# A STUDY ON GREEN CONSUMERISM IN BANGALORE CITY

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## Abstract

It is very important in India for a citizen to follow Green Consumerism, as India is a democratic Country, India is the second largest populated country in the entire world even then people are not aware of this concept of Green Consumerism, therefore it is important to Study on the perception, awareness and Sustainability of green consumerism, in certain cities in India the central government and the state government has initiated on the concept of Green Consumerism and they are trying to educate the citizens of the country

*Keywords: (Green Consumerism, Perception, awareness, attitude of Green Consumption)*

## Introduction

The study is about how many of the consumers even though are educated on how to protect the environment and are aware of the benefits of eco-friendly products; however most of the consumers fail to use eco-friendly products that are green. In the study the researcher attempts to study the concept of green consumers, the attempt made by business to consumers towards the growth of green consumerism and the attempt made by business to business towards green consumerism and finally to study the attempt made by these group towards green consumerism, however the main focus is both on the business group and the consumers group keeping in mind the usage of green electronic products in the course of business and consumption.

Green consumerism refers to using eco-friendly products and the products that can be recycled and using eco-friendly products that minimises the damage to the environment, this includes using products that saves energy, water, using hybrid cars. The idea is that when awareness of environmental problems penetrates deeply enough into the community consciousness the purchasing power of the mass market will force all manufacturers to go green both in their products and their manufacturing processes. The other point of view on green consumerism sees the mass of consumers as being victimised and exploited by misleading advertising which appeals to be highly moral, It sees manufacturers together with the high-priests of over-consumption, the advertising industry, adapting to environmental concerns as if they were merely a new fashion to squeeze the juice out of, before moving on.

The first point of view sees the environmental crisis as being the result of the quality of past mass consumption whereas the second view sees it as being caused by, not only the quality, but the volume of consumption as well.

## Review of Literature

(Dubey, 2007) To be able to make Environmentally Aware decisions, Consumers Must have Both Information and Certain Practical Skills and Knowledge to be able to identify environmental Characteristic of a product or service to sort waste, additionally the development of appropriate contents of environmental information for individuals is needed investigating consumers selection behaviour.

(Arndt, Baringer, & Johnson, 2010) in their study have forwarded many evidences that global warming is happening, acknowledging the fact that the planet is warming up leads to a very important question as to what's causing global warming? Several empirical evidences indicate a distinct human fingerprint on climate change. According to them apart from various other factors the increased concentration of carbon dioxide is the major contributor and human are the biggest facilitator to the global warming. The growth green gas emissions due to human activities like factories, automobiles, burning of wood etc. May adversely affect rainfall patterns, leading to dry conditions with more dust and smoke, affecting both regional and global hydrological cycles and agricultural production

## Statement of the problem

We are in the Era of Want, consumers need more and more of Products even though they have sufficient numbers of products to be used, we are no more in the Era of need, this Era of want has blinded the eyes of the consumers therefore the consumers are not aware of Green Consumerism.

## Objectives of The Study

- To analyse the perception and attitude of the Consumer towards Green Consumerism.
- To evaluate the adaption of sustainability of green consumerism amongst Consumers

## Need of the Study

- To create an awareness about Green marketing in the minds of the consumers
- To create a sense of Green Consumerism in the minds of the consumers

## Statistical Tools

- Mean, Mode and Standard Deviation
- Correlation
- Chi-square test
- Table and Graphs

**Research Design**

For the Study the researcher collected the data from both primary and secondary type of data analysis and the type of sampling technique was convenient sampling and total number of sample size was 60 the respondents are the residents of Bangalore divided into 4 zones of Bangalore, based on the objectives a questionnaire was prepared and it was given randomly to whom so ever the respondents met  analysis were made between dependent and independent variables the following hypothesis were formulised.

