

Green Consumerism: A Study of Selected Products

Dr. Virender Singh

Associate Professor Govt. College Gharaunda, Karnal

Abstract

Every consumer product exerts an environmental impact; their manufacturing processes and the utilization of non-renewable resources and fuels generate hazardous pollutants and adversely affect the environment. Green consumerism denotes a condition in which consumers seek products and services that have undergone environmentally sustainable production processes. Public sentiments towards green consumerism are predominantly positive; nonetheless, green consumer behavior constitutes a minority activity. Significant environmental challenges and the depletion of natural resources have compelled human civilization to prioritize ecologically responsible purchasing. This study report elucidates the notion of green consumerism and consumer awareness about specific products.

Key words: Responsible Consumption, Green Consumerism, Eco-friendly Products.

1. Introduction

Green consumerism refers to the procurement of products in a sustainable manner within an eco-friendly context. Currently, our society is more concerned about environmental issues and the pollution we generate. To safeguard our environment, we must adhere to sustainable practices. The study examines the extent to which customers, although being educated on protecting the environment and recognizing the advantages of eco-friendly items, yet fail to utilize green products. Green consumerism pertains to the utilization of eco-friendly products, recyclable items, and goods that mitigate environmental harm, including those that conserve energy. use hybrid vehicles for water conservation. The premise is that when knowledge of environmental issues becomes sufficiently ingrained in community consciousness, the purchasing power of the mass market will compel all firms to adopt sustainable practices in both their goods and manufacturing processes.

2. Green consumerism

Green consumerism is a condition in which customers seek items and services that have been produced through environmentally sustainable methods or that incorporate recycling and conservation of the planet's resources. Green consumerism involves the creation, promotion, and enhancement of goods and services based on their environmental advantages. Economic, social, and cultural dynamics have established the foundation for green consumption. This is due to a contemporary societal attitude and movement that seeks to promote awareness of corporate production processes, advocating for the purchase and utilization of products and services that do not adversely affect the environment. Pollution, global warming, climate change, and loss of biodiversity are significant environmental risks jeopardizing human life.

3. Importance of Green Consumerism

Green consumerism is a comprehensive and responsible management approach that identifies, satisfies, fulfills, and anticipates the demands of stakeholders while preserving the natural integrity of the environment and safeguarding human health. The significance of green consumerism, therefore, includes:

1. Reduced waste in packaging

Green consumerism promotes economical packaging alternatives. It reflects social attitudes favoring the purchase of loose items, such as fruits and vegetables, over pre-packaged goods. Additionally, it encourages the reuse of paper and plastic bags and containers that frequently contribute to environmental degradation. It exhibits societal attitudes favoring the acquisition of loose items, such as vegetables and fruits, over pre-packaged alternatives. Furthermore, it promotes the reutilization of paper, plastic containers, and tins that frequently contribute to environmental damage.

2. Increased energy efficiency

Green consumerism promotes the effective utilization of energy, which eventually aids in cost savings, diminishes utility expenses, reduces greenhouse gas emissions, and allows economies to satisfy increasing energy demands.

3. Decreased release of emissions and other pollutants during production and transportation processes

Emissions from the transportation sector and industries have significantly diminished due to green consumerism. Furthermore, advocacy and initiatives promoting green consumerism have led to the implementation of rigorous standards against emissions, resulting in reduced emissions from engines and motors, as well as the development of clean-burning fuel alternatives. Furthermore, due to the promotion of green consumerism initiatives, rigorous requirements have been established to reduce emissions from engines and motors, with the development of clean-burning fuel alternatives.

4. Consumption of more healthy foods

The advocacy for green consumerism has heightened the need for more environmentally sustainable food production. Consequently, individuals are progressively cultivating a culture of purchasing organic and locally sourced food, which is presumably healthier since it is not grown or produced with artificial chemical fertilizers, antibiotics, hormones, or pesticides.

Objective of the study

1. To understand the concept of green consumerism.
2. To examine the consumer awareness towards attributes of selected products

Data sample and statistical tools

The purpose of this study to determine the awareness of attributes of selected three products, namely soft drinks, laundry detergents and electricity bulbs/tubes for this reason, a questionnaire consisting of twenty attributes divided into three categories of product. On the basis of this study, we are also to know the extent of adaptability of these attributes while using/purchasing the product. The devices of mean value and standard deviation are used for descriptive analysis of collected data.

Analysis of data

The means score on these attributes according to socio economic and demographic characteristics of the respondents are shown in the following table.

