



Environmental Concerns and Household Purchase Practices of Working and Non-Working Women.

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ABSTRACT

The study was conducted to know the purchase and post purchase behavior of the respondents with respect to green consumerism. The sample comprised of 500 respondents which included 250 from working viz. doctors, engineers, IT professional and bank employees and 250 non-working women based on their education level viz. illiterate, up to metric, graduate, diploma holder, post graduate. Age range between 30-40 yr was taken into consideration for the study. Purchase practices for selected food items included self-life, quality marks, ingredients used, packaging material used. The study encompassed clothing items, household appliances, type of cleansing agents, shopping bags, eco-friendly vehicle as well as disposing off practices. It was noticed that 40.80 percent working women show high level of buying green behaviour as compared to 19.20 percent of non-working women. It was also noticed that 34.80 percent of working women used green practices for disposing off discarded household items whereas only 8.40 per cent of non-working women used this method. Thus, Awareness about the green practices needs to be created.

Key Words: Behaviour, Eco-Friendly, Environment, Purchase, Consumerism, Consumer.

INTRODUCTION

Green consumer behaviour is viewed as a form of ethical behaviour that is motivated not only by consumer's own personal needs, but also by their concern for the welfare of society (Ferraro, 2009). The Green showcasing idea joins a wide scope of exercises for setting up shopper rights, sparing the earth and meeting the customer needs and inclinations. The green advertising idea is as of now actuated everywhere throughout the world. Green alertness has changed the job of customers to show their responsibility to spare the world before purchasing exercises (Cherian and Jacob, 2012). However, Bisschoff and Liebenberg (2017) researched to bridge the gap by investigating many factors that impacted green purchasing behaviour and found that the South African consumer was well aware of what green purchasing behaviour. They believed that pollution had already harmed their health and the nature must be preserved

for the sake of the future generations. But; were unwilling to forego their money through increased to safeguard the environment. Ayub *et al* (2018) stated that the environmental consciousness was the most important factor influencing young customers purchase intentions for organic food products. On the other side, Pandey *et al* (2019) examined the variables responsible for organic food consumers buy intentions and examined the link between major decisional factors and customers purchase intentions toward organic food. The impact of price, quality, the impact of media awareness campaigns and friends urge played a significant effect in choosing to buy a certain product Chughtai and Awan (2020). It was the attitude that had a substantial influence on buying intentions Consumers who were concerned about the environment and had access to knowledge and alternatives choose ecologically friendly items(Jain *et al*, 2021).

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Table 1. Level of consumer buying behaviour with regard to green products among working

Level of buying behaviour	Score	Non-working		Working		Z-test score	Level of significance
		Frequency	%	Frequency	%		
Low	33-44	123	49.20	58	23.20	6.049	**
Medium	45-51	79	31.60	90	36.00	1.040	NS
High	52-63	48	19.20	102	40.80	5.270	**

The study was focused on working and non-working women of Faridabad city to study the consumer attitude/buying behavior and the post purchase (Disposing off) practices in relation to the environment.

MATERIALS AND METHODS

The study was conducted in Faridabad City of Haryana. A sample of 500 women respondents were selected through random sampling technique. It was observed that the level of awareness about green consumerism is not similar among working and non-working women; therefore, a number of 250 working and 250 non-working women were included in the sample. In order to make the sample more representative, the working women in the sample included women respondents of different professions such as teachers, entrepreneur, IT professionals, doctors, business, however, the non-working women included on the basis of education level viz. illiterate, up to metric, graduate, diploma holder, post graduate. Age range between 30-40 years was taken into consideration for the study. Questionnaire was prepared and pretested on fifty non sampled respondents, twenty-five working and twenty-five non-working women. First part of the questionnaire was to gather information about age, income, family size, education and job experience of the respondents. Second part pertained to purchase, usage and disposal practices. Modified greendex scale was used for studying purchase/consumption practices of respondents. Items included in the scale were the comparative behaviour of the respondent's behaviour in purchase, usage and disposal of selected household items. Purchase/

Consumption practices and frequency of engaging in the environment friendly behaviour were studied on a three-point scale i.e. always, sometimes and never with a score 3, 2 and 1. Data was analysed using suitable statistical techniques

RESULTS AND DISCUSSION

Buying behaviour

It is assumed that the distribution of sample women according to level of consumer buying behaviour (Low, medium and high) vary among working and non-working women. The z-test was applied to compare the distribution of working and non-working women according to level of consumer buying behaviour and the results are given in Table 1. There was significant difference between the distribution of working and non-working women in the respect of low and high level of consumer buying behaviour. The proportion of working women in the respect of low, medium and high level of consumerism worked out to be 23.20, 36.00 and 40.80 per cent as against the 49.20, 31.60 and 19.200 per cent in the case of non-working women, respectively.

Extent of consumer buying behaviour

The data (Table 2) observed that mean score of consumers buying behaviour was not similar among working and non-working women. In case of durable goods, the mean score of consumer buying behaviour in favour of food items, clothing and home appliances came out to be 7.828, 8.216 and 9.240 in case of working women, whereas, the corresponding figures were 7.152, 7.120 and 8.464 in case of non-working women, respectively. The

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Table 2. Mean score of consumer buying behaviour with regard to green products among working and non-working.

