



# Review Of ReseaRch

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## A STUDY OF GREEN CONSUMERISM AND IT'S AWARENESS IN BARAMATI AREA

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### ABSTRACT:

*The purpose of this study is to explore the awareness of consumers for green product particularly in Baramati area, it comes under Pune district in Maharashtra. Environment protection and consumers consciousness have led the companies to assume their corporate environment responsibility likely as it happened in corporate social responsibility. On the other hand every consumer is a Human being and is a rational one so he cannot deny his moral and social obligations. Henceforth we are equally responsible for our daily life activities towards Mother Nature. For very long time we were worshipping our rivers, trees like banyan, Pipal, Banana and most sacred plant Tulsi. People are becoming more & more aware and interested in environmental issues. This has led to an increased demand for environmental friendly products. Thanks to United Nations Environment Programme (UNEP) & ISO14000 series certification for creating environmental awareness at global level. Such programs not only demanded the governments to remain proactive by formulating the laws in the interest of environment and to establish ecological balance. It is of great interest to analyze the awareness of consumers regarding green products, environmental consciousness and their effect on consumers. The primary data has been collected through questionnaires by using convenient sampling.*

**KEYWORDS:** CSR, UNEP & ISO 14000, Awareness of consumers, moral and social obligations

### 1] OBJECTIVE OF THE STUDY:

1. To know about the green consumerism awareness in Baramati area
2. To know the reason for purchasing green products.
3. To determine the green and non green consumers.
4. To know about information sources for green products
5. To find out whether there is effect of age group on the awareness of green products.

### 2] RESEARCH METHODOLOGY :

The present study uses descriptive-cum-exploratory research design. Both primary and secondary data has been collected to present a comprehensive

**Primary Data:** The study is mostly founded upon gathering of comprehensive data from primary sources like - in-person surveys, interviews, questionnaire etc, collected from different consumers in Baramati city..

**Secondary Data:** The research was also carried out depending on secondary sources which require no direct contact to gather information and is effectively based upon postal mail, electronic mail, telephone, web-based surveys, newspapers, business journals and periodicals, etc

## INTRODUCTION:

As global temperatures rise and natural resources grow scarcer, sustainable or 'green' consumer behaviors occupy an increasingly important role in promoting environmental awareness and reducing per-capita greenhouse emissions. The latest report by the UN Intergovernmental Panel on Climate Change suggests that changes in lifestyle, diet and reduced energy consumption can have substantial impact in mitigating environmental degradation [1]. However, as the past half-century of psychological, economic, and behavioral research on prosocial behavior has shown, this sort of change is easier said than done. Green consumerism embodies the dilemma inherent in many prosocial and moral actions — foregoing personal gain in favor of a more abstract, perhaps somewhat intangible gain to someone or something else [2]. This tradeoff is part of what makes prosocial and moral behavior of any sort so difficult; there is an initial cost, sometimes a very literal cost as in the case of purchasing more expensive green products that may act as a barrier to engaging in green consumerism. Nonetheless there are several recurring themes in the expanse of literature on the topic of green consumerism, which may shine a light on ways to promote green consumerism.

## About Baramati :

Baramati is a Town in Baramati Taluka in Pune District of Maharashtra State, India. It belongs Paschim Maharashtra region . It belongs to Pune Division . It is located 102 KM towards East from District head quarters Pune. It is a Taluka head quarter. Baramati Local Language is Marathi. Baramati Rural town Total population is 19387 and number of houses are 4215. Female Population is 48.7%. Town literacy rate is 74.8% and the Female Literacy rate is 34.5%.

## Population

Census Parameter	Census Data
Total Population	19387
Total No of Houses	4215
Female Population %	48.7 % ( 9437)
Total Literacy rate %	74.8 % ( 14511)
Female Literacy rate	34.5 % ( 6685)
Scheduled Tribes Population %	1.4 % ( 270)
Scheduled Caste Population %	15.6 % ( 3021)
Working Population %	37.4 %
Child(0 -6) Population by 2011	2299
Girl Child(0 -6) Population % by 2011	46.8 % ( 1076)

### **What is green consumerism?**

Green consumerism may be defined as the 'practice of purchasing products and services that actively seek to minimize social and/or environmental damage, and the avoidance of products deemed to have a negative impact on society or the environment' - put our planet first and profits second!

Green Consumerism is the situation in which consumers want to buy things that have been produced in a way that protects the natural environment.

When out shopping consider purchasing green goods, a term known as green consumerism. Purchasing green goods can help the environment because they are often designed to be 'friendlier' and less damaging to ecosystems and natural planetary defences .

### **Some examples of green consumerism are given below:-**

#### **Less packaging**

Buy goods with less packaging.

#### **Support local farmers markets**

Buy food locally. Support and buy fruit & vegetables from the local vegetable box scheme.

#### **Re-use plastic bags**

Instead of obtaining more plastic shopping bags, why not re-use them or refuse them in the shop.

#### **Buying clothes**

When buying clothes think about the types of materials bought, how they are made and where they come from. Look in the label of your clothes and see where they have come from. For example, Nylon and Polyester are made from Petrochemicals, which are synthetics and non-biodegradable so they are harmful to the environment.

#### **Energy efficient appliances and sources**

To help reduce Carbon emissions, buy energy efficiency goods with the A rating.

