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POLITICAL CONSUMERS - ULC

What would happen to our organizations, and their quality, if we were responsible consumers? What would happen then to each purchasing decision? What would happen to the world if we were an Unlimited Liability Corporation (ULC)?

We usually hear about and relate to organizations with the concept of **“Corporate Social Responsibility” (CSR)**. According to this terminology, we ask organizations to be responsible with their environment, and, in turn, we expect that their decisions are not limited to a dual analysis **“Organization-Customer”**, but that they are part of the context and do not generate negative results in other areas that may be affected. In other

words, when it comes to making decisions, it is important to consider not only the profitability of the business, but also all areas that may be affected, the environment included.

Such respect for society and the environment in general is extremely beneficial for the organization that enforces it, not only because it will create the image of a responsible and committed brand in all areas involved in its decisions, but also because it will allow the organization to survive the passing of time... Is that so?

From my point of view, and taking into consideration certain variables related to cultural and educational features present in di-

fferent regions, we can say that unfortunately it is not always like that.

Now, Why is still there an organization that affects its environment? Or, more specifically, Why do you keep buying from a company that contaminates my river?... There are several possible answers to this question, but the Consumer is the one who has the final answer; the one who continues to acquire the product or service that such an organization offers (*which may be public or private*).

What would happen if consumers did not buy a given brand because it generates a negative result? Would it survive? The answer would be No, or, at least, the organization would have to change.

Based on one of the comments about the excellent book published in the early 2000s by Klaus Werner and Hans Weiss, entitled **“El libro negro de las Marcas” [“The black book of Brand Companies”]**, we can observe and understand the power and the responsibility that we have as consumers when we decide to buy.

“**The political consumer is a sleeping giant...**” (Ulrich Beck)

If the **“Sleeping Giant”**, or what is the same, ourselves, the consumers, were responsible in our selection of brands, we would cause extremely positive changes in the environment; merely by having criteria that minimally exceeds the satisfaction of our individual desires. We can all be **“Political Consumers”** merely by not using products or services that come from organizations that do not have social responsibility.

The purchasing decision, for a responsible consumer, must not be limited to the fact that the product or service satisfies our quality standards or has a good price, because possibly these goals that are satisfactory for you were achieved by harming other people, the environment, and yourself.

To implement this decision of being political consumers does not require more than mere information, which, considering our time and the advances brought by technology and communication, is easily accessible. Or, at times, you yourself can perceive it, which merely requires observing and magnifying the analysis at the moment when you decide to buy.

Being Political Consumers merely demands the simple decision of knowing towards which organization to direct the purchase. This action has positive results for everyone, including the organization itself.