**Hypothesis**

**Hypothesis 1**

HO- There is **no Significant Relation** between **Age** and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste management and mode of travelling to work

HA- There is **a Significant Relation** Between **Age** and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste Management and mode of travelling to work

**Hypothesis 2**

HO- There is **no Significant Relation** between **Gende**r and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste Management and mode of travelling to work

HA- There is **a Significant Relation** between **Gender**  and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste  Management and mode of travelling to work

**Limitation of the study**

- Time Constraint
- Number of Respondents were few
- Some more tools could have been implemented for the analysis such as ANOVA

**Scope of the Study**

- **Cluster Sampling method could be conducted**

**Table Indication the demographic Profile of the Respondents**

| Age of the respondents | | | |
|---|---|---|---|
| Particulars | Frequency | Percentage | |
| Below 40 | 27 | 45.0 |  |
| Above 40 | 33 | 55.0 | |
| **Total** | **60** | **100** | |

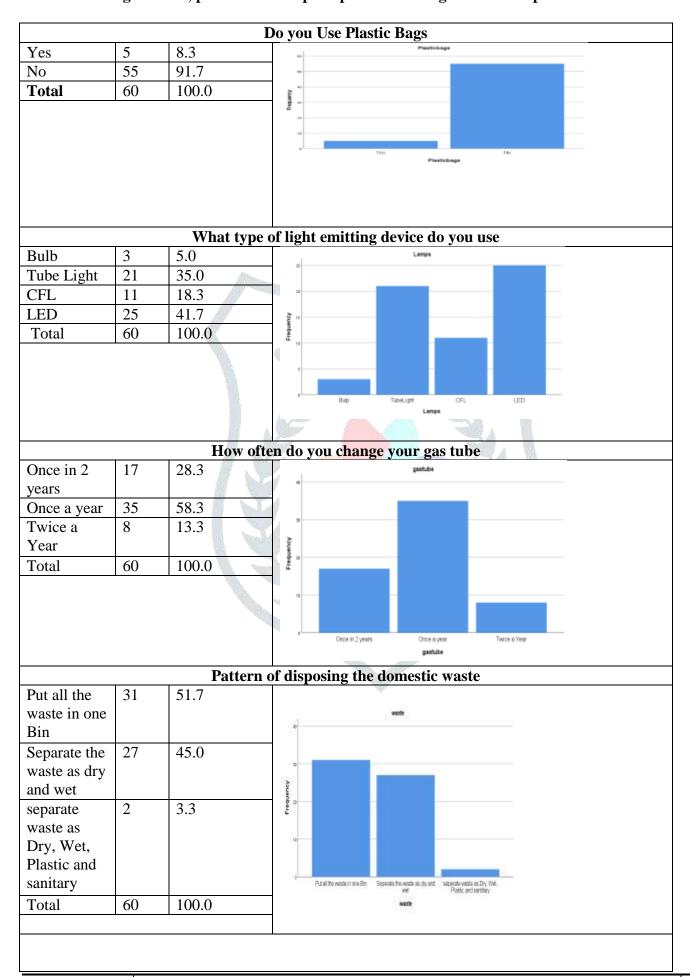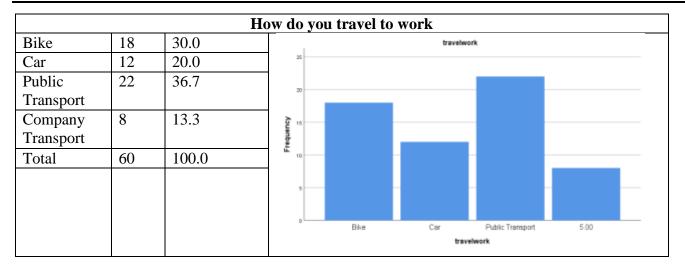| Gender of the respondents | | | |
|---|---|---|---|
| Male | 30 | 50 | |
| Female | 30 | 50 | |
| Total | 60 | 100.0 | |
| | | | |



| Employment Category | | | |
|---|---|---|---|
| Employed | 36 | 60.0 | |
| Self Employed | 24 | 40.0 | |
| Total | 60 | 100.0 | |
| | | | |



| Income Slab | | | |
|---|---|---|---|
| Below 5 Lakhs | 51 | 85.0 | |
| Above 5 Lakhs | 9 | 15.0 | |
| Total | 60 | 100.0 | |



