
**GREEN MARKETING INITIATIVES AND THE IMPACT OF
GRADUATE CONSUMERS: AN ANALYTICAL CASE STUDY OF
MALAPPURAM DISTRICT OF KERALA**

Dr Mohd Asif Khan

Commerce Department .AMU Aligarh (UP) INDIA

INTRODUCTION

Growing modernisation and reliance on products and services provided by the perfectly competitive market has become a reality all over the developed and developing world in particular and rest in general. Businesses and consumers today are confronted with the biggest challenge of protecting and preserving the earth's resources and also the environment. Evidences indicate that people are concerned about the environment and are changing their behaviour accordingly; as a result, there is a growing market for sustainable and socially responsible products and services. They have become more concerned with the natural environment and are realising that their production and consumption, purchasing behaviour will have direct impact on the environment. The rapid economic growth in the past several years has witnessed drastically increasing consumers' consumption worldwide causing environmental deterioration through over consumption and utilisation of natural resources (Chen & Chai, 2010). It is anticipated that if economic growth and irresponsible consumption pattern continue at this high rate, the environment degradation would worsen further leading to adverse consequences of very grave nature resulting in global warming, depletion of stratospheric ozone layer, pollution of water, sound and light pollution, acid rain, desertification etc (Ramlogan, 1997).

Nowadays, both marketers and consumers are becoming increasingly sensitive to the need for turning towards more environment friendly goods and services. Green marketing is a way to use the environmental benefits of a product or service to promote sales. The concept of green marketing has been around at least since the first Earth Day in 1970. Green marketing incorporates a broad range of activities, including modification of products, making changes in the production process, adopting better packaging strategies, resorting to novel advertising strategies etc that support pro-environmental culture. With the growing awareness about the implications of global warming, impact of harmful pollutants, non-biodegradable solid waste etc, the modern marketing is a holistic marketing concept wherein the production, marketing, consumption and disposal of products and services etc, all happen in a manner that is less detrimental to the environment. Green marketing is the process of satisfying the needs and wants of customers in a way which

can bring benefit or profit for both the provider and the society by reducing harmful impacts on the natural environment by providing less environmental harmful or more eco-friendly product to the consumers and the society at large.

The green marketing has evolved over a period of time. According to (Peattie, 2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned and aimed at solving environment problems and also provide remedies for the ensuring of better conditions. Second phase was "Environmental" green marketing and the focus shifted to clean technology that involved designing of innovative machines, products, which give special attention in reducing or avoiding pollution and waste issues. Third phase was "Sustainable" green marketing which was prominent in the late 1990s and early 2000. During the late 1990s, green marketing received a large boost when awareness was created by the government of India and also by some states for encouraging the purchasing of recycled and environmentally preferable products. In India, we have been witnessing significant environmental decay during the last few decades. Increasing industrialisation, high intensity agriculture (use of fertilizers and pesticides), deforestation, soil erosion, urbanisation, transportation, and population growth are the major problems and these are likely to increase. If the desire to lead a higher living standard also increases, then the problem would be too acute to be manageable and curable.

Consumers can reduce their negative impact on environment and make a difference through their purchasing decisions. Green consumers are those who consistently and primarily discriminate product purchases in favour of the environment. Today's green consumers are increasingly demanding greener products from retailers and brands that have adopted green practices throughout the entire supply chain. Green consumerism or green buying behaviour is one of the pro-environmental behaviour that encourages the purchasing and consumption of products that have minimal impacts on the environment (Mainieri, *et al.*, 1997). Green purchase behaviour or environmental friendly buying behaviour involves the consumption of products that are benevolent or beneficial to the environment, and use of products that are recyclable or conservable, sensitive or responsive to ecological concerns (Mostafa, 2009). Greenconsumerism is based on public awareness of pressing environmental issues. Green marketers hope to bring a green lifestyle among consumers by capitalising on this and help to develop strategies that allow consumers to integrate green products into their day today lifestyles. Many such efforts of the green marketers have met with considerable appreciation and resulted in the success of their business. The rising numbers of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" as a component of their value proposition.

