

## RESEARCH REGARDING SUSTAINABLE CONSUMPTION

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**Abstract:** *Through sustainable consumption does not understand quantitative restrictions, but refers to a remodeling of consumption, referring only to some types of agricultural and industrial production, meaning to those that degrade the environment, as well as current consumption. It can therefore be concluded that sustainable development and sustainable consumption are closely linked because the principles of sustainable development cannot be applied without sustainable consumption and can only be operationalized by using some mechanisms specific to sustainable development.*

**Key words:** *consumers, sustainable, restrictions, development*

### INTRODUCTION

In the mechanism of economic activity, consumption is in a central position, being in a closely connection with the production of goods and services, exerting on them a dynamic and active role, in the sense that any activity must finalize with the consumption with final products [3,7]. Otherwise, we will assist in carrying out some activities, with material, technical, financial and human consumption, without a beneficial purpose [1,9]. Consumption represents both the element of triggering and the regulation of the production, this being the one that generates both quantitative determinations, but also the meaning and intensity of the rhythms in which it is carried out and is cyclically resumed [2,4,10,14].

As a process, consumption will be up to date, due to its dynamism and complexity, ensuring the continuity and the development of the material and spiritual life of the population, as well as the rhythmical development of social activities.

Consumption represents the use of economic goods by the population in order to meet personal and collective needs. Consumption is a social act, reflecting habits, traditions, fashion, and systems of values [5,8,11].

The concept of consumption needs to be analyzed in close connection with the needs of human society, the latter given the whole of all the needs of people, economic units and institutions for goods and services, taken in consideration on a social level. In the context of such an assumption, it is appreciated that, while man - or society - is the subject of needs, their object is the consumption of goods and services. The consumption of population, in essence, means the use of food or non-food goods and/or services to meet people's personal needs [6,12].

In another vision, consumption represents the framework that includes the satisfaction of society as a whole, of economic units and institutions as well as of each individual. Consumption and its components reflect the level of education, culture and civilization, and the quality of social life. An analysis of the dynamics of consumption patterns from a country provides clear information about the degree of civilization and its socio-economic development.

Depending on consumption, we can talk about developed countries with a prosperous economy, where sophisticated consumption is predominantly destined to meet the superior needs and desires, developing countries and economically weak economically developed countries, where self-consumption predominates and mainly consumption of basic needs. [13].

## MATERIALS AND METHODS

In order to accomplish this scientific work, we conducted studies regarding the consumption of food and non-food products, comparing the data obtained with those recorded by other researchers from the analyzed field.

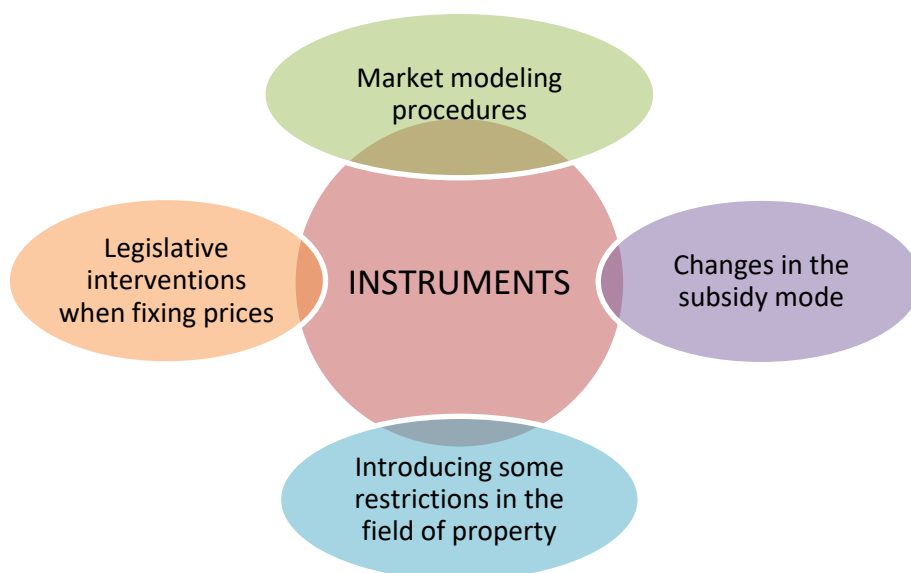
## RESEARCH RESULTS

Sustainable consumption is a notion that does not involve restrictions of quantitative nature, but refers to a remodeling of consumption. An important aspect is reported by the specialists in the field, referring only to some types of agricultural and industrial productions, as being those that degrade the environment, and current consumption. Sustainable development and sustainable consumption are in a close connection, because the principles of sustainable development cannot be applied without sustainable consumption. Sustainable consumption can be made operational only with the use of specific sustainable development mechanisms.

The structure of consumption patterns and the way it evolves presents different, complex and uneven features and characteristics in the EU's constituent countries, even if they form a unitary space. The governments of the EU member states have set up a set of political and social instruments regarding sustainable consumption.

