

## RESEARCH ARTICLE

### AFFIRMATION OF ETHICS FOR ENVIRONMENTAL SUSTAINABILITY: A REALITY OF WOMEN SELLERS IN THE CABASSANGO MARKET IN CABINDA

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#### ABSTRACT

This article is based on the perception that nowadays in different spheres, whether economic, political, social or environmental, ethics and sustainability are discussed. Worryingly, there is a need to establish and consolidate ethics among women, particularly those who carry out commercial activities in the informal market, so that environmental sustainability can be achieved. Therefore, the present research has the general objective of analyzing what has prevented the affirmation of ethics by sellers for the environmental sustainability of the Cabassango market. Thus, exploratory and bibliographical research was used as methods, the hypothetical deductive and statistical method, the questionnaire technique was applied to 80 women salespeople and the semi-structured interview technique was applied to 4 market managers, of whom 3 were male and 1 was female, a systematic observation was also carried out, the data was treated statistically using SPSS software. It was found that the majority of sellers have complied with ethical principles, but this has not contributed satisfactorily to environmental sustainability, as the 80 women surveyed, which corresponds to 100%, stated that they use plastic bags, which has encouraged their customers buying more plastic bags and who are unaware of the damage that plastic bags cause to the environment. Therefore, it was concluded that sustainable actions have not been implemented in the market, which has prevented the sellers from affirming their ethics towards environmental sustainability in the Cabassango market.

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## INTRODUCTION

Various phenomena that have occurred in society, such as selfishness, injustice, prejudice, some natural catastrophes, among others, justify the loud cry for ethics and sustainability in the markets. Individuals little by little realized that the way they have looked at the environment, the way they have used the resources that nature offers has been incorrect. However, there is a whole set of principles, procedures, rules and appropriate behaviors that individuals, particularly women, must follow so that their actions do not have negative consequences for the longevity of the environment. [...] It is believed that ethics is built from within each person as they cultivate values or principles [...] (Camargo, 2011: 43). These values and principles awaken and direct a man or woman's attention to their surroundings. However, in Costa's view (2019), being sustainable involves operating a business, knowing the needs and interests of the parties, strengthening their relationships and promoting benefits for both sides. Being sustainable means understanding that the preservation of nature is as important for humanity as social relations and economic development. However, in Magalhães (2019) view,

environmental sustainability refers to the planet's natural resources and the way they are used by society, community or companies; It is clear that the term environmental sustainability implies the idea of durability and longevity of the environment; and this durability is achieved through environmentally friendly human practices. In this context, it is understood that women sellers are women who sell various goods and services; They are women who, through commercial activity, seek to satisfy their needs. And, nowadays, in Cabinda, the number of women who practice commercial activities in the informal market has grown considerably, either permanently as a single activity that generates their livelihood or occasionally, taking advantage of special occasions or even as an alternative activity. to seek their livelihood. This growth has raised enormous concern among citizens about the way and place where this activity is carried out, as we have found that despite having some pre-defined locations for this activity, it is common to see the emergence of new sales spaces that are not legally authorized, commonly known as small squares and the growing phenomenon of street vending, even in and around markets.

From the exploratory research carried out, it was found that some sellers in the Cabassango market have not adopted appropriate conduct when carrying out their activity, as some sellers abandon their stalls inside the market, intended for sales, and head outside the market. Market where they make their sales inappropriately. Still others, the majority, have sought to comply with the rules and procedures of the market itself, but this behavior has not favored the longevity of the environment, as it was found that in the place where their activity is carried out there are no garbage containers, solid waste, including cans, plastics, paper and deteriorated food resulting from commercial activities, are deposited in a bin, where there is no separation of the waste; some sellers have not taken care to cover certain products they are selling; We therefore understand that such practices affect the environment in which they carry out their activity.

**Given the above, we formulate the following scientific question:**

- This has prevented the sellers from affirming their ethics towards the environmental sustainability of the Cabassango market.

**Taking into account the problems exposed, we accept as a hypothesis that:**

- The lack of implementation of sustainable actions has prevented the sellers from affirming their ethics towards environmental sustainability in the Cabassango market.

## MATERIAL AND METHODS

This research was carried out in the Cabassango market, which is a public market in Angola, located in the Cabassango neighborhood; in the province of Cabinda; This market was opened in 2005. The general objective of this article is to analyze what has prevented the sellers from asserting their ethics towards environmental sustainability in the Cabassango market.