A paradigm shift towards more sustainable consumption patterns is required and it is important to increase people's environmental awareness and consciousness. Consumers who are concerned with the environment and sustainability are knowledgeable about the environmental issues when shopping and try to purchase only those products that are eco-friendly (Laroche, Bergeron & Barbaro-Farleo, 2001). Increasing pro-environmental concerns and awareness of eco-friendly products among consumers have resulted in their better green consumption behaviour. Recent increase in the number of persons who are willing to pay more for the environment-friendly products and services suggest that the market for eco-friendly products is dynamic and expanding (Laroche, *et al.*, 2001). In spite of this encouragement and an awareness of environmental issues and its negative impacts on their life, many consumers do not adopt environment friendly behaviours. Especially in the

case of green purchasing, consumers might acknowledge awareness of environmental issues, but many do not take the steps to purchase environment friendly products or services. Bridging the gap between environmental awareness and a behavioural change is critical in increasing the adoption of environmentally sustainable behaviours, including purchases of green products.

NEED AND SIGNIFICANCE OF THIS STUDY

Effective green consumer education and information programmes must be an essential concern of a wide ranging consumer policy. Green consumer education equips people with the skill to make prudent choices, to resolve the problems effectively and to seek further information and help appropriately in sustainable development. Empowered consumers are knowledgeable, confident, assertive and self reliant and while lane and markets may change, these skills will enable people to man through life as effective green consumers. Green consumer education has an important role to play in creating awareness among the students of schools, colleges and universities about sustainable development and the strategic marketing planning processes that companies use in practice.

Many youth lack the requisite skill needed to make accurate, effective and self beneficial decisions and often perceive a lack of choice when making decisions regarding green consumption. Creating green consumer awareness among students will help them show appropriate green consumer behaviour through making wise financial, purchase and consumption decisions. Green consumer education is a potent tool for empowering consumers in continuous acquisition of relevant information, knowledge, attitude and skills required for sustainable and eco friendly living. It helps students to make prudent choices and influence their ecological knowledge, concerns, and attitude towards green consumerism.

There is a need for emphasising the increasing importance of social, ethical and environmental dimensions in product choices. Through green consumer awareness the youth are more likely to display environmentally conscious behaviour and perceive that consumer purchases effectively benefit the environment. Consumer education encompasses the responsibility of consumers as well as their rights. This entails taking a shared view of society as a whole as well as the individual concerns of the consumer. It focuses on issues such as the environment, the conditions of producers, globalisation and sustainability. Informed, articulate and demanding consumers are likely to be more effective individual.

“Green Consumer Awareness and Green Consumerism” of different individuals tend to differ based on geographical characteristics, lifestyles, consumption patterns, family life cycles, income level, etc. Hence the present study is designed in such a way so as to investigate the Green Marketing Initiative and the Impact of Graduate Consumers in Malappuram District of Kerala State.

REVIEW OF LITERATURE

Bhat, (1993)in his study suggests that all company venturing out with a green marketing program must start with green design, since inputs manufacturing processes, distribution, use and disposal methods are decided during the preliminary stage.He presents source reduction and waste management strategies to cut down wastes and also he suggests a method to compare green design alternatives which can provide designers with guidance to select superior designs.

Laroche, Tomiuk, Bergeron and Forleo, (2002) investigated the influence of culture on pro-environmental knowledge, attitudes, and behaviours of Canadian consumers. The study indicate that French-Canadians, when compared to their English counterparts, (a) are more knowledgeable and are concerned about ecological problems, (b) perceive that it is important to show pro-environmental behaviour, (c) believe that most corporations are showing social responsibility by protecting the environment, and (d) highly consider environmental issues when making a purchase.

Luchs, Naylor, Irwin & Raghunathan, (2010) demonstrated that consumers associate higher product ethicality with gentleness-related attributes and lower product ethicality with strength-related attributes. As a result of these associations, when strength-related attributes are valued, the positive effect of product sustainability on consumer preferences is reduced. Sometimes it even resulted in consumer preferences for less sustainable product alternatives.

Peattie, (2010) in his study found that developing more environmentally sustainable consumption and production systems depends upon consumers' willingness to engage in "greener" consumption behaviours. Efforts were made to understand, identify, analyse and evaluate the "green consumer".

Paco & Raposo, (2010) in their study examined the distinct market segments based on several environmental variables. It also investigates individuals' behaviours and perceptions about green consumerism. The results show that certain environmental and demographic variables are significant in differentiating between the 'greener' consumer group and the other segments of consumers.

Cheah & Phau, (2011) identified the key antecedents and moderators that influence consumers' willingness to purchase environment friendly products. The results show that the three antecedents of eco-literacy, interpersonal influence and value orientation have strong correlations with attitudes towards environment friendly products. His study revealed that consumers with favourable attitudes towards environment friendly products are more likely to purchase environment friendly products.

