

The Going Green Era

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Purpose:

Going green trends identify ways people choose to adapt their lifestyles to help decrease damage to the environment. Many companies in Tampa are taking initiatives to build sustainable materials and provide convenient solutions to consumers' eco-friendly demands. Researching green trends in the Tampa Bay area provides insight for future product and service development, and marketing offers.

Methodology:

Observational photography captured eco-friendly initiatives from 10 subjects, between the ages of 18 to 50, in the Tampa Bay area. Pictures were taken randomly throughout Jan. 14 to Jan. 20, 2009. Central Ybor, shopping centers and individuals' home activities provided circumstances allowing analysis of earth friendly activities.

Results:

Interview and photographic analysis suggests that subjects expect businesses to take leadership in providing going green solutions and positive environmental messages. Individuals were found using cloth shopping bags

rather than paper or plastic ones while in the GreenWise section of Publix. Many of the photographs were of in-home behavior. This revealed that recycling and environmentally friendly products are being used in the home. In downtown Ybor, public transportation is used frequently. Whether it is used as a means of bar hopping or going from store to store, trolleys are the new way to get around. Also, the photographs showed how proud trend-setters use bumper stickers, such as "support organic farmers," or clothing to display the green initiative. Some subjects admitted that pressure from peers and media caused them to become eco-friendly. All of the photographed subjects expressed the desire to build a relationship between convenience and participation with the trend.

Conclusion:

Going green is a trend because consumers are aware that lifestyle choices affect the environment. Consumers pressure companies to provide sustainable solutions and pressure peers to participate in green initiatives. The future of the going green trend seems sustainable, yet the growing population many not catch up with the trend in time to save the world.