisting corporate attacks on democracy, worker’s and human rights, fair trade, business ethics and the environment. Our shared goal of a more informed and conscious consumer is being accomplished via this website: a vast database of easily searchable corporate and political info designed to aid responsible citizens, progressive thinkers and activists.

“We are not affiliated with any political party, candidate, or PAC in any way. Our primary objective is to provide an independent, objective source of information to our readers about some of the most crucial, contested topics of our time.”

<https://www.sensepublishers.com/media/191-consumer-moral-leadership.pdf>

This short e-book, *Consumer Moral Leadership*, by Sue L.T. McGregor, eloquently explores how consumers can offer important moral leadership in the global marketplace.

<http://fairtradeusa.org/>

Fairtrade sites exist for many countries. The main purpose for the US site is stated as follows: “As Americans become increasingly concerned about the state of the world and look for opportunities to use their power in the marketplace to make a positive difference, we seek to provide an avenue for consumers to vote with their dollar. As we educate and inspire more and more consumers, we hope to be a force for change.”

<https://ethicalrealism.wordpress.com/2011/05/16/moral-issues-related-to-consumers/>

This blog post, “Moral Issues Related to Consumers,” by JW Gray, looks at the other side of the issue - the moral responsibility of businesses toward consumers, which must include the following, at minimum:

1. “Businesses must give us what we pay for. Whenever we trade, we are exchanging goods and services within an implicit or explicit contract. One person is obligated to give one thing in exchange for another. People should not be deceived about what they are buying. For example, when we buy a TV set we expect (i) to get the TV set, (ii) that the TV set will function, (iii) that the TV set has minimally sufficient quality, and (iv) that the TV set will not harm us when used in ordinary ways.”
2. “Businesses must not harm anyone, including consumers.”

Finally, from the website “[Global Issues; Social, Political, Economic and Environmental Issues That Affect Us All](#),” Anup Shah writes, “Inherent in today’s global economic system is the wasteful use of resources, labor and capital. These need to be addressed. Waste is not only things like via not recycling etc; it is deep within the system.” This site offers links to a wide variety of issues related to morally responsible consumerism.