**Ethics and sustainability in the social context:** In the current context, it is common to hear the term “Ethics” being used both in professional and social environments. Little by little, individuals feel that it is necessary for each person, in the exercise of their activity, to adopt adequate and appropriate conduct. In this way, we understand that in the view of Vasquez (2017), ethics is the science that studies morality, which analyzes the foundations of human action and the principles that subordinate the individual will to the normative precepts of the collective. However, Macedo, Rodrigues, Chevitere and Freichas (2015), share the idea that, since the emergence of the first social groupings, each of them established norms of coexistence for themselves, which took the form of values referring to good and evil applied to the conduct of individuals in the social environment. This is what can be called “moral” (...). In the view of Silva and Lopes (2019), sustainability today demonstrates great concern due to the impacts that can be generated on the environment, and also the issue of preserving it, both by the population and by public authorities, as This point generates great discussions regarding the topic. For Soares and Cruz (2012), sustainability is an

ethical dimension, something that seeks to guarantee life, it is an existential issue. Sustainability is not simply related to nature, to “green”, it is related to the entire relationship between the individual and the entire environment around them. There is a complementary relationship between the two: by improving the environment, man improves himself.

For a long time, in order to better study or analyze sustainability, it was divided into three dimensions: the social dimension, the environmental dimension and the economic dimension. On the other hand, in recent studies, some authors add other dimensions to sustainability, as is the case of Garcia (2020), who emphasizes that sustainability has foundations that are its dimensions, such as: the social, economic, environmental, technological dimension and ethics. Therefore, for sustainability to be effective, a global awareness needs to emerge for this world in crisis (GARCIA, 2020:55). It is essential that everyone wakes up and directs their attention to the environment that surrounds them.

Affirmation of ethics by women and sustainability in public markets. In Magalhães (2019) view, environmental sustainability refers to the planet's natural resources and the way they are used by society, community or companies. According to the author cited above, the objective of environmental sustainability is that the interests of future generations are not compromised by satisfying the needs of the current generation. For Velho (2021), the concept of environment protected by the socio-environmental state is not just a naturalistic concept, it involves the environment in a broader sense with all external circumstances (economic, social and cultural) that directly or indirectly influence the quality of life human. The author cited above also adds that the environmental or ecological dimension, one of the members of the sustainability tripod, is closely related to environmental protection and the importance of environmental degradation. Emphasizing the environmental issue, Silva and Lopes (2019), state that environmental protection is one of the key points within sustainability, requiring the implementation of major measures to reverse pollution and waste accumulation, where this can cause great damage. for environmental species in general.

Sen (1999), (...) is of the opinion that social and environmental problems are necessarily interconnected and it will only be possible to adequately protect the environment with the improvement of the general conditions of these populations. The search for survival, to support themselves and their family, and the lack of employment opportunities are some of the reasons why many women choose to embrace commercial activity. In Angola in general, and in Cabinda in particular, it is notable that the growing number of women who, in the constant search for their livelihood and improving their living conditions, choose to enter public markets to sell various products. Mercantile activity thus constitutes a way that certain women found to escape hunger, poverty and guarantee the sustenance and survival of their families. It is in these public markets where women from sun up to sun down, day after day, seek through sales to make various goods and services available to demanders and in return receive monetary values that are used to satisfy their needs. We therefore understand that a market is a space where several individuals demanding and offering a good interact, with this interaction

being mediated by a price. It can be seen that, given its nature, in a market there is a huge flow and interaction of people, each of them with different behavior, education and objectives. As a result of these enormous interactions and commercial activity itself, a variety of solid waste is generated, which, when not treated correctly, generates negative consequences for the longevity of the environment. However, it is essential that each seller, when carrying out their activity, adopts behaviors or principles that aim to respect and avoid causing damage to the environment of the market itself, thus allowing future generations to enjoy this market. We are of the opinion that the woman saleswoman's quest to improve living conditions, to support herself and her family must be aligned with a strong awareness of the care that must be taken with the environment, so that their children, grandchildren, great-grand children, etc., can find land that is good to live in, a market that is suitable for carrying out commercial activities. In this line of thought, Garcia (2020), states that ethics needs to be born from the essence of the human, there must in fact be a feeling of human happiness "feeling at home". The author also emphasizes that the effectiveness of ethics lies in its practical use. One can know a lot about ethics, but the true value of ethics is not in this accumulated knowledge, but in the applied use of acts and behaviors that can be carried out. To this end, ethics must be affirmed or consolidated within each woman seller, so that the activity carried out by her is carried out respecting principles and values and acting in ways that do not harm the environment, thus ensuring environmental sustainability in the market. Modern and effectively ethical society cannot accept itself as a slave to development and capitalist evolution that has alienated humanity, it is necessary to awaken and invoke the dimension of consciousness, after all, rationality is the basis of the human species (Velho, 2021: 43).