Pradhan & Tripathi, (2011).The idea is that when awareness of environmental problems penetrates deeply into the community consciousness, the purchasing power of mass market will force all manufacturers to turn green both their products and their manufacturing processes, on pain of being rejected in market place by green aware consumers. It is almost impossible to achieve an environmental awakening without awakening the people and the need of the day is to communicate and educate people to an optimum level so as to develop an environmental awareness.

Rahbar & Wahid, (2011) studied the effect of green marketing tools on consumer's real purchasing behaviour. The result revealed that customer's trust in eco-label and eco-brand and their perception about eco-brand show a significant positive impact on their actual purchasing behaviour.

Juwaheer, Pudaruth and Noyaux, (2012) analysed the impact of green marketing strategies on consumer purchasing patterns in Mauritius, the findings provide interesting clues regarding customers' perceptions on environmental concerns and green products. Most consumers have expressed a great interest in the protection of the environment and they are strongly concerned about the environment and its degradation. Results also indicated an overall positive correlation which exists between effective green marketing strategies and customers' purchasing patterns for green products. Therefore, there is a powerful urge among the companies to promote eco-branding, eco-labelling and green packaging strategies for the purpose of encouraging a greener pattern of consumption among consumers in Mauritius.

OBJECTIVES OF THE STUDY

1. To find out whether there exist some differences in the mean scores of Green Consumer Awareness for the sub samples based on gender, type of management, and the locale.
2. To find out whether there exist some differences in the mean scores of Green Consumerism for the sub samples based on gender, type of management and locale.
3. To find out whether there exists any relationship between Green Consumer Awareness and Green Consumerism for the total sample and sub samples based on gender, type of management and the locale.

HYPOTHESES OF THE STUDY

1. There exists significant difference in the mean scores of Green Consumer Awareness for the sub samples based on gender, type of management and locale.
2. There exist significant differences in the mean scores of Green Consumerism for the sub samples based on gender, type of management and locale.
3. There exists significant relationship between Green Consumer Awareness and Green Consumerism for the total sample and sub samples based on gender, type of management and locale.

METHODOLOGY

In order to investigate the research objectives stated above and test the hypothesis, both primary as well as the secondary data was collected and analysed. Primary data was collected from students of B.Com and BBA of University of Calicut. Secondary data was collected from the text and reference books and literature available in the libraries, and on the network.

Sample

The study was conducted on a representative sample of 120 students of B.Com, and BBA of University of Calicut. For the present study the undersigned investigator selected Degree students of Malappuram district of Kerala. The sample was selected by the stratified random sampling technique giving due representation to factors like gender of students, type of management and locale.

Tools used for data collection

The following tools were used in the present study:-

1. Green Consumer Awareness Test, to check the awareness of consumers in green marketing initiatives like green products, green pricing, green packaging and labeling, green energy and green disposal. It consisted of twenty five multiple choice questions carrying one mark each.
2. Green Consumerism Assessment Scale, a three point rating scale to assess the green consumer behaviour with ratings:

Always (2), Sometimes (1) and Never (0)

It was used to check their eco friendly behaviour, ecological concern, resource saving, and reuse or recycling behaviour. It consisted of twenty questions.

Statistical Techniques Used for Analysis

The analysis of the scores was done by using the following statistical techniques:

1. Test of significance of difference between mean scores
2. Pearson's Product Moment Coefficient of Correlation (r)

THEORETICAL BACKGROUND WITH REGARD TO SEVERAL TERMS MENTIONED BELOW

GREEN CONSUMER

Green consumers are those who adopts eco-friendly behaviours and/or who purchases green products over the standard alternatives. Green consumers are those who are highly or even slightly concerned of environment related issues and obligations. They are supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it involves higher cost.

Kardash (1976) “all consumers are potentially green consumers”. When a consumer has choice to buy from two identical products, the consumer will prefer to buy an environment friendly product or a service or a machine, if other things are same or similar.

GREEN MARKETING

Green or Environmental Marketing is that marketing process which consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the overall natural environment (Polonsky, 1994).

According to the Jackson (2005), green marketing not only refers to promotion or advertising of products with environmental characteristics and terms like phosphate free, Recyclable, Refillable, Ozone Friendly, and Environment Friendly, but also can be applied to consumer goods, industrial goods and even services of one type or of the other.

GREEN CONSUMER AWARENESS

Generally speaking, awareness comprises a human's perception and cognitive reaction to a condition or event. Awareness does not necessarily imply understanding, just an ability to be conscious of, feel or perceive of a certain event/action/ phenomenon etc.