Table-1
Mean and S.D. of attributes of soft drink according to gender

Attributes of Soft Drink	Gender				Total	
	Male		Female		Mean	S.D.
	Mean	S.D.	Mean	S.D.		
Container size	4.12	.902	4.23	.800	4.17	.859
Price	4.06	.943	4.47	.701	4.27	.868
Harm to Environment	4.30	.896	4.09	1.099	4.20	.996
Taste	4.06	1.066	4.27	.991	4.16	1.037
Safety	3.76	1.144	3.89	1.115	3.82	1.132
Return ability	3.97	.939	3.81	.989	3.90	.964
Calorie content	3.81	1.066	3.90	1.199	3.85	1.123
Brand name	4.10	.854	3.94	1.124	4.03	.985

Gender wise rating of attributes

Table-1 presents the result of attributes of soft drinks. Mean table indicates that female are more concerned regarding price container size, taste and safety measure on the other hand, males are more aware against harm to environment, returnability, brand name. It concludes that females are having saving tendency and male are think more against environment deterioration due to their products.

Table-2
Mean and S.D. of soft drink attributes according to residential status

Attributes of Soft Drink	Residential status				Total	
	Rural		Urban		Mean	S.D.
	Mean	S.D.	Mean	S.D.		
Container size	4.09	.806	4.21	.884	4.17	.859
Price	4.26	.956	4.23	.818	4.24	.868

Harm to Environment	3.87	1.258	4.38	.769	4.20	.996
Taste	4.01	1.047	4.23	1.026	4.16	1.037
Safety	3.56	1.143	3.95	1.104	3.82	1.132
Returnability	3.81	1.066	3.95	.903	3.90	.964
Calorie content	3.69	1.237	3.93	1.056	3.85	1.126
Brand name	3.81	1.066	4.14	.920	4.03	.985

Rating of attributes according to residential status

It is evident from the table that urban respondents concern more to the above attributes except price as compare to rural one. Price is the sole attribute on which rural respondents are concerned more.

Table-3
Mean and S.D. of soft drink attributes according to educational level

Attributes of Soft Drink	Educational level										Total	
	Up to		10+2		Graduate		Post Graduate		Doctorate			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Container size	4.08	.849	4.15	.921	4.13	.775	4.21	.936	4.37	.675	4.17	.859
Price	3.98	1.05	4.35	.921	4.41	.737	4.35	.773	3.84	.754	4.24	.868
Harm to Environment	3.90	1.176	3.95	1.218	4.31	.769	4.41	.872	4.05	1.064	4.20	.996
Taste	3.74	.960	3.80	1.381	4.30	1.016	4.40	.884	4.16	1.103	4.16	1.037
Safety	3.08	.961	3.55	1.218	3.85	1.229	4.26	.870	4.05	1.161	3.82	1.132
Returnability	3.50	.859	3.65	1.292	4.07	.883	4.06	.877	4.00	1.090	3.90	.964
Calorie content	3.06	1.033	3.45	1.218	3.98	1.168	4.28	.904	4.11	.798	3.85	1.126
Brand name	3.74	1.079	3.80	1.043	4.24	.796	4.15	1.005	3.89	.863	4.03	.985

Education level and rating of attributes

The above table shows that higher educated respondents exhibit greater tendency towards these attributes in comparison to lower educated respondents. It means education play an important role to consider attributes before going for purchasing the products.

Table-4
Mean and S.D. of soft drink attributes according to income level

Attributes of Soft Drink	Income level										Total	
	up to 20000		20000-30000		30000-35000		35000-40000		Above 40000			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Container size	4.15	.903	4.13	.791	4.04	1.057	4.48	.646	4.24	.657	4.17	.859
Price	4.36	.830	4.32	.929	4.21	.878	4.20	.639	3.84	.842	4.24	.868
Harm to Environment	3.83	1.215	4.39	.896	4.19	1.070	4.20	.639	4.48	.646	4.20	.996
Taste	3.77	1.115	4.25	1.024	4.28	.848	4.20	1.030	4.40	1.069	4.16	1.037
Safety	3.21	1.27	3.88	1.086	4.11	1.213	4.12	.773	4.08	.961	3.82	1.132
Returnability	3.68	.931	3.92	.993	4.02	.984	3.84	.842	4.12	.822	3.90	.964
Calorie content	3.25	1.293	3.87	1.028	4.21	.949	4.00	1.107	4.24	.948	3.85	1.126
Brand name	3.55	1.196	4.21	.872	4.32	.751	4.16	.842	3.80	.944	4.03	.985

Rating of attributes according to level of income

The table shows the mean value that respondents having income higher than 30000 give more important to attributes such as harm of container to environment, taste, safety and returnability of container and those income less than Rs 30000 are more concerned with price, calorie content and brand name of the product.