In the category of policy instruments are:

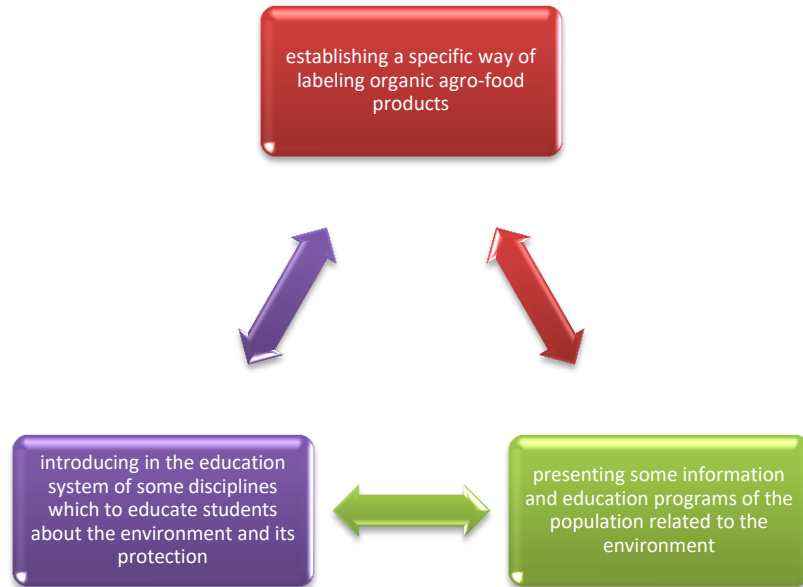
- Market modeling procedures, taking into account environmental issues;
- Changes in the subsidy mode in case of environmental damage;
- Introducing some restrictions in the field of property and its use in cases of harm to the environment and people;
- Legislative interventions when fixing prices.



**Figure 1. Instruments of a political nature**

Regarding instruments of social nature, they are found in:

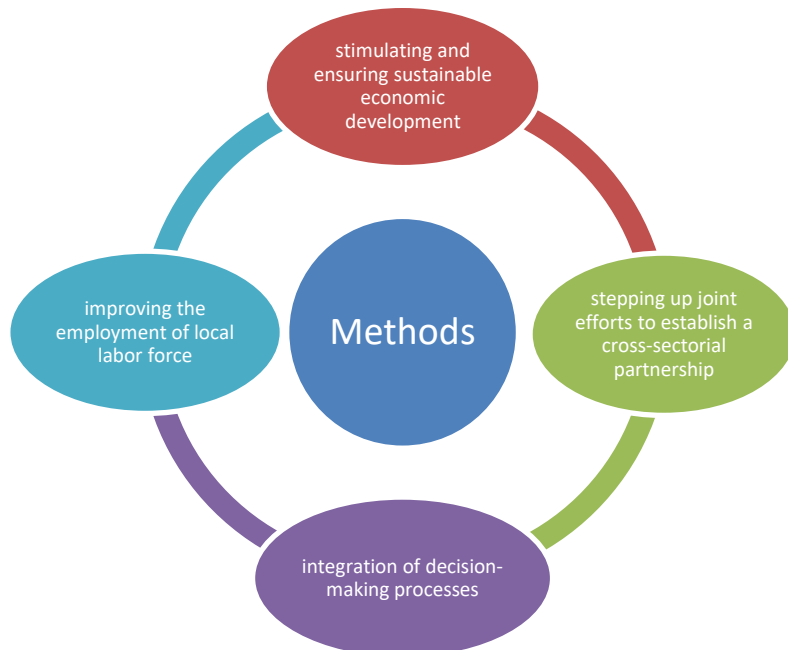
- establishing a specific way of labeling organic agro-food products;
- presenting some information and education programs of the population related to the environment;
- introducing in the education system of some disciplines which to educate students about the environment and its protection.



**Figure 2. Tools of social nature**

Initiatives regarding stimulating and educating the community towards a sustainable consumption are oriented towards the following directions [58]:

- stimulating and ensuring sustainable economic development and in the same time increasing the responsibility towards the environment;
- stepping up joint efforts to establish a cross-sectorial partnership oriented to sustainable consumption;
- integration of decision-making processes;
- improving the employment of local labor force and supporting the economy existent in the area.



**Figure 3. Methods of stimulating and educating the community towards sustainable consumption**

Sustainable consumption is reflected through a smart consumption, the task of an organization is to determine the needs, requirements and interests of target markets and to

provide the expected satisfaction in a more effective way so as to maintain or enhance the well-being of consumers and of the society [40].

### CONCLUSIONS

To live long-lasting means to live well, healthy, in partnership, in a tolerant way, to recognize the value of things, to enjoy them and consume them with pleasure. Consuming in a sustainable way means remembering that "better" is the enemy of "good", "not cheaper", it means remembering that community and individualism are parts of the same whole.

Sustainable lifestyle is an art of knowing how to behave properly with our basic structures. Only by acting sustainably together can then be born sustainable economic, production and consumption structures.

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