For the present study, Green Consumer Awareness means being conscious of or being aware of green marketing initiatives like green products, green pricing, green packaging and labelling, green energy and green disposal which enables consumers to make a wise decisions to protect and conserve the environment.

- **GREEN PRODUCT**

Green or environment-friendly product means the bundle of satisfaction a consumer buys that includes commodities, services, ideas etc, which will not lead to pollution of any sort or depletion of environmental resources and also which can be conveniently recycled, reused or conserved.

- **GREEN PRICING**

Price is the exchange value of products or services in terms of money. Green pricing decisions are based on the premise that goods and services associated with greater environmental damage or which cause more environmental damage should cost more. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. The product value improves the performance, function, design, visual appeal, or taste of the product for which consumers is ready to pay a higher price.

- **GREEN PACKAGING AND LABELLING**

Green Packaging refers to the eco-friendly reusable, recyclable or biodegradable packaging used in line with sustainable development. Its philosophy has two meanings: one is the protection of the environment, and the other is the conservation of resources. These two are complementary and inseparable because the conservation of natural resources to reduce waste, in fact, forms the source of the environment protection.

Green or eco-labels refer to a product's collective overall environmental performance (Giridhar, 1998). They are indicators of the environmental performance of a product developed for the purpose of trying to prevent consumers from being confused over claims of environmental friendliness (Childs and Whiting, 1998). A sound eco-label program would look at the entire life cycle of the product including production, distribution, usage and disposal of products that claims to be eco-friendly.

- **GREEN ENERGY**

The term “green energy” is defined by Wenxin (2010) as energy generated from natural and renewable resources such as sunlight, wind, biomass, tides and geothermal heat. It is also sometime called “renewable energy”. The renewable energy market is still growing and governments are making policies for this sector and companies are putting more efforts to commercialise these resources due to the rapid changing in climate, high oil prices and pollution etc of a greater degree. (Shi, 2010)

- **GREEN DISPOSAL**

Green disposal is used to describe any environment friendly way of processing materials that have been discarded. Waste treatment techniques which seek to transform the waste into a form that is more manageable, reduce the volume or toxicity of the waste thus making it easier to dispose off. Waste treatment methods are selected based on the composition, quantity, and form of the waste material. Wastemanagement focuses on finding ways to recycle and reuse the discarded items, thus ensuring that they do not end up in a landfill. It aims at finding ways to dispose of toxic materials in such a way that they cannot create permanent damage to the ecology of the planet nor they are able to cause disequilibrium with regard to overall environment on earth.

GREEN CONSUMERISM

Green Consumerism or Green Consumer Behaviour means all the psychological, socio-cultural and physical behaviours that the consumers display in searching for products and services and their purchasing, evaluating and disposing of green products and green services that they expect will satisfy their needs in a way so as not to disturb natural environment conducive for human and other living being.

Peattie (2001) states that consumer behaviour can be developed by highlighting the relative advantages of Greener Products as compared with the other products that creates environmental problems either for all or for certain types of creation.

For the present study green consumerism had four dimensions i.e.

1. Eco Friendly Buying Behaviour
2. Ecological Concern
3. Resource Saving Behaviour and
4. Reuse/Recycling Behaviour.

- **ECO-FRIENDLY BUYING BEHAVIOUR**

Eco friendly buying behaviour reflects a tendency for consumers to be careful when shopping, buying more energy-efficient, less polluting, environment friendly, recycled and biodegradable products, as well as products whose packaging causes less harm to the overall environmental conditions created by nature.

- **ECOLOGICAL CONCERN**

Chan & Lau (2004) and Dunlap & Jones (2002) offered one of the most inclusive definitions of Ecological Concern. In their definition, Ecological Concern is accepted as an individual's awareness of environmental problems and that individual's attempts to solve either on his own or willingness to contribute to such attempts by some other persons or group of persons.

As environmental concerns have increased, majority of customers prefer to buy greener products. The influence of the green consumer will grow as environmental awareness among consumers and buyers spreads and improvements are made to the environmental information available through eco-labeling schemes, consumer groups and consumer guides etc (Peattie, 1995).

- **RESOURCE SAVING**

Resource saving behaviour reflects an environment friendly behaviour to save scarce resources like water, oil, energy, forest etc for a sustainable provision of resources that meets the needs of the present time without compromising the ability of future generations to meet their needs. It uses technologies that promote sustainable use of resources including renewable resources and technologies designed to improve efficiency since they relate to the saving of resources and the attempt to reduce the quantity of rubbish produced.

