

# Review of: "Ethical and political consumption: an integrated typology of practices"

Soumyajit Bhar

Potential competing interests: No potential competing interests to declare.

I thoroughly enjoyed going through the article as it manages to situate itself in the literature extensively. I also enjoyed that it offered a theoretical synthesis of alternative consumption and offered a comprehensive typology. The typology within the literature the article situates is comprehensive and does make a critical contribution. I would however pose a few questions here for the author to consider and possibly incorporate in the next attempt to work further on the framework presented. I would firstly encourage the author to consider that all the different quadrant of the framework offers different wellbeing outcomes for the consumers. Thus taking that into consideration would be very important. I mean taking into account the driving factors behind the consumers for each of quadrant. As I see, these factors are very different. Moreover, it is also important to look at other underlying factors like the socioeconomic status and religious-cultural orientations driving consumption patterns in each of the quadrant. I think it is critical as eventually the overall goal of this literature is not only to classify different alternative consumption practices, but rather to delineate pathways how these pathways can be realized at larger societies. Paying attention to the aforementioned factors would greatly aid in that. Being a scholar of sustainable consumption from the Global South, I would also encourage to take into account how such a framework might play out in Global South contexts. As my work shows that the development aspirations in the Global South is still very much oriented along living material-intensive consumeristic lifestyles, it would be a worthwhile exercise to conduct a thought-experiment how each of the quadrant of this framework might plays out in the Global South context. I would be interested to have further discussion if the author finds this interesting.