Therefore, it is essential to implement sustainable actions in the markets and promote the applicability of such actions among sellers. A true affirmation of ethics for environmental sustainability through environmental education actions is necessary. In Santana's view (2018), introducing sustainable practices into public markets balances the ecological aspect and strengthens the economic issue, as an economy with an environmental bias strengthens environmental causes and contributes to sustainable development.

**However, as stated Magalhães (2019), some actions can be adopted that promote environmental sustainability in public markets, such as:**

- Reduce or avoid the use of plastic bags;
- Separate garbage for selective collection;
- Recycling;
- Saving water (reusing rainwater);
- Reduce energy consumption
- Implementation of a sewage system;
- Implementation of environmental education actions;
- Implementation of a water drainage network.

The future of this planet, and particularly of women, depends on our own actions in the present, what we do today, the way we treat the environment in which we live will have consequences or repercussions in the future, for this reason, it is necessary for each of us to adopt appropriate behaviors or conduct, aiming for the common good.

## Research methodology

**Population and sample:** The market has 26 workers distributed across different areas. The market has approximately 730 registered seats or benches, with the majority of approximately 500 seats occupied by women. In the present study, from a stratified sampling, a sample of 84 individuals was randomly selected, of which 4 were market managers, assigned to the area of supervision and general management, of which 3 were male and 1 was female, and 80 salespeople, from January to February of the year 2023. To select the 80 saleswomen, the random sampling criterion was used, thus allowing any saleswoman, regardless of their age, to participate in the study.

**Data collection:** In this research, the data collection techniques used were the structured interview, the questionnaire and the systematic observation.

**Data analysis techniques:** The data were treated statistically using the SPSS software. Means from normality test and hypothesis tests applying Pearson chi-square were used to extract the sample opinions and to characterize the market under study that allow the interpretation and discussion of results.

## RESULTS

The data obtained from the semi-structured interview were used to characterize the market under study and helped us understand the reality under study; however, based on the data collected in the field through the questionnaire, statistical treatment of the data was carried out using the SPSS software. In this context, the data obtained does not follow a normal distribution, in this case, we worked with the values of median. And, the data obtained through systematic observation helped in the interpretation of the results. Therefore, the following results were obtained:

The data in the table above shows that, of the 80 saleswomen interviewed, the majority of them are between 30 and 35 years old; The women sellers interviewed sell a variety of products, but most of the women interviewed sell rural products and started this activity in the years 2017 to 2021. Of the motivating reasons for carrying out this activity, most of them pointed to sustenance as the motivating reason to embrace this activity; Regarding the care they have taken with the products they sell, the majority stated that after selling their products, they tidy and store them in the warehouse; when it comes to ethics, most of the women surveyed stated that they are aware of market procedures, there has been empathy and cooperation between them; They also state that they all know the opening and closing times of the market, most of the women questioned have respected the market rules, as they have made their sales within the market, and every day before starting to sell they have greeted their colleagues, you have been praying and cleaning your space or your bench. In the Table 2, we tried to assess whether the sellers have taken actions that guarantee sustainability, so the sellers have used plastic bags and encouraged their customers to use plastic bags, and when they are damaged, they throw them in the trash, but the sellers are unaware that plastic bags harm the environment, sellers stated that they have not stored rainwater; and they have not spared the rainwater; most of them stated that they have been throwing their rubbish in a bin and when the product they are