- **REUSE OR RECYCLING**

Re-use means to use, for the second or more times a product for the same purpose, in the same form and with the same properties of the material as if it is the first use, the material having constantly remained under the same form between several uses. Product re-use involves the multiple usage of a product or service in its original form, for its original purpose or for a substituted or an alternative way, with or without reconditioning.

Recycling is a key component of modern waste reduction which involves processing the used materials or waste into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution and water pollution by reducing the need for "conventional" waste disposal, and lower greenhouse gas emissions as compared to virgin production..

DATA ANALYSIS AND INTERPRETATION

TEST OF SIGNIFICANCE OF DIFFERENCE BETWEEN THE MEAN SCORES

The test of significance between the mean scores was done to examine whether there exist any significant difference in the mean scores of Green Consumer Awareness and Green Consumerism for the total sample and comparable sub sample based on gender, type of management and locale. The Critical Ratio (CR) was calculated and CR of 1.96 and above was considered as significant at 0.05 level and CR of 2.58 and above was considered as significant at 0.01 level.

TABLE: 1

DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN SCORES OF GREEN CONSUMER AWARENESS ON THE BASIS OF GENDER

VARIABLE	MALE			FEMALE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMER AWARENESS	60	15.75	3.78	60	14.82	3.65	1.37	NS

NS- Not Significant

Table: 1 mentioned above reveals that there exists no significant difference between the mean scores of Male and Female graduates in their Green Consumer Awareness.

TABLE: 2

DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN SCORES OF GREEN CONSUMER AWARENESS ON THE BASIS OF TYPE OF MANAGEMENT

VARIABLE	GOVERNMENT			AIDED			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMER AWARENESS	40	17.35	3.34	40	15.28	3.53	2.69**	0.01

** Significant at 0.01 level

Table: 2 mentioned above indicates that the Government and Aided Colleges' graduates differ significantly in their Green Consumer Awareness at 0.01 level of significance

TABLE: 3

DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN SCORES OF GREEN CONSUMER AWARENESS ON THE BASIS OF TYPE OF MANAGEMENT

VARIABLE	GOVERNMENT			PRIVATE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMER AWARENESS	40	17.35	3.34	40	13.23	3.18	5.65**	0.01

** Significant at 0.01 level

The results of Table: 3 indicate that the Government and Private Colleges' graduates differ significantly in their Green Consumer Awareness at 0.01 level of significance.

TABLE: 4

DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN SCORES OF GREEN CONSUMER AWARENESS ON THE BASIS OF TYPE OF MANAGEMENT

VARIABLE	AIDED			PRIVATE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMER AWARENESS	40	15.28	3.53	40	13.23	3.18	2.66**	0.01

** Significant at 0.01 level

Table: 4 mentioned above reveals that there exists significant difference the Green Consumer Awareness of Aided and Private College graduates at 0.01 level of significance.

TABLE: 5

DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN SCORES OF GREEN CONSUMER AWARENESS ON THE BASIS OF LOCALE

VARIABLE	TOWN			VILLAGE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMER AWARENESS	60	15.85	3.83	60	14.72	3.57	1.67	NS

NS- Not Significant

Table: 5 mentioned above indicates that there exists no significant difference between the mean scores of graduates of Town and Village areas in their Green Consumer Awareness.

TABLE: 6

DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN SCORES OF GREEN CONSUMERISM ON THE BASIS OF GENDER

VARIABLE	MALE			FEMALE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMERISM	60	25.85	4.83	60	24.92	5.07	1.03	NS

NS- Not Significant

Table: 6 mentioned above indicate that there exists no significant difference between the mean scores of Male and Female graduates in their Green Consumerism.

TABLE: 7

**DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN S
CORES OF GREEN CONSUMERISM ON THE BASIS OF TYPE OF
MANAGEMENT**

VARIABLE	GOVERNMENT			AIDED			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMERISM	40	25.75	5.75	40	24.95	4.25	0.71	NS

NS- Not Significant

Table: 7 mentioned reveals that there is no significant difference between the mean scores of graduates of Government Colleges and Aided Colleges in their Green Consumerism.

TABLE: 8

**DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN
SCORES OF GREEN CONSUMERISM ON THE BASIS OF TYPE OF
MANAGEMENT**

VARIABLE	GOVERNMENT			PRIVATE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMERISM	40	25.75	5.75	40	25.45	4.84	0.25	NS

NS- Not Significant

Table: 8 mentioned above indicate that with respect to Green Consumerism there exists no significant difference between the mean scores of graduates of Government Colleges and Private Colleges.

