



The Developments of Green Product Consumption in Social Welfare

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DESCRIPTION

Modern industries have contributed favorably to global economic progress, but they have also produced serious pollution and environmental degradation, putting people in terms of health, liability, and welfare. In recent years, consumers have become increasingly aware of and concerned about the environment consequently, both countries and institutions have begun to promote socially responsible actions. For example, the European Commission has launched the European Green Deal, a roadmap for making the EU's economy sustainable by turning climate and environmental challenges into new opportunities. Encourage consumers to buy more "green products" is one idea in this area. These are tangible or intangible items that make use of technology and scientific advancements to reduce their environmental impact (directly and indirectly) over the course of their entire life cycle. Companies have changed to creative production systems in line with the circular economy concept, which is a closed-loop regenerative system that reduces resources utilized in input, waste, and energy leakage through design, maintenance, remanufacturing, and recycling. Cyclic material fluxes, cascading energy flows, and renewable energy sources are used to accomplish. One particularly important industry that is grappling with these changes is aquaculture, which provides over 50% of products of aquatic origin (World Bank, 2013). According to forecasts, the world will expect 261 million tons of aquatic products by 2030 and, to meet this demand, the industry will have to triple its production. Although aquaculture activities tend to have less negative environmental impact than those of fishing, the effects still represent a real threat for marine and coastal ecosystems. One method of harmonizing the development of this growing industrial sector with the achievement of environmental quality objectives involves the use of specific Integrated Multi-Trophic Aquaculture (IMTA), which is a system of polyculture. The production of seafood products (usually fish) carried out under monoculture conditions could be replaced by the IMTA, where different species are cultivated. In this way, some invertebrates and microalgae could recycle the

waste substances deriving from the culture of vertebrates. This new vision led to the development of a circular economy production, in which waste from a production process is used as raw material in the production system for another production process.

Despite the growing interest among public and private institutions toward these concepts and their applications, many challenges remain unresolved. It is not clear if consumers have a clear understanding about the nature and consequences of green products or the circular economy that gives rise to innovative productions. The present study aims to investigate whether and how a different perception of social welfare, green products and green behavior influences the antecedents of consuming ecological products or products deriving from circular economy production. To this end, we considered as a research setting IMTA-derived products. We analyzed consumers' perceptions toward these products in the aquaculture sector and, specifically, in reference to IMTA production

Circular economy productions and green product consumption

Previous studies have blended the concepts of circular economy and industrial symbiosis, as both aims to minimize production waste and reduce the environmental impact on the community in the hopes of bolstering social welfare. Other scholars refer to concepts inspired by clean production which is also related to the concept of zero emissions. The circular economy is, in general, an economy built by production-consumption systems that maximize the service produced by the material used. This is accomplished by using cyclical material flows, reusing processing waste, and adopting renewable energy sources.

To our purpose, we consider as circular economy productions those aimed to sustainable development, and based on create innovative technologies or production methods, able to reduce the environmental impact agriculture plants. Indeed, according to freshwater culture wastewater is responsible for nutrient

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enrichment in receiving waters, which often causes localized problems for managing the freshwater environment. As a consequence, scientists have proposed alternate solutions that are congruent with the circular economy model, such as using different species of aquatic macrophysics to filter untreated effluent from a recirculation system used for fish breeding. In this circumstance, IMTA-based operations have the ability to reduce organic waste accumulation in the environment, making production activities more sustainable. Indeed, IMTA aims to bio-diversify productions by adding complementary species, ensuring the long-term viability of the entire ecosystem and improves economic productivity. Some extractive species can live by feeding on the wastes from the fish culture microalgae can extract inorganic nutrient substances, while suspension and deposit

feeders can extract organic ones, which collectively decreases the pollution load in the surrounding waters. An IMTA's primary purpose is to build ecologically balanced systems in terms of.

Environmental sustainability: In order to ensure better health for ecosystems.

Economic stability: In order to make production more efficient by reducing costs and diversifying products, as well as considering parameters such as reducing risks and creating jobs in disadvantaged communities.

Social impact: In order to produce better production management practices that satisfy regulatory governance systems and promote consumers satisfaction.