Chapter 1
Ethical Consumerism in Kingdom of Bahrain

Asma Ayari
University of Bahrain, Bahrain

ABSTRACT

Today, with the growing number of consumers caring about where products come from, companies need to be at the forefront of this upward trend if they want to maintain their profit. In this chapter the authors presented an overview of ethical consumerism in the kingdom of Bahrain. They also highlighted how societal and cultural shifts have influenced Bahraini consumerism over time. The chapter begins by discussing the debatable origins of ethical consumerism since longtime. Throughout the chapter, there is an emphasis on the importance of the ethical consumerism to achieve sustainability target, with particular attention to how ethical consumerism gives a competitive advantage to the organization. The chapter shows also how organizational transparency is a strategic key to build trust and influence costumers' behavior. The chapter also argues that government support is important to influence ethical consumerism by creating laws and policies.

INTRODUCTION

The technical progress, innovation and changing lifestyles, including the use of the social media, lead to a change in consumer preferences. Consumers' concern for sustainable development and fair trade has increased. They become more and more aware to the impact of their daily consumption, on the planet, economy, society and health. Media, consumers and businesses are increasingly talking about "responsible consumption", "Green product" and "ethical consumerism". As a result, ethics become

important in today's consumer society confronted with the notions of sustainable development, fair trade and ethical commerce.

Consuming ethics is choosing to consume according to social and environmental criteria. Concretely, the ethical purchase is to buy and produce fair products, by companies, without harming or exploiting people, animals or the environment (Bechwati, Nasr & Baalbaki, 2016). An ethical and responsible consumer become a consumer who tries to avoid as much as possible food waste or overconsumption, which favors a more ecological consumption of his food, by choosing less polluting and polluted foods, which favors good products for the planet, but also short circuits and local products (Perryer & Ladd, 2014).

While previously, consumer responses to these issues were "I can't do anything about it". Today, they start to think of another way to consume in order to change the situation (Albert & Horowitize, 2009). More and more consumers are sorting their waste, reducing their consumption of water and energy, and some are beginning to favor public transport.

The term "ethical consumer" carries various meanings and covers a multitude of virtues, because this reflects the diversity in the market. Consumers are more interested about one or more ethic characteristic rather than other one (Willis and Schor 2012). There is no consensus among consumers on what constitutes a responsible company. For some people, the innovative approach of a company such as Virgin, based primarily on customer service and fair prices is considered ethical towards the customer. For others, they judge the company on the basis of good human rights policy rather than quality and customer service. However, ethical consumerism remains new and linked to a wealthy social class especially in the Arab country. Little researches (Al'Ali & Al Sarraf, 2016) have been done to evaluate the adoption of ethical behavior; the influence of government as well as the commercial opportunity and threat on producers.

This chapter presents an overview of ethical consumerism in the kingdom of Bahrain, highlighting how societal and cultural shifts have influenced Bahraini consumerism over time. The chapter begins by discussing the debatable origins of ethical consumerism. Throughout the chapter, there is an emphasis on the importance of the ethical consumerism to achieve sustainability target, with particular attention to how ethical consumerism give a competitive advantage to the organization. The chapter shows also, how organizational transparency is a strategic key to build trust and influence costumers' behavior. The chapter also argues that, government support is important to influence ethical consumerism through creating laws and policies.

7 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/ethical-consumerism-in-kingdom-of-bahrain/236878

Related Content

Product Attachment
(2018). *Analyzing Attachment and Consumers' Emotions: Emerging Research and Opportunities (pp. 172-254).*
www.irma-international.org/chapter/product-attachment/197072

Consumerism and Innovation: The Starting Points for the Creation of University Spin-Off
Enrico M. Mosconi, Michela Piccarozziand Cecilia Silvestri (2014). *Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices (pp. 310-334).*
www.irma-international.org/chapter/consumerism-and-innovation/105843

Foreseeing the Future Lifestyle with Digital Music: A Comparative Study Between Mobile Phone Ring Tones and Hard-Disk Music Players Like iPod
Masataka Yoshikawa (2007). *Information Communication Technologies and Emerging Business Strategies (pp. 59-75).*
www.irma-international.org/chapter/foreseeing-future-lifestyle-digital-music/22590

Customers Knowledge and Relational Marketing: A Web 2.0 Perspective
Pasquale Del Vecchioand Valentina Ndou (2010). *International Journal of Customer Relationship Marketing and Management (pp. 1-14).*
www.irma-international.org/article/customers-knowledge-relational-marketing/45728

Involvement, Hedonism, and Luxury: Managing Fans in the Music Industry
Monica J. Faviaand Kenneth D. Hall (2020). *Handbook of Research on the Impact of Fandom in Society and Consumerism (pp. 259-279).*
www.irma-international.org/chapter/involvement-hedonism-and-luxury/237695