Table-5
Mean and S.D. of attributes of Laundry detergent according to gender

Attributes of Laundry detergent	Gender				Total	
	Male		Female			
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Cleaning ability	4.80	.439	4.83	.402	4.81	.423
Phosphate content	4.014	.736	4.13	.881	4.14	.803
Price	4.03	.878	4.39	.693	4.19	.820
Harm to the environment	4.30	.896	3.96	1.116	4.15	1.013
Package size	4.18	.825	4.14	.886	4.16	.852

Brand name	4.11	.898	3.96	1.125	4.04	1.007
Contain bleaching powder	3.45	1.123	3.73	1.078	3.57	1.111

Gender wise rating of attributes

The mean table indicates that females are more concerning on cleaning ability, price, bleaching powder in comparison to male because females are more money concerned and washing their family cloths. Males are more aware about brand name, harm to environment attributes while purchasing/using detergents.

Table-6
Mean and S.D. of attributes of Laundry detergent according to residential status

Attributes of Laundry detergent	Residential Status				Total	
	Rural		Urban		Mean	S.D.
	Mean	S.D.	Mean	S.D.		
Cleaning ability	4.69	.540	4.88	.328	4.81	.423
Phosphate content	3.90	.903	4.27	.714	4.14	.803
Price	4.23	.769	4.17	.846	4.19	.820
Harm to the environment	3.83	1.163	4.31	.881	4.15	1.013
Package size	4.04	.929	4.23	.802	4.16	.852
Brand name	3.72	.949	4.22	.995	4.04	1.007
Contain bleaching powder	3.32	1.084	3.71	1.104	3.57	1.111

Residential status and rating of attributes

The above table shows that urban respondent exhibits greater tendency towards these attributes except price in comparison to rural one. It is concluded that urban people are more aware or conscious about considering attributes while purchasing the products and rural people considered only price of the products.

Table-7
Mean and S.D. of attributes of Laundry detergent according to educational levels

Attributes of Laundry detergent	Education										Total	
	Up to Metric		10+2		Graduate		Post Graduate		Doctorate		Mean	S.D.
	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.		
Cleaning	4.64	.482	4.65	.580	4.93	.263	4.88	.39	4.84	.370	4.81	.423

ability								6				
Phosphate content	3.78	.949	4.00	1.013	4.39	.527	4.28	.723	3.89	.727	4.14	803
Price	4.12	.956	4.30	.648	4.15	.807	4.27	.800	4.05	.695	4.19	.820
Harm to the environment	3.76	1.016	3.70	1.324	4.26	.951	4.37	.865	4.37	.998	4.15	.1013
Package size	3.94	1.033	4.35	.662	4.20	.707	4.29	.759	3.89	1.085	4.16	.852
Brand name	3.84	.907	3.65	1.292	4.06	1.066	4.21	.923	4.26	.921	4.04	1.007
Contain bleaching powder	2.58	.831	3.30	1.159	3.78	.941	4.02	.953	3.95	1.114	3.57	1.111

Rating of attributes and level of education.

From the mean table, it shows that high educated respondents consider attributes like cleaning ability, harm to the environment, brand name and contain bleaching powder more in comparison to low educated one. Matriculate and doctorate do not give much weight to the attributes i.e. contain phosphate and package size in comparison to other categories of respondents. Price is considered equally important factors among all the respondents irrespective of the level of education.

Table-8
Mean and S.D. of attributes of Laundry detergent according to income level

Attributes of Laundry detergent	Income Level										Total	
	Upto 20000		20000-30000		30000-35000		35000-40000		More than 40000			
	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.
Cleaning ability	4.79	.452	4.81	.391	4.89	.373	4.80	.495	4.72	.454	4.81	.423
Phosphate content	3.83	.889	4.28	.812	4.32	.659	4.12	.659	4.04	.781	4.14	.803
Price	4.19	.829	4.23	.812	4.13	.919	4.04	.781	4.36	.631	4.19	.820
Harm to the environment	3.75	1.120	4.15	1.058	4.49	.744	4.32	.741	4.16	1.057	4.15	1.013
Package size	4.00	.915	4.17	.825	4.26	.816	4.36	.693	4.12	.961	4.16	.852
Brand name	3.68	.991	4.15	1.058	4.15	.903	4.36	.631	4.00	1.178	4.04	1.007
Contain bleaching powder	3.19	1.122	3.47	1.014	3.79	1.208	4.00	.904	3.88	1.081	3.57	10111

Level of income and rating of attributes.

It shows from the mean table that harm to the environment and contain bleaching powder are more considered by respondents having income more than Rs. 30000. Phosphate content and brand name are important attributes for persons whose income lies between Rs. 20000-40000.

Table-9
Mean and S.D. of attributes of electricity bulbs/tubes according to gender

Attributes of Electricity Bulbs/Tubes	Gender				Total	
	Male		Female			
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Size of bulbs/tubes	4.52	.735	4.18	.966	4.37	.861
Brand name	4.46	.665	4.15	.923	4.32	.805
Price	4.30	.812	4.53	.539	4.40	.713
Saving energy	4.64	.613	4.20	1.160	4.44	.924
Guarantee/replacement	4.55	.601	4.51	.783	4.53	.687

Gender wise rating of attributes

This table indicates that among male respondents size, brand and saving energy are important considerations while purchasing the bulbs/tubes. Price is more consider by female respondents in comparison to male because female have more saving tendency.