Table 1. Tendency of respondents' opinions on Ethics in the market

Indicators	N	Normal parameters <sup>a,b</sup>			Standard Deviation	Test statistic	Significance Sig. (2 ends)	Opinion trend
		Mean	Median	Mode				
Age	80	4,00	4,00	5	1,000	0,000	,000 <sup>c</sup>	From 30 to 35 years old
Product	80	3,00	4,00	4	1,000	0,000	,000 <sup>c</sup>	Field products
Activity start time	80	2,00	3,00	3	1,067	0,000	,000 <sup>c</sup>	From 2017 to 2021
Reason for carrying out this activity	80	2,08	1,00	1	1,000	0,000	,000 <sup>c</sup>	Support
Product care	80	1,00	1,00	1	1,000	0,000	,000 <sup>c</sup>	Pack and store in storage
Knowledge of procedures	80	1,03	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes
b2- Have you been talking to your colleagues (Empathy, cooperation)	80	1,00	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes
b3- Knowledge of market hours (norms)	80	1,03	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes
b4- Sell inside or outside (respect the rules)	80	1,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	Sell inside
b5-If you sell outside, tell me why?	80	4,00	6,00	6	2,082	0,000	,000 <sup>c</sup>	Sell inside
c1- What have you done before selling (Behavior)	80	1,04	1,00	1	0,000	0,000	,000 <sup>c</sup>	I greet my colleagues, pray and clean my space

Table 2. Trend of opinion: environmental sustainability indicators

Indicators	N	Normal parameters <sup>a,b</sup>			Standard Deviation	Test statistic	Significance Sig. (2 ends)	Opinion trend
		Mean	Median	Mode				
Use of plastic bags	80	1,04	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes
Put an end to damaged plastic bags	80	1,00	1,00	1	0,000	0,000	,000 <sup>c</sup>	I throw it in the trash
Encouragement of the use of plastic bags	80	1,09	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes
Awareness of the harm caused by using plastic bags?	80	1,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	No
Reuse of rainwater?	80	1,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	I don't store
Saving rainwater?	80	1,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	No
Where have you disposed of the rubbish (Treatment given to rubbish)	80	2,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	In a trash can
When the product you are selling is damaged (Responsibility)	80	1,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	Do not sell
Burning of garbage	80	1,00	2,00	2	0,000	0,000	,000 <sup>c</sup>	No
Opinion on burning garbage	80	1,00	2,00	2	0,000	0,000	,000 <sup>a</sup>	No
If a customer gives you extra money, what do you do? (Honesty)	80	1,00	1,00	1	0,000	0,000	,000 <sup>c</sup>	I return the money
Have you talked to your children about the importance of taking care of the space where you work?	80	1,00	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes
Does not knowing ethics harm the environment?	80	1,00	1,00	1	0,000	0,000	,000 <sup>c</sup>	Yes

Table 3. Degree of association of dependent and independent variables (b1, b2)

Independent	Variables		Pearson chi-square	df	Significance Sig. (2 sides)	Association
		Dependent				
b1- Knowledge of procedures	c1- When you arrive at the market, what have you done before starting to sell?		,080 <sup>a</sup>	1	0,000	Yes
	c2- Use of plastic bags		,080 <sup>a</sup>	1	0,000	Yes
	c3- An end to damaged plastic bags?		1,000 <sup>a</sup>	1	0,000	Yes
	c4- Encouragement of the use of plastic bags?		,000 <sup>a</sup>	1	0,000	Yes
	c5- Knowledge of the harm caused by the use of plastic bags to the environment?		,000 <sup>a</sup>	1	0,000	Yes
	c6- Reuse of rainwater?		,000 <sup>a</sup>	1	0,000	Yes
	c7- Saving rainwater?		,000 <sup>a</sup>	1	0,000	Yes
	c8- Where have you disposed of the rubbish resulting from the activity		2,000 <sup>a</sup>	2	0,000	Yes
	c9- When the product you are selling is spoiled, what have you done		,000 <sup>a</sup>	2	0,000	Yes
	c10- Burning of garbage resulting from the sale of products on the market		,000 <sup>a</sup>	1	0,000	Yes
	c11- Opinion on burning garbage		1,000 <sup>a</sup>	1	0,000	Yes
b2- Have you been talking to your colleagues that you don't know about how they should act (Empathy, cooperation)?	c1- When you arrive at the market, what have you done before starting to sell?		1,000 <sup>a</sup>	1	0,000	Yes
	c2- Use of plastic bags		1,000 <sup>a</sup>	1	0,000	Yes
	c3- An end to damaged plastic bags?		,000 <sup>a</sup>	1	0,000	Yes
	c4- Encourage the use of plastic bags?		,000 <sup>a</sup>	1	0,000	Yes
	c5- Knowledge of the harm caused by the use of plastic bags to the environment?		3,000 <sup>a</sup>	1	,057	Yes
	c6- Reuse of rainwater?		,000 <sup>a</sup>	1	0,000	Yes
	c7- Saving rainwater?		,000 <sup>a</sup>	1	0,000	Yes
	c8- Where have you disposed of the rubbish resulting from the activity		2,000 <sup>a</sup>	2	0,000	Yes
	c9- When the product you are selling is spoiled, what have you done		2,000 <sup>a</sup>	2	0,000	Yes
	c10- Burning of garbage resulting from the sale of products on the market		,000 <sup>a</sup>	1	0,000	Yes
	c11- Opinion on burning garbage		6,000 <sup>a</sup>	1	,008	Yes