**Analysis and Interpretation**

The study Focuses on the perception of the demographic profile such as Age, Gender, Employment Status and Income this study analysis the perception of these profile towards green consumerism, before we see and validate their perception towards green products it is important to understand the distribution of the respondents based on the demographic factors, from the above table we see that out of the total population of 60 respondents there are 27 respondents who are in the age group below 40 and 33 respondents who are above 40 that make 45% and 55% respectively of the total population. When we consider the respondents based on Gender there were we see that there are 30 Male and 30 Female Respondents that are equally distributed, however pertaining to the employment status there are 36 respondents who are employed and 24 respondents who are self-employed lastly based on the income we have 51 respondents who are earning an income up-to 5 Lakhs and 9 respondents who are earning above 5 Lakhs, the response that were collected were based on convenient sampling techniques however based on these profile of the respondents the analysis were conducted

**Table indicating attitude, preference and perception towards green consumption**

| Do you Use Plastic Bags | | | |
|---|---|---|---|
| Yes | 5 | 8.3 |  |
| No | 55 | 91.7 | |
| **Total** | 60 | 100.0 | |

| What type of light emitting device do you use | | | |
|---|---|---|---|
| Bulb | 3 | 5.0 |  |
| Tube Light | 21 | 35.0 | |
| CFL | 11 | 18.3 | |
| LED | 25 | 41.7 | |
| Total | 60 | 100.0 | |

| How often do you change your gas tube | | | |
|---|---|---|---|
| Once in 2 years | 17 | 28.3 |  |
| Once a year | 35 | 58.3 | |
| Twice a Year | 8 | 13.3 | |
| Total | 60 | 100.0 | |

| Pattern of disposing the domestic waste | | | |
|---|---|---|---|
| Put all the waste in one Bin | 31 | 51.7 |  |
| Separate the waste as dry and wet | 27 | 45.0 | |
| separate waste as Dry, Wet, Plastic and sanitary | 2 | 3.3 | |
| Total | 60 | 100.0 | |

| How do you travel to work | | | |
|---|---|---|---|
| Bike | 18 | 30.0 | |
| Car | 12 | 20.0 | |
| Public Transport | 22 | 36.7 | |
| Company Transport | 8 | 13.3 | |
| Total | 60 | 100.0 | |



**Analysis and Interpretation**

Certain questions were asked to the questionnaire pertaining the used of green products, by answering these questions it gives us an understanding about what type of consumer are the respondent, to conclude it helps us to find out whether the respondent is a green consumerism or not. From the above table we can infer saying that there are 5 respondents who stated their preference of using plastic bags and the remaining 55 respondents said they do not prefer using plastic bags this shows that majority of the respondents are aware that plastic products are not good as the respondents are aware about the Ban of plastic bags by the government, to understand further the researcher as another question what sort of light emitting device do you use, for which there were 3 respondents who said that they use bulb,21 respondents use tube lights, 11 respondents use CFL and 25 Respondents use LED from this data we can infer that majority of the respondents use CFL and LED as they consume very less electricity which denotes that these respondents are green consumers, the next aspect was how frequently the respondents change the gas tubes of which there were 17 respondents who said that the change their gas tube ones in two years and 35 respondents said that they change the gas tubes every year and only 8 respondents change their gas tube twice in a year, as per the guidelines the gas tubes has to be changed twice a year and we clearly can state that most of them are not aware of this factor. When we see the next question as to how many of the respondents follow a pattern of segregating waste, from the above table we can infer that 31 respondents put all the waste into one bin and 27 respondents said that they separate the waste into two categories as wet and dry waste, from the total population of 60 only two respondents have said that they separate the waste into wet, dry and sanitary waste. The last factor that was asked is what mode of transportation is used while travelling to work for the from the above table we see that 18 respondents travel by car 12 respondents travel by bike 22 respondents travel by public transport 8 respondents travel by companies transport, from this we can infer that there are few people are using public transport and companies transport, as using car and bike by every individual causes pollution therefore no many are green consumerism in this perspective.

