

# What Role Do Supermarkets Play in Consumers' Ethical Consumption?




Case study of Supermarket "MARUOKA" and "FUKUSHIMAYA"

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## Ethical Consumption

Ethical consumption means buying products in consideration for a person, society, and environment.

However, ethical consumption is hardly recognized today in Japan. How can we improve people's awareness?

-  RSPO Products → Forest Conservation
-  Fair Trade Products → Reduced Inequality
-  Cruelty-Free products → Animal Welfare

### HOW OFTEN PEOPLE PRACTICE ETHICAL CONSUMPTION

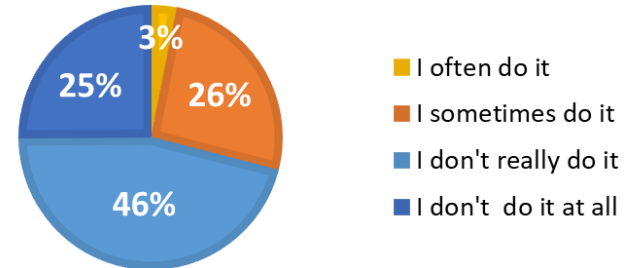


Fig: The Web Questionnaires Done by Committee of Ethical Consumption(2016)

## MARUOKA

- 1) Selects organic products
- 2) Advertise telling ideal habit of shoppers
- 3) Applies a system (OTC) which the actual Producers come to the store to explain



## FUKUSHIMAYA

- 1) Manages food traceability
- 2) Holds cooking classes
- 3) Teaches people to measure the amount of NO3-N(nitrate nitrogen)



## Research Result

Interview For the Managers

- Promote ethical consumption unintentionally



Interview For the Employees

- Their shopping habit have been changed because of direct transaction



Fieldwork in OTC @MARUOKA

- Build networks including managers, consumers, and employees



## Conclusion

1. Provide sustainable products with consumers
2. Have strong connections with farmers
3. Ethically-informed consumers share the consciousness of food with others at OTC

**MARUOKA and FUKUSHIMAYA promote ethical consumption**