

A Study on Green Consumerism and Sustainable Development

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Abstract- In the globalised scenario, the adoption of an eco- friendly culture is become more prominent. An enthusiasm, intensions, decisions made by the consumers about the future generation lead to the emergence of a concept called green consumerism. Green consumerism literally means a state in which consumers demand product and services that have undergone an eco- friendly production process as well as recycling and safeguarding the planet's resources. Green marketing and green products introduction brings a worldwide acceptance of green consumerism. Vulnerabilities of industrialization endangered our environment. Raising the sea level, increase emission of green house gases, pollutions, deforestation are the few. Sustainability is the main factor that helping the humans to meet their personal goals in the present and for the future generation. Only by conserving the present energy sources of the environment can help him to develop sustainably. Thus there is an interconnection between green consumerism and sustainable development. This paper focuses on the green consumerism and sustainable development in terms of its importance, factors affecting it and major barriers.

Indexed Terms- green consumerism, sustainable development, environment, consumers

I. INTRODUCTION

Green consumerism entails the production, promotion and advancement in the utilization or use of goods and services based on their pro environmental benefits. The various forces of environment such as social, economic, cultural paved a path to the emergence of green consumerism. It possesses a social attitude of people that they used to think for the future generation. Sustainable development plays a major role for developing this kind of social attitude. In the modern era the eco- friendly movement aimed at creating a mindset among consumers to more aware of green

production process and only to buy and use products that do not harm the environment. Our green earth should be protected by aware the whole society about the importance of green products, green marketing. Green consumerism possesses a balance between both organization and consumer behaviors. By generating green products for consumers and thereby achieving the profit and wealth objectives of organizations.

Green consumerism is now becoming a responsible process of management that can identifies, anticipates, fulfills the need of stakeholders in maintaining the natural resources and that does not endanger health of humans as well as species of the environment. Its importance include reduces the wastages, increased energy efficiency, decreased release of emissions and pollutants during production process. It advocates ethical standards and policies throughout its functions. One can ensure sustainability only by saving energy i.e. using renewable energy resources recycling and using eco- friendly products. Thus green consumerism is definitely an advantage to present and future society in terms of sustainable development. Thus green consumerism is a holistic and futuristic process.

II. OBJECTIVES

- i. To study the interrelationship between green consumerism and sustainable development
- ii. To study factors affecting green consumerism
- iii. Barriers of green consumerism
- iv. To identify methods of enhancing green consumerism.

III. RESEARCH METHODOLOGY

This is a brief section which explains the research methods used in data collection. The proposed study is an attempt to study the green consumerism awareness among the teenagers in Ernakulum district. The trust and loyalty on green products among teenagers are the

most important factor to conduct this study. Teenagers who has used any green products at least once in their life time, has been selected as sample. For the purpose both primary and secondary data were used. Proper gender proportion between male and female will give the data much more acceptability. All the identified variables were analyzed using well defined questionnaire. The total number of sample for the study was limited to 100. The identified variables for the study was adapted from an empirical research titled, the influence of consumers perception of green products and green purchase intension (2014) by Wilson Kong, Amran Harun. After adapting the identified variables, a questionnaire was developed and sends to this group using Google forms through E-mail and what's App.

IV. LIMITATION OF THE STUDY

The following are the limitations of the study:

1. Reliability of the study depends greatly on the information provided by the respondents.
2. The study is confined only to the population within the purview of Kochi city.

V. REVIEW OF LITERATURE

In westernized culture, there is an advanced shift from industrialized products to green products. Green consumerism and sustainability became a contemporary research area for an increasing number of researchers to understand the unique behavior of green consumers. For a better understanding of this context we have done an extensive literature review and this is the following major literature we have reviewed.

Carmen Tanner (2013) in his article Promoting sustainable consumption: Determinants of green purchases by Swiss consumers stated that rate of consumption in industrial countries is the main reason for degradation of environment. This study is basically conducted to strengthen the purchases and knowledge of every consumer. Distinct factors are observed (attitude, perception, and knowledge). Regression analysis is conducted and both positive attitudes and negative attitude of consumers to green products are identified.