**Table indicating the mean, mode and Standard deviation to the responses**

| | | **Plasticbags** | **Lamps** | **Gastube** | **waste** | **Travelwork** |
|---|---|---|---|---|---|---|
| | | | | **Report** | | |
| Total-AGE | Mean | **1.9167** | **2.9667** | **1.8500** | **1.5167** | **2.4667** |
| | N | 60 | 60 | 60 | 60 | 60 |
| | Std. Deviation | .27872 | .99092 | .63313 | .56723 | 1.29493 |
| | Median | **2.0000** | **3.0000** | **2.0000** | **1.0000** | **2.5000** |
| Total-Gender | Mean | **1.9167** | **2.9667** | **1.8500** | **1.5167** | **2.4667** |
| | N | 60 | 60 | 60 | 60 | 60 |
| | Std. Deviation | .27872 | .99092 | .63313 | .56723 | 1.29493 |
| | Median | **2.0000** | **3.0000** | **2.0000** | **1.0000** | **2.5000** |
| Total-Employment | Mean | **1.9167** | **2.9667** | **1.8500** | **1.5167** | **2.4667** |
| | N | 60 | 60 | 60 | 60 | 60 |
| | Std. Deviation | .27872 | .99092 | .63313 | .56723 | 1.29493 |
| | Median | **2.0000** | **3.0000** | **2.0000** | **1.0000** | **2.5000** |
| Total-Income | Mean | **1.9167** | **2.9667** | **1.8500** | **1.5167** | **2.4667** |
| | N | 60 | 60 | 60 | 60 | 60 |
| | Std. Deviation | .27872 | .99092 | .63313 | .56723 | 1.29493 |
| | Median | **2.0000** | **3.0000** | **2.0000** | **1.0000** | **2.5000** |

From the 4 demographic profiles of the respondents such as Age, Gender, Employment Status and Income compared to the responses that they have made for question like usage of Plastic bags, what type of light emitting devices that they use, how many time that they change the gas tubes and pattern of disposing their domestic waste and the mode of transportation. When we calculate the mean, mode and check the standard deviation for each of the factors we can analyse in the following manner, N= denotes the total population of the study as 60

1. The **mean value** for Age, Gender, Employment, and Income compared to the factors **usage of plastic bags it shows 2.9167 and the mode is 2** when we see the value even though the mean is not greater than mode it is close to the value of mode here we can validate that people are aware of green consumption and very sure that usage of plastic bags is not good the reason for the mean not greater than the mode is because usage of plastic bags are not completely stopped.

2. The **mean value** for Age, Gender, Employment, and Income compared to the factor what **type of light emitting device** does the respondents use **it shows 2.9667 and the mode is 3** when we see the value even though the mean is not greater than mode it is close to the value of mode here we can validate that people are aware of green consumption and are very sure that using bulbs and tube lights consumes more amount

of electricity that that of CFL and LED and the reason for the mean not greater than the mode is because not everyone uses LED as they are little expensive.

3. The **mean value** for Age, Gender, Employment, and Income compared to the factor how often the respondents change their **gas tube it shows 1.8500 and the mode is 2** when we see the value even though the mean is not greater than mode it is close to the value of mode here we can validate that people are aware of green consumption and very sure that they are aware of changing the gas tube at least once a year.