Table-10
Mean and S.D. of attributes of electricity bulbs/tubes according to residential status

Attributes of Electricity Bulbs/Tubes	Residential Status				Total	
	Rural		Urban			
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Size of bulbs/tubes	4.13	.969	4.50	.770	4.37	.861
Brand name	4.14	.876	4.42	.747	4.32	.805
Price	4.49	.677	4.35	.728	4.40	.713
Saving energy	4.08	1.122	4.64	.729	4.44	.924
Guarantee/replacement	4.49	.657	4.56	.702	4.53	.687

Rating of attributes according to residential status

From mean table, it may be noted that urban respondents have given more importance to these attributes in comparison to rural one. It also conclude that rural people are more concerned about price and urban give more weightage to guarantee/ replacement in comparison to their counterpart.

Table-11
Mean and S.D. of attributes of electricity bulbs/tubes according to income level

Attributes of Laundry detergent	Income										Total	
	Upto20000		20000-30000		30000-35000		35000-40000		More than 40000			
	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.	Mea n	S.D.
Size of bulbs/tubes	4.17	1.00	4.39	.83	4.38	.84	4.56	.50	4.52	.86	4.37	.86

		9		4		4		1		3		1
Brand name	4.23	.820	4.32	.854	4.40	.708	4.64	.485	4.08	.944	4.32	.805
Price	4.51	.573	4.48	.663	4.23	.860	4.36	.631	4.28	.834	4.40	.713
Saving energy	4.00	1.265	4.45	.872	4.72	.612	4.44	.644	4.84	.468	4.44	.924
Guarantee/replacement	4.45	.841	4.64	.559	4.53	.683	4.56	.577	4.36	.749	4.53	.687

Income level and rating of attributes.

From mean table, it shows that respondent having income more than Rs. 20000 give more importance to size and saving energy. Price is more considerable attributes among all respondents except those lie between Rs. 30000 to 35000 level of income. Brand name is not of much consideration among respondents having income more than Rs. 40000 in comparison to other levels of income. On guarantee/replacement terms, all respondents give almost equal consideration irrespective of their level of income.

Table-12

Mean and S.D. of attributes of electricity bulbs/tubes according to educational levels

Attributes of Laundry detergent	Education										Total	
	Up to Metric		10+2		Graduate		Post Graduate		Doctorate			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Size of bulbs/tubes	4.14	.985	4.10	.900	4.39	.852	4.46	.754	4.79	.704	4.37	.861
Brand name	4.18	.845	4.05	1.131	4.43	.713	4.39	.764	4.42	.599	4.32	.805
Price	4.34	.844	4.60	.591	4.46	.571	4.41	.664	4.11	.924	4.40	.713
Saving energy	3.86	1.206	4.05	.932	4.48	.942	4.78	.496	4.84	.370	4.44	.924
Guarantee/replacement	4.44	.608	4.40	.871	4.58	.791	4.61	.641	4.68	.471	4.53	.687

Rating of attributes according to education level

From mean table, it shows that high educated respondents consider attributes like size, brand name and saving energy more in comparison to low educated one. Price is less consider by doctorate in comparison to other educational level of the respondents. Guarantee/replacement is considered more or less equally by respondent irrespective of their educational level.

4. Conclusion

Despite the increase in environmental concern, the present situation appears analogous to the 'green', movement in India and price, quality, easy availability are considered as most important decision factors. It is reflected from the present study that quality may be more important to male, urban and high

educated consumers whereas, female are also more likely than men to consider price, size and easy availability factors in their purchases. In addition, high income group, students and older age respondents are more concern about environmental safety when buying a product. The importance. rating of attributes for soft drinks, price, harm of container to environment and taste are the main attributes found to be significantly different across the demographic and socio-economic class of respondents Female are more likely than men to price and taste attributes, urban respondents are fairly high in size, safety and harm of container to environments. High income and high educated are more concerned with returnability and brand name of the product is only due to the reason that this category of people are more environment/socially conscious regarding that behaviour. With respect to laundry detergents, the attributes, price, harm to environment and contain bleaching powder are more significantly important among female and urban respondents whereas cleaning ability, brand name are more prevalent attributes among high educated and high income group of respondents, it is only due to the reason that urban, educated and high income people are exhibiting more environmentally safe behaviour in their purchase. For electricity bulbs/tubes, size, brand name and saving energy are three most important attributes for all types of respondents. Price is more considered by rural and female respondents while purchasing products. On the whole, it is concluded that male, urban, higher educated and higher income level of respondents are more environment/ socially conscious in their behaviour in comparison to their counterparts.

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