Green items	Non-working		Working		t-stat	p-value	Level of significance
	Mean	SD	Mean	SD			
Durable goods							
Food items	7.152	1.660	7.828	1.086	5.388	p<0.001	**
Clothings	7.120	1.109	8.216	1.116	11.011	p<0.001	**
Home appliances	8.464	1.199	9.240	1.416	6.611	p<0.001	**
Total durable (A)	22.736	3.711	25.284	3.118	8.312	p<0.001	**
Consumable goods							
Food items	7.172	1.182	7.620	1.253	4.113	p<0.001	**
Clothings	6.600	1.245	7.320	0.851	7.548	p<0.001	**
Home appliances	8.076	1.257	9.320	1.176	11.425	p<0.001	**
Total consumable (B)	21.848	3.340	24.260	2.224	9.503	p<0.001	**
Total buying behavior (A+B)	44.584	6.942	49.544	5.042	9.140	p<0.001	**

result revealed that the total score of durable goods turned out to be higher among working women (25.284) as compared to non-working women (22.736). In case of consumable goods, the mean score of consumer buying behaviour in favour of food items, clothing and home appliances came out to be 7.620, 7.320 and 9.320 in case of working women, whereas, the corresponding figures were 7.172, 6.600 and 8.076 in case of non-working women, respectively. The result revealed that the total score of consumable goods turned out to be higher among working women (24.260) as compared to non-working women (21.848). Likewise, the mean score of consumer buying behaviour in favour of durable and consumable goods together estimated as 49.544 in case of working women as against the 44.584 in case of non-working women,

respectively. This indicates that working women have been more intensely involved in purchasing green products as compared to non-working. Hence, the study suggested that non-working women also needs to be come forward for purchasing green products on account of safeguarding the eco-system and family health as well.

Practices of segregating kitchen waste for disposing off

Lots of wastes have been produced in our daily routine household activities which are to be either thrown away or disposed off. These substances include kitchen waste like vegetables and fruit peels, empty cartons, used tea leaves, and so many expendable items like juices, plastic bags, paper, old clothes, old footwear etc. Many of these materials

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Table 3. Practices of segregation of kitchen waste before disposing off

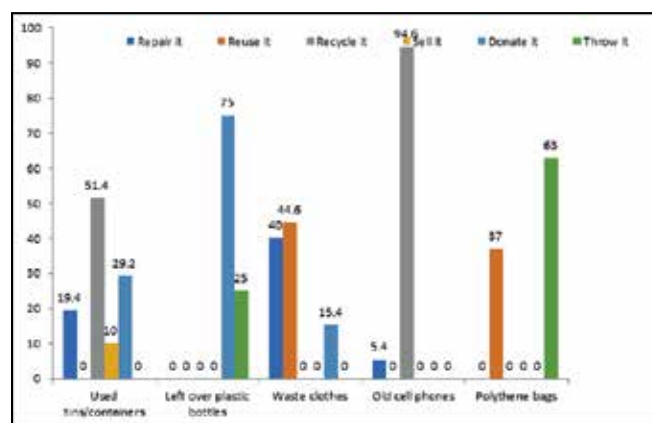
Particular	Non-working		Working		Total	
	frequency	%	Frequency	%	frequency	%
Yes	21	8.40	87	34.80	108	21.60
No	229	91.60	163	65.20	392	78.40
Total	250	100.00	250	100.00	500	100.00

like paper, vegetable and fruit peels can be easily broken down by the action of bacteria or other decomposers. Such substances which can be easily broken down by the action of bacteria are named biodegradable substances. Other substances or materials like plastics, metallic cans and pesticides which cannot be broken down easily by biological processes are named non-biodegradable substances. Therefore the biodegradable and non-biodegradable household wastes are to be segregated and disposed off separately. The practice of segregation of kitchen wastes by the sample women is presented in Table 3. Nearly one-fifth i.e. 21.60 per cent of the total sample women were reported to segregate the kitchen waste before disposing off it. The proportion of women who were following the practice of segregating the kitchen wastes was higher in case of working women (34.80%) as compared to non-working women (8.40%).

Practices followed by all sample women to treat households waste items

The data (Graph 1) indicated that out of total sample women (500) about half i.e. 51.40 per cent of the women used recycle method to manage the used tins/containers, while 29.20 and 19.40 per cent of the sample women followed donate and repair methods for treating used tins/containers. Left over plastic bottles has been treated either by donating it (75.00%) or by throwing it (25.00%). About 45 per cent of the sample women were used to reuse waste clothes, while 40.00 per cent repair it and remaining 15.40 per cent were reported to donate old waste clothes. Most of the sample women i.e. 94.60 per cent have been adopting recycle method for disposing off old cell phones, while remaining

5.40 per cent were getting the old phone repaired for making it in use. The polythene bags were mostly disposed by throwing it. About 63.00 per cent of the sample working women was following this method, while remaining 37.00 per cent reused it.



Graph 1 : Practices followed by all sample women to treat households waste items

CONCLUSION

It was evident that the most of the attitude of the non- working women with regard to purchasing green products observed to be more casual as compared to working women. It was also observed that the concern of non-working women is to check only the self-life and packing materials while purchasing food items, whereas working women has been purchasing the food items after checking all the above four parameters. Though the numbers were less, but like food items, the approach of working women observed to more serious as compared non-working women while purchasing clothing and home appliances. The mean score of consumer buying behaviour in favour all items came out be significantly higher among working women

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which indicates that working women has been intensely involved in purchasing green products as compared to non-working women. Hence, the study suggested that non-working women also needs to be come forward for purchasing green products on account of safeguarding the eco-system and family health as well.

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