4. The **mean value** for Age, Gender, Employment, and Income compared to the factors usage of **waste Disposal management it shows 1.5167 and the mode is 1** when we see the value of the mean is greater than mode from the above data we can infer that the local authority have made it compulsory to dispose the waste as separate waste such as dry and wet which clearly state that the respondents are a step ahead towards green consumption and we can say that they follow green consumerism.

5. The **mean value** for Age, Gender, Employment, and Income compared to the factors mode of **Travelling to work it shows 2.4667 and the mode is 2.5** when we see the value even though the mean is not greater than mode it is close to the value of mode here we can validate that people are aware of green consumption and very sure that usage of travelling by public transport and using office cab is a better choice for green consumption.

**Table Indicating the details of correlation and Chi-Square Value**

| Report | | Plastic bags | Lamps | Gas tube | Waste | Travel work |
|---|---|---|---|---|---|---|
| AGE | Co-relation | -.030 | .140 | .051 | -.122 | -.141 |
| | Chi Square | .814 | .027 | .897 | .277 | .586 |
| Gender | Co-relation | .181 | -.271 | .080 | .148 | .467 |
| | Chi Square | .161 | .036 | .185 | .312 | .003 |

**Hypothesis 1**

**HO- There is no Significant Relation between Age and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste management and mode of travelling to work**

**HA- There is a Significant Relation Between Age and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste Management and mode of travelling to work**

From the above table we see the contents of age and the other factors such as usage of plastic bags, types of lamps used, how frequently gas tubes are changes, pattern of disposing the waste and the mode of transportation to work from the above analysis we see that Age has no significant relationship with any of the factors mentioned in the statement it is a sense of accountability that every person should have towards environment, however as per the hypothesis since the significant value of age and usage of plastic bag is 0.814 ,gas tubes is 0.897, waste disposal management is 0.277 and mode of transportation is 0.586 there as these values are greater that the level of significance we fail to reject null hypothesis as there is no significant relationship or association between age and

the factors except the value of type of lamps used the significance value is 0.027 therefore we reject the null hypothesis and accept the alternative hypothesis i.e. there is a significant relationship between age and type of lamps used by the respondents

**Hypothesis 2**

**HO- There is no Significant Relation between Gender and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste Management and mode of travelling to work**

**HA- There is a Significant Relation between Gender and Other Factors Such as Use of Plastic Bags, Lamp, Changing of Gas Tubes, Waste Management and mode of travelling to work**

From the above table we see the contents of gender and the other factors such as usage of plastic bags, types of lamps used, how frequently gas tubes are changes, pattern of disposing the waste and the mode of transportation to work from the above analysis we see that gender has no significant relationship with any of the factors mentioned in the statement it is a sense of accountability that every person should have towards environment, however as per the hypothesis since the significant value of gender and usage of plastic bag is 0.162 ,gas tubes is 0.185, waste disposal management is 0.321 as these values are greater that the level of significance we fail to reject null hypothesis therefore there is no significant relationship or association between age and the factors except the value of type of lamps used the significance value is 0.027 and mode of transportation is 0.003 therefore we reject the null hypothesis and accept the alternative hypothesis i.e. there is a significant relationship between Gender and type of lamps used by the respondents and the mode of transportation.

## Bibliography

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## Annexure

## Questionnaire of A Study on Green Consumerism in Bangalore City

1.  Do you prefer plastic bags or Eco friendly bags _____
2.  What lamps do you use
    Bulbs    Tube lights    CFL        LED
3.  How often do you change your gas tube?
    Once in 2 years          every year          twice a year
4.  How do you throw your waste?
    Put all the waste into one bin
    Separate the waste from dry and wet
    Separate the waste from wet waste, dry waste, plastic waste, degradable waste and sanitary waste
5.  How do you travel to work?
    Bike        CAR        Public transport (Bus, metro, train)        Company's transport

| Age | |
| --- | --- |
| Gender | |
| Educational qualification | |
| Income | |