

The Impact of Environment over Green Consumerism with Reference to Bangalore City

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Abstract: Green consumerism is looking forward about buying and consuming products and services by the customer through considering environmental safety as well as healthy habit of their family. Now-a-days it is one of the emerging trends due to many health conscious habits inculcated by the consumers. Eco labeling is one of the standards set by the government where the organizations have to take care of following the standards pertaining to their products and usually counter check by the third party organizations. This habit of Green consumerism may support in safeguarding the environment as well as healthy habits of the consumers.

Keywords: Environment, Green Consumerism, Eco Labels

I. INTRODUCTION

The consumers' willingness to purchase natural products; should not harm environment (Environment Definition, Cambridge Dictionary). These Products and services should not lead to any unsafe environment to the present and next generations (Green Consumption, Wikipedia). Environment friendly products are getting image through some attributes like green labeling, environmental marketing, etc. (Sudhakrishnan, 2015). Attributes of customer to minimize the negative effects of consumers can be considered (Wiwik Handayani, 2017). Green Consumerism takes place through customer satisfaction with environmental safety, ecological marketing strategies used by organization (Shubhendu S. Shukla, 2015) and there should be a deliberate decision for buying green products and services, otherwise this will be restricted only for few people who are so wealthy (Aasha Sharma, Seema Joshi, 2017). Indian consumers are not yet completely focused towards Green Products compared to developed countries because; our country has not yet seen any effect of global warming.

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II. REVIEW OF LITERATURE

Knowledge of the consumer over the Ecology, their influence from people and the values carried are the positive impact of consumers in buying the products and services (Wiwik Handayani, 2017). People started concentrating over the green products throughout their consumption habits based upon many factors like environmental concern, knowledge, eco friendly, influence of social media, promotional activities made by the organization and reference groups (Md. Zillur Rahman Siddique, Afzal Hossain 2018). Eco labels are making more creating changes among producers by keeping standards for production and serving the products to the consumers (Anu Varghese, 2015). The third party review makes the producing institutions to be alert for maintaining standards for longer duration of time (Shruti P Maheshwari 2014).

III. RESEARCH GAPS

Public and government should think about introducing green and ecological citizenship, but implementation part may be difficult (Meaghan Guckian, Raymond De Young, Spencer Harbo, 2017). Contradictory to green consumerism is like, the products what we use in the name of green are again some more products and create some cost to the economy and does not end in any improvisation in any period of time (Julia Layton). Every green products consumption is based upon the economic status of the consumer, because green products always price more in compared to other products avail in the market (Md. Zillur Rahman Siddique, Afzal Hossain 2018).

IV. HYPOTHESES DEVELOPMENT

H₀: Environment is influencing over consumers buying habits.

H₁: Environment is not influencing over consumers buying habits.

V. RESEARCH METHODOLOGY

This is an empirical study consist of observations of customers and questionnaire is prepared based upon Likert scale, ranging from strongly disagree (1) to strongly agree (5). The external validity of the study is established based upon sample selected; age between 18 years to 25 years and content validity is considered based upon questions and observations. The reliability of data is difficult to prove completely in this qualitative measurement.

VI. SAMPLE AND DATA COLLECTION

Correlation Analysis is calculated to identify the influence of environment over consumers buying habits. The questionnaire was prepared and tested with 80 participants from Bangalore City.

Overall influence of consumers towards environment consciousness has taken place through social media is 0.418, websites is 0.445, price of products is 0.552, eco labels on products is 0.444, personal preferences is 0.36, group influence is 0.27 and influenced by marketing strategies is 0.430.

This data clearly shows that Environmental influence over green products consumption habits are there through; social media, websites, price of products, eco labels on products, personal preferences, group influence and marketing strategies.

VII. FINDINGS

- Personality traits are influenced by social media and other sources, resulting as Environmental concerns are influencing customer buying behavior.
- Customers are so specific and they wanted to buy the products according to their personal preferences and getting more updated through various marketing strategies of the organizations.
- Prices of the products also there in the pace of making these customers to be influenced and spending more time in identifying their suitable products through various websites to match their brand requirements.
- Group influence is also playing the role in the mindset of these customers, where they are giving more focus through social networking websites for gathering information about product and services from group

VIII. CONCLUSION

Consumers have to get awareness about many dimensions like health, environment, where to buy, brands avail in the market and certifications available for those green products, etc. and they should have emphasis on locality (Nalini P, 2015). They are getting awareness regarding the available

brands in the market, through their influence over the family, education status of the buyer, consumption pattern of society are all influencing towards having awareness regarding green products and brands avail in the market (P. Asha, R. Rathiha, 2017). Green products awareness is more important than showcasing the products in the name of Green Marketing; because green marketing creates opportunity to the organizations to promote their products and make sales; but it is very essential that consumers should not get confuse between availability of green products and marketing done by the firm (Sweta Gupta, Dr. Deepak Singh, Dr. K. S. Thakur, 2016).

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