

Consumer Awareness and Attitude towards Environmental Products

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Abstract: - The purpose of the study is to find out the awareness of the consumers towards the environmental concern products. The main aim is to find out how the consumer behaves when they are about to purchase any product. Are they looking for the products which are creating any problem to the environment or they are looking for the products which are not creating any harm to the environment. Are they looking for the products of less price or high price? And to find out the steps or actions what they have taken and motivated others to go for making no harm to the society or the environment.

INTRODUCTION:

As the needs of a customer has been increasing day to day, in the same magnitude the companies or the businesses are able to provide the latest and most advanced feature products/goods or services to the customers. But in the passion of fulfilling the needs or desires of the consumers the companies or the businesses are not following the business ethics in doing business or sales. Due to which the consumers are not able to judge that which product meets their requirements. In the passion of providing the advanced featured products the companies are manufacturing the goods and those products after some months are been replaced by the customers and acquiring a new or advanced version of that, by which the non-degradable waste. Here the consumers are more interested in product convenience than that of the environmental impact and the companies are more concentrating on the consumer satisfaction i.e. the companies are not making the available environmental sound products. By this action of the companies and customers the non-degradable waste is increasing and with the consequences is been born by the young generation of the universe. The effect that has to be created by this waste has been created and now the Governments and the freelancers that are working for the betterment of the society are waking up now to educate the public about the hazards the non-degradable waste.

In this study I would like to know about the awareness of the consumers towards environmental

products and find out what are the steps that they are taking to reduce this non-degradable waste by themselves and how they are motivating or mobilizing the people around them.

The study on the Public life style, perception, Attitudes, Individual Behavior and awareness towards the environmental concerned is been done in drastically as an alarm has been ranged in the universe about the adverse situation that has to be faced by the people if proper precautions are not taken at this time. The Public life style, perception, Attitudes, Individual Behavior and awareness towards environmental concern is a very large-scale survey to measure public attitude towards both green attitudes and behavior. As, it provided the commitment of the citizens in preserving and protecting the environment and the surrounds of their locality. The following questions are useful to collect both current environmental issues, and also the ways to resolve the problem. This study provides a summary of the key findings from these questions and also the attitude of the citizens of the city working towards the green consumerism. These findings can be used by the business, government and non-profit organizations have to help and understand how the citizens have to anticipate to the environmental issues affect and their behavior in their communities.

This research survey is done in the twin cities of Hyderabad and Secundrabad by considering 150 respondents of the city constituting of different age groups, educational level, gender, income level and profession. The study has been tracking consumer environmental attitudes and behavior in the cities has inspired in large part, and many of the people have shared their valuable suggestions to sustain cleanliness in the city and their neighboring places. This survey finds out issues related to consumers' interaction with the environment. This includes environmental concerns,

specific environmental behaviors, sources of information on the environment, and views of specific industries.

LITERATURE REVIEW:

Consumer Awareness & Attitude to Environmental Products (CAAEP) is linked with that of the personal educational level or knowledge about the affects of the environmental problems. As most of the consumers and manufacturers are not properly educated about the proper disposal of the waste and the problems that will be raised by it.

To overcome the issues that are been raised by the ignorance of the people and the manufactures the Governments at the Central and state level has to come with some programs that will inculcate awareness in the people and the manufactures. As the Consumer awareness of the environmental impact generated by various products has risen significantly. Now more consumers have begun to realize that the impact of appliances, electronics, and electricity has an adverse impact on the environment.

Though the corporate volunteers' and the Governments are coming-up with Raahgiri and Earth Hour to educate the people to go for using bi-cycles for transportation for one day in a week and to go for switching off the electrical gadgets for an hour such that we can go for saving huge amount of natural resources and we can reduce the global warming.

If the Governments at the Central and the State level go for implementing the strategy of using fuel less vehicles for transportation where the offices of the staff is within a radius of 10K.M. from there residences and reduce the private transportation and maximize the usage of public transportation system such that we can go for reduce the traffic congestion on the roads and at the signal points in the cities which is the main cause for the over usage of fuel and emission of unburnt hydrocarbons, carbon monoxide, nitrogen oxides, soot, and heavy metal particles from lubricant oil (ash) which is very harmful to the citizens and to the atmosphere.

To make the consumers and the manufactures more concern about the issues that arises from improper dumping of the waste.

A short time ago consumers were not only oblivious to the notion of a carbon footprint, they were frankly disinterested. Now many consumers not only understand the concept of environmental impacts they are demanding that businesses act to make their operations more sustainable. Consumers can increasingly be expected to seek footprints. This can include obvious issues like packaging or less obvious impacts such as those associated with manufacturing processes.

Buyers are increasingly asking suppliers to measure their environmental impacts and carbon emissions in their value chain. In many cases failure to provide such information, or performing poorly can undermine these business relationships.

Companies should anticipate in growing consumer awareness about the environment which will continue to drive sustainability and the consumers can mobilize the people in their surrounds and this can lead to an educated society and thus we can built a new society which will give a good life and environment.

Rising awareness among general consumers about environmental degradation due to population explosion and unrestricted consumption of natural resources has led industries to adopt environmental ethics in their operations.