Table 4. Degree of association of dependent and independent variables (b3,b4,b5)

Variables		Pearson chi-square	df	Significance Sig. (2 sides)	Association
Independente	Dependente				
b3- Do you know the opening and closing times of the market (Standards)?	c1-When you arrive at the market, what have you done before starting to sell?	12,000 <sup>a</sup>	1	0,000	Yes
	c2-Use of plastic bags	,080 <sup>a</sup>	1	0,000	Yes
	c3-No end to damaged plastic bags?	1,000 <sup>a</sup>	1	0,000	Yes
	c4-Encouragement of the use of plastic bags?	,000 <sup>a</sup>	1	0,000	Yes
	c5-Are you aware of the harm caused by the use of plastic bags to the environment?	,000 <sup>a</sup>	1	0,000	Yes
	c6- Reuse of rainwater?	,000 <sup>a</sup>	1	0,000	Yes
	c7-Saving rainwater?	,000 <sup>a</sup>	1	0,000	Yes
	c8-Where have you disposed of the rubbish resulting from the activity	3,000 <sup>a</sup>	2	0,000	Yes
	c9-When the product you are selling is spoiled, what have you done	1,000 <sup>a</sup>	2	0,000	Yes
	c10- Burning of garbage resulting from the sale of products on the market	,000 <sup>a</sup>	1	0,000	Yes
	c11-Opinion on burning garbage	1,000 <sup>a</sup>	1	0,000	Yes
b4-Have you made your sales inside or outside the market (I respect the rules)?	c1-When you arrive at the market, what have you done before starting to sell?	2,000 <sup>a</sup>	1	0,000	Yes
	c2-Use of plastic bags	4,007 <sup>a</sup>	1	,045	Yes
	c3- An end to damaged plastic bags?	1,000 <sup>a</sup>	1	0,000	Yes
	c4-Encouragement of the use of plastic bags?	,000 <sup>a</sup>	1	0,000	Yes
	c5-Are you aware of the harm caused by the use of plastic bags to the environment?	,000 <sup>a</sup>	1	0,000	Yes
	c6- Reuse of rainwater?	,005 <sup>a</sup>	1	0,000	Yes
	c7-Saving rainwater?	,096 <sup>a</sup>	1	0,000	Yes
	c8-Where have you disposed of the rubbish resulting from the activity	2,000 <sup>a</sup>	2	0,000	Yes
	c9-When the product you are selling is spoiled, what have you done	6,000 <sup>a</sup>	2	,040	Yes
	c10- Burning of garbage resulting from the sale of products on the market	1,000 <sup>a</sup>	1	0,000	Yes
	c11-Opinion on burning garbage	2,000 <sup>a</sup>	1	,008	Yes
b5-If you sell outside the market, say why	c1-When you arrive at the market, what have you done before starting to sell?	2,000 <sup>a</sup>	5	0,000	Yes
	c2-Use of plastic bags	6,000 <sup>a</sup>	5	0,000	Yes
	c3- An end to damaged plastic bags?	3,000 <sup>a</sup>	5	0,000	Yes
	c4-Encouragement of the use of plastic bags?	1,000 <sup>a</sup>	5	0,000	Yes
	c5-Are you aware of the harm caused by the use of plastic bags to the environment?	4,000 <sup>a</sup>	5	0,000	Yes
	c6- Reuse of rainwater?	2,000 <sup>a</sup>	5	0,000	Yes
	c7-Saving rainwater?	3,000 <sup>a</sup>	5	0,000	Yes
	c8-Where have you disposed of the rubbish resulting from the activity	5,000 <sup>a</sup>	10	0,000	Yes
	c9-When the product you are selling is spoiled, what have you done	8,000 <sup>a</sup>	10	0,000	Yes
	c10- Burning of garbage resulting from the sale of products on the market	8,000 <sup>a</sup>	5	0,000	Yes
	c11-Opinion on burning garbage	7,000 <sup>a</sup>	5	0,000	Yes