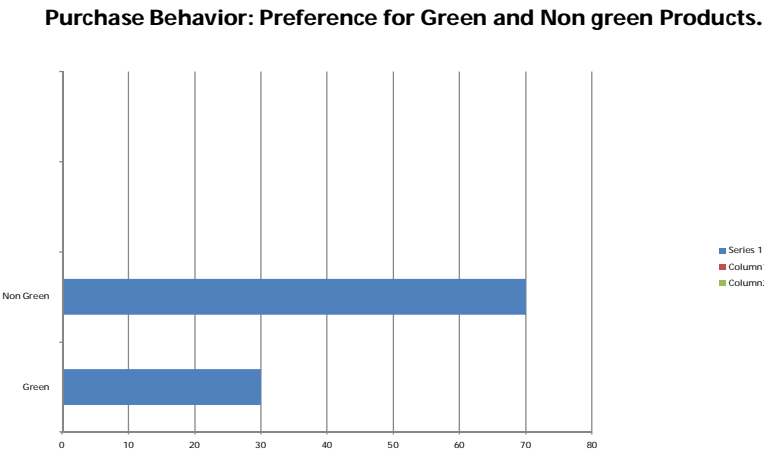
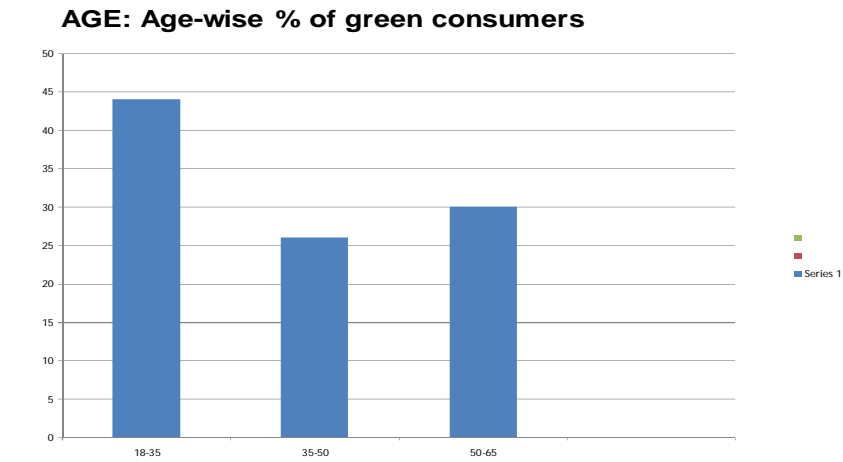
#### **Stationery**

Purchase your greeting cards from a green supplier or charity, such as a conservation organization or charity. Ask for printed cards on recycled paper.

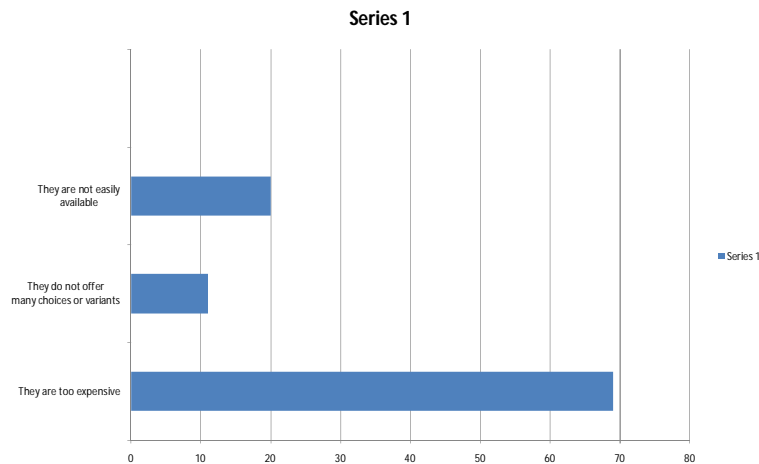
### **How to be a Green Consumer :**

1. Only buy what you need: Reduce, Reuse, Recycle, Refuse, Repair, Rethink
2. Positive Purchasing - favouring ethical products, e.g. energy saving light bulbs
3. Negative Purchasing - avoiding unethical products, e.g. battery-farmed eggs or gas-guzzling cars
4. Company-based Purchasing - targeting a business as a whole, and avoiding all the products made by one company ('boycott'). Boycott companies that directly damage the environment or support activities that destroy habitat. Only deal with ethical companies.

FINDINGS AND OBSERVATIONS:

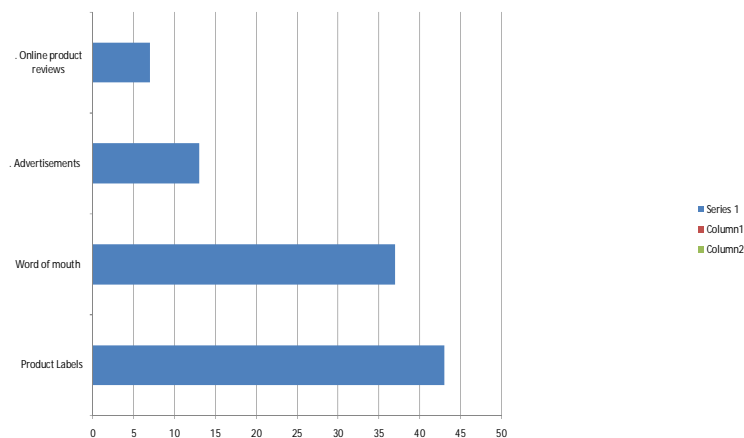


### Top 3 Reasons for not Considering Green Products



Consumers who never bought green products are deterred from purchasing them because they are perceived to be too expensive

### Sources of Information about Green Products



Product labels and word of mouth are the primary sources of information about green Products and companies for consumers

## CONCLUSION

The research showed that the awareness of the eco friendly products was less among the consumers. Many of the customers avoided purchasing eco friendly products because they were costly and some also said that its just a marketing strategy applied by the companies to attract the customers.

Like the Marathi Proverb- '*Kaltay Pan ValatNahi*' which means that everybody knows the advantages of Green Consumerism but the same is not reflected in their collective action.

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