



Awareness of Green Consumerism among Working and Non-Working Women of Faridabad City

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ABSTRACT

Green Consumerism is basically pro-environmental consumer thought and culture with strong sense of environmental responsibility and concern for eco-system. The present study aims to know that the awareness regarding green consumerism among working and non working women of Faridabad city. It is based in a survey of women respondents working in different sectors and non-working women of different educational level from Faridabad City. Information was gathered from 500 respondents which includes 250 from working and 250 non working women through distributed questionnaires which tested the knowledge of the respondents regarding green consumerism, green and non green products and selected eco-marks. The results indicated that the level of awareness about green consumerism varied significantly with occupation, family size, educational qualification, income level and nature of job. Since, the exposure and accessibility of eco-products observed to be more among working women; the awareness level of green consumerism increased significantly with increase in educational qualification of the sample women. It was also revealed that doctors, engineers, IT professional and bank employees have depicted higher level of green consumerism as compared to other section of the society. Therefore, the people of all section of the society should be educated about the green consumerism to control the emerging problem of environment pollution.

KeyWords: Eco-label, Eco-friendly ,Green Consumerism, Pro-environment.

INTRODUCTION

The climate is changing and it is because of human activities and technologies. Our climate is deteriorating fast and causing negative impact on the balance of eco-system. One of the biggest challenges for global environmental governance is the problem of consumption (Dauvergne, 2010). Sharaf and Isa (2017) studied the effects of price, knowledge, eco-label and peer pressure on young Malaysian's intentions to buy green items and found that the price and peer pressure were strongly linked with the inclination to purchase green items. So, there is a need for timely move to understand and go for green consumerism. However, Vivek and Sahana (2020) found that the young Indian consumers were very environmentally concerned

and this was one of the major reasons affecting their green product purchase behaviour. Green Consumerism is basically pro-environmental consumer thought and culture with strong sense of environmental responsibility and concern for eco-system.

Eco-mark labels are standards helping consumers to identify and choose environment friendly product. The Government initiated steps to popularize the scheme. During the year 2006-2007, 238 consumer awareness programmes and 42 industry awareness programmes were conducted by Bureau of Indian Standards (BIS) all over the country (Junaedi, 2012). Eco-labels were not only were responsible for changing the consumer awareness; consumers understanding,

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ad confidence in eco-labelled product were found to be the most influential variables in customer's willingness to make green buying decision. (Sharma and Kushwaha, 2019)

Though eco-labeling is an important tool for easy identification of environment friendly products but awareness regarding eco-labeling is very less among the people. Efforts, actions and movement in this direction can gain momentum only if awareness, attitude, perception and acceptability of green products among consumers will be studied and recommendations are made for popularization of green purchase/ consumption practices. Hence, the present study was undertaken on working and non-working women of Faridabad city to study the awareness of respondents regarding green consumerism among working and non-working women and eco-marks.

MATERIALS AND METHODS

The study was conducted in Faridabad City of Haryana state. A sample of 500 women respondents was 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 through pilot study; 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 in the sample was taken on the basis of 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. Distributed questionnaire method was employed, first part of the questionnaire was to gather information about age, income, family size, education and job experience of the respondents. Second part introduce the conceptual underpinning of awareness of green consumerism comprised

of ten statements, green products and eco-mark. Responses were obtained on a three point scale *i.e.*, fully aware (3), partially aware (2) and not aware (1). Awareness of eco marks was studied through statements to be answered in dichotomous form *i.e.*, Yes/No and indicating name of the product having a particular eco-mark. Further respondents were asked to identify the green and non green household products Score 1 was accorded to the right answer and 0 to the wrong answer. Data were analysed using suitable statistical techniques.

RESULTS AND DISCUSSION

Awareness about eco-friendly household items

The data (Table 1) revealed that regarding the environment friendly food items, the entire working and non-working women were very well knowing about the organic food items, tetra pack food items and silver paper wrapped sweets/chocolates. Compared to 2.80 percent of the working women, only 1.20 per cent of the non-working women could able to explain the homemade food items, however, nearly 18 per cent non-working and 38 per cent working women was reported to have knowledge about non-organic food. As against 91.20 per cent of the non-working women all the working women knew about tinned food items.

Taking into account the term eco-friendly products, the percent share of the non-working women having knowledge about packing material made from cloth, jute, paper, cardboard, plastics, aluminum foil and cello wrap estimated as 91.20, 53.60, 77.60, 61.20, 37.60, 22.40, and 82.80 per cent, whereas, the share of working women having knowledge about above said food items were 53.20, 84.40, 82.40, 41.60, 42.80, 84.00 and 96.00 per cent in case, respectively.

Based on the environment friendly quality of the cloth, all the sample non-working women knew about cotton as against 88.80 per cent of working women. All the sample non-working and working women knew about silk as eco-friendly cloth. Against, 84.00, 82.00, 54.40, 4.00, 91.6 and

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Table 1. Distribution of working and non-working women according to knowledge about environment friendly food items.