selling is spoiled they throw it in the bin; they have not been burning the trash and that burning the trash is not the best way to treat the trash; they have returned money when a customer gives too much money; and at home they have been talking to their children about the care they should take with the space where they work. They believe that the fact that people are unaware of ethics makes them act in ways that harm the environment. In Table 3 and Table 4, we tried to verify the degree of association between the independent and dependent variables of the dimensions: ethics and environmental sustainability, so we verified that there is an association between the dependent and independent variables, since the level of significance is lower than 5%.

## DISCUSSION

According to the results obtained, we can say that of the 80 women sellers questioned, aged between 30 and 35 years old, they embraced this sales activity with the aim of guaranteeing their livelihood and that of their families, and despite each of them having their habits, their way of being and thinking, their own will, they are aware of the rules, and have respected the rules of the market itself since most of the sellers surveyed sell their products within the market, among the sellers there is empathy and cooperation, it can also be seen that in carrying out their activity, they try to be honest with their customers; It is noted that the majority of women salespeople surveyed have sought to carry out their activity ethically, that is, respecting ethical principles; What we can understand in the view of Vasquez (2017), that ethics is the science that studies morality, which analyzes the foundations of human action and the principles that subordinate the individual will to the normative precepts of the collective.

Although these sellers act in accordance with ethical principles, their actions have not contributed to the longevity of the environment, as they have used and encouraged the use of plastic bags, have not saved or reused rainwater, spoiled products as well as damaged plastic bags, have been thrown in the trash, the sellers are unaware of the damage caused by the plastic bag to the environment, which supports us in the idea of Garcia (2020), who states that ethics needs to be born from the essence of the human, there must actually be a feeling of human happiness “feeling at home”. The author also emphasizes that the effectiveness of ethics lies in its practical use. One can know a lot about ethics, but the true value of ethics is not in this accumulated knowledge, but in the applied use of acts and behaviors that can be carried out. In this way, it becomes essential that ethics is affirmed and consolidated within each saleswoman through the adoption of environmentally friendly behaviors and actions that guarantee their sustainability, which in Santana's opinion (2018), introduce sustainable practices in public markets it balances the ecological aspect and strengthens the economic issue, as an economy with an environmental bias strengthens environmental causes and contributes to sustainable development. However, it is clear that in the market under study, sustainable actions have not been implemented, a fact that has prevented the affirmation of ethics among women sellers. However, we are of the opinion that it is essential to implement and promote actions that guarantee the environmental sustainability of the market. Therefore, to

overcome this situation, some actions that promote environmental sustainability in public markets Magalhães (2019) can be implemented in the Cabassango market, such as: promoting actions that encourage the reduction of the use of plastic bags; separate waste for selective collection through the placement of differentiated waste containers, so that waste is separated, favoring recycling; encourage the reuse and saving of rainwater, which can be used in market bathrooms; display illustrative posters in the market containing information about sustainable practices; promote environmental education lectures. In this way, it will be possible to affirm and consolidate ethics among sellers, in order to ensure environmental sustainability in the Cabassango market.

## CONCLUSION

**After discussing the results, the following conclusions were reached:**

- Most of the women sellers surveyed are aged between 30 and 35 years old, and carry out this activity to ensure their livelihood and that of their family;
- The salespeople are aware of the rules and procedures, and have tried to respect and comply with the rules, which include cooperation, empathy and honesty;
- In the market, sustainable actions have not been implemented, which is why sellers have used and encouraged the use of plastic bags, and have not saved or reused rainwater; and are unaware of the damage caused by using plastic bags to the environment;
- The sellers have not been burning rubbish and also do not consider burning rubbish to be a good way of dealing with waste.
- The dependent and independent variables of the dimensions: ethics and environmental sustainability are associated, since the level of significance is less than 5%, in this case, the work hypothesis was verified and validated;
- The general objective of the research was achieved;
- The future of this planet, and particularly of women, depends on our own actions in the present, what we do today, the way we treat the environment in which we live will have future consequences or repercussions, for this reason, it is necessary that each of us adopt appropriate behaviors or conduct, aiming for the common good.

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