William Young (2009) in his research article Sustainable consumption: green consumer behavior when purchasing products stated that 30% of the consumer report says that the attitude gap and value action gap occurs mainly due to environmental issues. The study focus on technology product in UK and it's purchasing process by the green consumers. The research analysis helped to create a purchasing model and success criteria for the green consumers. Being green needs more time and space.

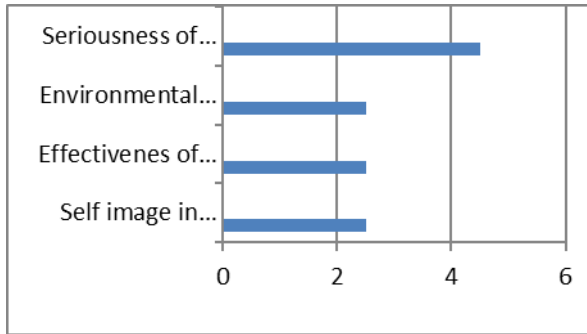
Jing Jian Xiao (2011) in the article sustainable consumption and life satisfaction stated that there is an association between sustainable consumption and life satisfaction. An aspect of the study focused on green purchase. Data collected from 14 cities in china and reported green purchase intentions had high scores.

Maria Fekete-Farkas (2022) in the article Green purchase and sustainable consumption: a comparative study between European and non European tourist stated that they used TBP and TCV theories. 720 useable questionnaires were collected and analyzed. Environmental attitudes and knowledge, subjective norms, perceived behavioral control, conditional values have a positive relationship with green purchase intension among tourist and non tourist groups.

Sumanta Dutta (2011) in the journal Green Marketing; A strategic initiative stated that consumers are more concerned about environment and they are reflected in their purchasing pattern of eco- friendly products. Companies also need to start the capitalization of such green issue as a mere competitive edge. Consumers need to view a product or service's greenness as a benefit and base their buying decision accordingly.

VI. DATA ANALYSIS

- 1) FACTORS AFFECTING GREEN CONSUMERISM

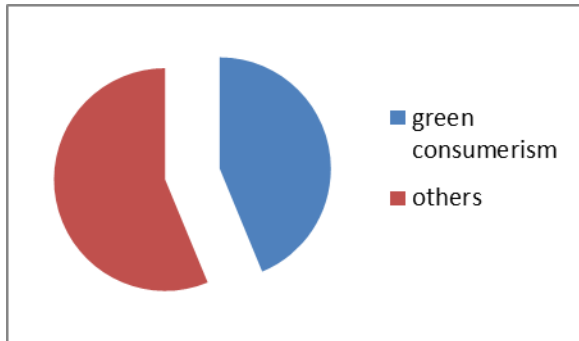


Source: Primary data

INTERPRETATION

From the above graph it is evident that the seriousness of environmental problems was the main contributor to green purchasing behavior than self image in environmental protection, environmental responsibility and environmental behavior.

2) RELATIONSHIP BETWEEN GREEN CONSUMERISM AND SUSTAINABILITY

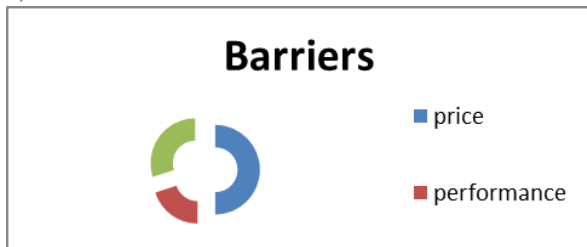


Source: Primary data

INTERPRETATION

The above pie diagram represent in total sustainability. Green purchasing behavior represent 44 percent and 56 percent is other factors influence sustainability. Emergence of green consumerism is mainly that it is an eco friendly concept.

3) KEYBARRIERS TO GREEN CONSUMERISM



Source: Primary data

INTERPRETATION

From the above chart it is evident that the price is the major factor that acts as a key barrier in the progress of green consumerism (25 percent) and the changing behavioral pattern of consumers (30 percent).

CONCLUSION

The study on green consumerism and sustainability reveals that both are interrelated. The major factors and barriers of the green consumerism are identified. Green brand equity, marketing mix, environmental concern, and locus of control are also the other factors that influence green purchasing behavior. Sustainability can be maintained by adopting eco friendly measures. This study helps the upcoming generation to take initiative on green consumerism and make our green planet for the future generation.

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