Particular		Non-working		Working	
		Percent	Number	Percent	Number
Food items	Organic food items	250	100.00	250	100.00
	Non- Organic food items	44	17.60	94	37.60
	Tetra packed food items	250	100.00	250	100.00
	Home made food	3	1.20	7	2.80
	Silver paper wrapped sweets /chocolates	250	100.00	250	100.00
	Tinned food items	228	91.20	250	100.00
Packing Material	Cloth	134	53.60	133	53.20
	Jute	194	77.60	211	84.40
	Paper	153	61.20	206	82.40
	Cardboard	94	37.60	104	41.60
	Plastic Containers	56	22.40	107	42.80
	Aluminium Foil	207	82.80	210	84.00
	Cello Wrap	250	100.00	240	96.00
Clothing	Cotton	250	100.00	222	88.80
	Jute	210	84.00	154	61.60
	Khadi	205	82.00	246	98.40
	Silk	250	100.00	250	100.00
	Leather	136	54.40	81	32.40
	Rayon	10	4.00	44	17.60
	Nylon	229	91.60	191	76.40
	Terrycot	158	63.20	157	62.80
Home Cleaners	Lemon	210	84.00	233	93.20
	Mitha Soda (Sodium Bicarbonate)	187	74.80	173	69.20
	Tamarind	0	0.00	0	0.00
	Vinegar	94	37.60	153	61.20
	Vim	250	100.00	152	60.80
	Toothpaste	88	35.20	45	18.00
Washing Detergents	Washing Cake	250	100.00	250	100.00
	Reetha Nut Solution	17	6.80	19	7.60
	Washing Soda	250	100.00	250	100.00
	Powdered Detergent	250	100.00	250	100.00
	Liquid Cleaners	250	100.00	250	100.00
Green Appliances	Bureau of Energy Efficiency(BEE) Star Rating	183	73.20	227	90.80
	Eco Ideas Marked	67	26.80	25	10.00
	ISI Marked	245	98.00	250	100.00
	ISO Marked	61	24.40	187	74.80
	All of the above	3	1.20	0	0.00

Table 2. Level of awareness about environment friendly products among working and non-working sample women.

Household item	Level of awareness	Non-working		Working		Z-test score	Level of significance
		Number	Percent	Number	Percent		
Food items	Low (≤ 4.232)	209	83.60	156	62.40	5.339	**
	High (> 4.232)	41	16.40	94	37.60	5.339	**
Packing Material	Low (≤ 4.598)	128	51.20	80	32.00	4.355	**
	High (> 4.598)	122	48.80	170	68.00	4.355	**
Clothing	Low (≤ 5.586)	52	20.80	155	62.00	9.352	**
	High (> 5.586)	198	79.20	95	38.00	9.352	**
Home Cleaners	Low (≤ 3.170)	174	69.60	163	65.20	1.049	NS
	High (> 3.170)	76	30.40	87	34.80	1.049	NS
Washing Detergents	Low (≤ 4.072)	233	93.20	231	92.40	0.346	NS
	High (> 4.072)	17	6.80	19	7.60	0.346	NS
Green Appliances	Low (≤ 2.496)	182	72.80	86	34.40	8.609	**
	High (> 2.496)	68	27.20	164	65.60	8.609	**
Total Score	Low (≤ 24.154)	162	64.80	157	62.80	0.465	NS
	High (> 24.154)	88	35.20	93	37.20	0.465	NS

** Significant at one per cent level of probability, NS = Non-significant

63.20 per cent of non-working women about 61.60, 98.40, 32.40, 17.60, 76.40 and 62.80 per cent of the working having knowledge about jute, khadi, leather, rayon, nylon and terrycot as environment friendly clothes, respectively. With reference to the eco-friendly products, none of working and non-working women having knowledge about tamarind as one of the eco-friendly products being used as home cleaners. Whereas, as against the 74.80, 37.60, 100.00 and 35.20 per cent of the non-working women, about 69.20, 61.20, 60.80 and 18.00 per cent of the working women knew that lemon, *Mitha Soda* (Sodium Bicarbonate), Vinegar, VIM and Toothpaste were the econ-friendly home

cleaners. All the working and non-working women were very well aware about washing cake, washing soda, powdered detergent and liquid cleaners in the context of environment friendly washing detergents. However, against the 6.80 per cent of the non-working women, 7.60 per cent of the working women knew about *reetha* nut solution as environment friendly washing detergents. The per cent share of non-working women in the sample having knowledge about Bureau of Energy Efficiency (BEE) Star Rating, Eco Ideas Marked, ISI Marked, ISO Marked and all of these green appliances estimated as 73.20, 26.80, 98.00, 24.40 and 1.20 per cent. All the working women very well

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Table 3. Awareness level of green consumerism among working and non-working women

