Paid Vs. Unpaid Labor: a Feminist Analysis of Women’s Participation in Environmentally-Related Consumption

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This paper presents a feminist theory of work: the theory of unpaid labor. The theory suggests that women's labor is appropriated by organizations to do what was once waged labor. It is posited that large, consumer-goods corporations are placing a burden on the consumer, who is not only forced to learn about product safety and nutrition, but must also constantly monitor the marketplace for possible changes and/or falsehoods concerning products. The salience of the activities becomes apparent when applied to the current "green consumption" trend. Demands placed on consumers become barriers to consuming in an environmentally responsible way.