The rising demand for eco-friendly products and the subsequent demand of green concept in the modern era is primarily driven by rising consumer awareness about environment, regulatory pressure to adopt eco-friendly products and processes, and concerns about good health and safety.

Green ing, also termed as ecological ing, and environmental ing, refers to the promotional activities aimed at transforming consumer perceptions about a brand. The limited availability of natural resources implies that the corporate sector needs to focus on efficient utilization of such resources and minimize wastage, while placing emphasis on achieving business objectives, whereby the concept of green ing has gained prominence.

The green ing concept evolved more as a competition survival strategy and ing tool for businesses and ers during the recession period.

A unified vision of sustainable packaging that both the industry and consumers can agree upon is needed.

New packaging designs using environmentally friendly materials and processes are important to the concept of sustainability, but protecting the product from damage or spoilage may have a far greater environmental impact than the packaging itself. According to the study, the factors that must be considered under the umbrella of sustainability are:

- Materials
- Overall energy use and transport
- Packaging waste minimization
- Reuse and source reduction
- Recycling
- Biodegradability and composting
- Waste-to-energy conversion
- Retail and consumer value.



RESEARCH METHODOLOGY:

The survey methodology is done by distribute questioners to the people in person, post to their e-mails id’s and personally requesting the respondent to answer the questions by asking respondents face-to-face interviewing. The questioner was mainly consisting of two parts, where part I comprises of personal information which comprises the demographic data of the respondent like the age group, gender, educational qualification and the income level and part II comprising questions relating to the study with multiple choice. On the basis of the answers given by the consumers we can come to conclusion that what is the level of the consumers’ awareness towards the environmental concern products.

Increasing awareness in the consumers:

The citizens of the city has to be provide with the increased knowledge of the advantages and the disadvantages of the usage of environmental products, increased pollution by the house hold, industrial, and the bio-degradable waste released by the medical institutions, practitioners and the research laboratories or the out filled garbage in and around their surroundings by a audiovisual or short film, as the visual will have a longer impact than that of the audio.

Reducing Environmental and Economic Uncertainty in the consumers:

As there is environmental and economic uncertainty the Governments, non-profit organizations and the corporate companies has to come forward to help the people in safely disposal of the waste by providing them with the disposable

bins such that they can make use of them properly and help in keeping the city clean.

Organizing the programs that Decrease Confusion:

The programs organized by the governments, non-profit organizations and the corporate companies will remove the confusions from the minds of the citizens.

The programs should increase the Individual Expectations:

By all this there will be an increase in the individual expectations of the citizens.

Steps to be taken to Influence Positive Behavior in the consumers:

By arranging some programs like Swatch Bharath introduced by the Honorable Prime Minister in the national level or like the programs like Swatch Hyderabad by Honorable Chief Minister in the state level will initiate in creating a positive attitude and will help in making the citizens to take part in the programs and creates conscious towards cleanliness.

The only way to influence the consumers is that they have to give some

- i) monetary rewards either by giving rewards or penalty,
- ii) programs should be organized by the celebrities
- iii) and not the last the corporate, government and the non-profit oriented organizations should encourage the consumers

EMPIRICAL FINDINGS AND DATA ANALYSIS:

Awareness about the environmental concern:

Opinions opted by respondents	%	%
Optimistic	52	100
Pessimistic	48	
Confused	44	100
Sufficient knowledge	56	
Yes	57	100
No	43	

Life style towards the environmental concern:

Opinions opted by respondents	%	%
Personal	47	100
Friends	32	
Commercial	21	
Weekly	58	100
Monthly	26	
Yearly	16	

Non Branded	43	100
Branded	48	
any one	09	

Attitude towards the environmental products:

Opinions opted by respondents	%	%
Degradable	47	100
Non-Degradable	32	
Don't know	21	
Every time	58	100
Sometimes	36	
Never	06	
Status symbol	43	100
Concern about future	49	
Concern to novelty	07	

How to influence people in saving environment:

Opinions opted by respondents	%	%
By putting fine	36	100
By rewards	46	
Taking Legal Action	18	
Campaign by celebrities	42	100
Media	36	
Charitable trust	22	

CONCLUSION:

The findings of the survey are been given in the data analysis and it has found that

- i. There is a huge response from the people that by providing reward we can involve public for the environmental protection
- ii. As the people are been more attached by the celebrities by campaigning with tem we can get public support in environmental protection

- iii. As the consumer are looking for branded products it the responsibility if the producers that they should be more concerned for environmental sound products
- iv. Many people are helping their neighbors in understanding the environmental products
- v. Many of the public have turned up for environmental concern products, which seems to be a positive sign for environmental protection
- vi. As there some confusion in the minds of the people it should be removed as early as possible such that there will not be any harm the environment from their side
- vii. It is near to 50% of the consumers are looking for degradable products which is positive sign for environmental lovers.
- viii. It is around 49% of the consumers have concern for the future, which is an admissible change that has come in the mindset of the people. There is a drastic change in the minds of the citizens and they have gained good knowledge on the measures to be taken to keep clean in their surrounds and says that "Going Green Is (Still) Good Business".

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