Statement	Non-working		Working		t-stat	Level of significance
	Mean score	±SD	Mean score	±SD		
Green Consumerism is a movement to encourage people to buy eco-friendly products	2.508	0.501	2.508	0.501	0.000	NS
Green Consumerism contributes to saving of natural resources.	2.008	0.682	2.356	0.480	6.596	**
Green Consumerism leads to increase in the intention to purchase the organic products.	1.668	0.732	2.016	0.537	6.059	**
Green Consumerism is a good way to help combat Global Warming.	1.736	0.856	2.056	0.612	4.808	**
Green Consumerism leads to the production of the Green Products.	1.324	0.469	1.248	0.433	1.883	NS
Eco-Label initiates Green Consumerism.	1.000	0.000	1.180	0.385	7.393	**
Green Products pose minimum threat to the Environment.	1.876	0.330	2.136	0.343	8.628	**
Green Products require less time for degradation.	1.044	0.206	1.296	0.694	5.501	**
Environment Friendly appliances consume less energy and work well.	1.428	0.496	2.088	0.706	12.098	**
A green product is a movement to discourage people for over consumption of resources.	1.000	0.000	1.296	0.457	10.232	**

knew about ISI marked green appliances, whereas about 91, 10 and 75 per cent of the working women having the knowledge about Energy Efficiency (BEE) Star Rating, Eco Ideas Marked and ISO Marked green appliances, respectively.

Level of awareness about environment friendly household products

The distribution of working and non-working sample women according to level of awareness is given in Table 2. The value of z-test indicates that the proportion of sample women showing low and high level of awareness vary significantly among working and non-working women in case of food items, packing material, clothing and green appliances. The proportion of working women depicting high level of awareness calculated to be

37.60, 68.00, 38.00 and 65.60 per cent in case of food items, packing materials, clothing and green appliances, while the respective figures came out to be 16.40, 48.80, 79.20 and 27.00 per cent respectively in case of non-working women. Taking into account the total score, the awareness level of working women was slightly better than that of non-working women, but statistically their distribution according to level of awareness was statistically non-significant.

Awareness level of green consumerism among working and non-working women

It was observed that mean score of different statements of green consumerism was not similar among working and non-working women. Therefore, independent t-test was applied to compare

Table 4: Awareness regarding the Eco-mark among working and non-working women

the mean score of awareness. The responses of the sample women with respect to different statements of green consumerism have been collected at three scales named as not aware, partially aware and fully aware. Based on these three scales, the mean score of working and non working women of each respective statement was worked out and presented in Table 3. The mean score of green consumerisms varied between 1.180-2.508 across the different statements in case of working women, whereas it ranged between 1.00-2.508 in case of non-working women, respectively. The result of independent t-test indicated that the calculate t-value was greater than table value with respect to all statements, except two statements namely green consumerism is a movement to encourage people to buy eco-friendly products and green consumerism leads to the production of the green products. Hence, the null hypothesis stand rejected in the respect of all statements except two statements stated above. This further revealed that except two statements, the

mean score of green consumerisms all statements differ significantly among working and non-working sample women.

The mean score of working and non-working women came out to be nearly equal in favour of two statements named as green consumerism is a movement to encourage people to buy eco-friendly products and green consumerism leads to the production of the green products, whereas, the mean score of all other statements of consumerism worked out to be higher among working women as compared to non-working women. This indicates that awareness about the term green consumerism was relatively more among working women as compared to non-working women.

Awareness regarding the Eco-mark among working and non-working women

The data (Table 4) indicate that the proportion of women having knowledge about eco marks. All the working women were identified Eco-

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mark-1 and Eco-mark-2 as against the 87.60 and 93.60 per cent of the non-working women. The proportion of working women having knowledge about Eco-mark-3 and Eco-mark-4 turned out to be 31.20 and 21.60 per cent which was only 20.00 and 1.20 per cent in case of non-working women. The calculated value of z-score was very high than that of critical value (2.58). This implies that the knowledge of identification of eco-marks were significantly higher among working women than that of non-working women. There was no significant difference between working and non-working women in case of identification of eco-mark-4, eco-mark-6, eco-mark-7, eco-mark-8, eco-mark-9 and eco-mark-10.

CONCLUSION

It is well known fact that the green consumerism could solve the emerging problem of environmental pollution to some extent. But spreading awareness about green consumerism in the society is another big challenge. Therefore, there is a need of the hour to initiate mass campaign for spreading awareness about green consumerism among all people. It was evident that the level of awareness about green consumerism varied significantly with occupation, family size, educational qualification, income level and nature of job. Since, the exposure and accessibility of eco-products observed to be

more among working women. As indicated by the functional analysis, the awareness level of green consumerism increased significantly with increase in educational qualification of the sample women. It was also revealed that doctors, engineers, IT professional and bank employees have depicted higher level of green consumerism as compared to other section of the society. Therefore, the people of all section of the society should be educated about the green consumerism to control the emerging problem of environment pollution.

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