TABLE: 9

**DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE MEAN
SCORES OF GREEN CONSUMERISM ON THE BASIS OF TYPE OF
MANAGEMENT**

VARIABLE	AIDED			PRIVATE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMERISM	40	24.95	4.25	40	25.45	4.84	0.49	NS

NS- Not Significant

Result of Table: 9 mentioned above indicate that with respect to Green Consumerism there exists no significant difference between the mean scores of Aided Colleges' and Private Colleges' graduates.

TABLE: 10

**DETAILS OF TEST OF SIGNIFICANCE OF DIFFERENCE IN THE
MEAN SCORES OF GREEN CONSUMERISM ON THE BASIS OF LOCALE**

VARIABLE	TOWN			VILLAGE			CRITICAL RATIO	LEVEL OF SIGNIFICANCE
	N1	M1	SD1	N2	M2	SD2		
GREEN CONSUMERISM	60	25.03	5.27	60	25.73	4.64	0.77	NS

NS- Not Significant

Table: 10 mentioned above shows that with there exists no significant difference between the mean scores of graduates from Town and Village areas in their Green Consumerism.

CORRELATION ANALYSIS

An attempt was made to examine the nature of extend relationship between Green Consumer Awareness and Green Consumerism for the total sample and sub sample based on Gender, Type of Management and Locale. The Correlation for each pair was found out using Pearson’s Product Moment Correlation.

The obtained coefficient of correlation, significance of correlation using Fisher’s “t” test and shared variance for the total sample and comparable sub sample are given in the Table: 11.

TABLE: 11

**DETAILS OF CORRELATION OF GREEN CONSUMER AWARENESS AND
GREEN CONSUMERISM OF THE TOTAL SAMPLE AND COMPARABLE SUB
SAMPLES**

VARIABLES	COEFFICIENT OF CORRELATION ‘r’	FISHER’S ‘t’	SHARED VARIANCE (r ² *100)
TOTAL	0.3046	3.474	9.303
MALE	0.2809	2.229	7.896
FEMALE	0.3122	2.503	9.734
GOVERNMENT	0.2661	1.702	7.076
AIDED	0.3258	2.124	10.627
PRIVATE	0.4248	2.893	18.063
TOWN	0.2305	1.804	5.336
VILLAGE	0.4292	3.619	18.404

INTERPRETATION OF COEFFICIENT OF CORRELATION

FOR THE TOTAL SAMPLE

- For the total sample, the Coefficient of correlation between Green Consumer Awareness and Green Consumerism was 0.3046 which denotes that there is a low correlation between the variables.
- The obtained correlation was positive so an increase in one variable results in a corresponding increase in the other variables.
- The Fisher's 't' was 3.474 which was greater than the table value of 't' required for the significance at 0.01 level. Hence there exists significant relationship between the two variables.
- The shared variance i.e., the percentage overlap of Green Consumer Awareness with Green Consumerism was found to be 9.303. This means that 9.303 percent of what was measured by Green Consumerism is related to Green Consumer Awareness.

FOR THE COMPARABLE SUB SAMPLES

- The correlation between Green Consumer Awareness and Green Consumerism was low except in the cases of Private colleges and graduates from Village areas. It was 0.4248 for Private colleges and 0.4292 for graduates from Village areas which showed substantial and strong relationship.
- All the obtained correlation was positive and it indicates that an increase in one variable results in a corresponding favourable increase in the other variable and vice versa.
- The value of Fisher's 't' reveals that it's more than 2.58 in the cases of graduates in Private colleges and coming from Village areas. Hence there exists significant relationship in Green Consumer Awareness and Green Consumerism at 0.01 level.
- The table also indicates that the shared variances of graduates in Village areas, Private and Aided colleges were comparatively higher.

SUGGESTIONS

The institutions of higher learning particularly the universities and colleges can play a leading role in Green Consumer Education and creating awareness. They have a very two important and critical role in educating the younger generation to become enlightened citizens and awakened consumers so as to protect environment from further deterioration. No doubt a variety of programmes like research, seminars, debates and consumer clubs are being administered in the colleges but with a market driven economy, there is a need to incorporate green consumer education as an integral part of formal education system in the colleges and university curriculum. Incorporating formal consumer education in the curriculum can be done in a number of ways. One approach is that a separate course or subject can be designed at the undergraduate level, which has been done by some of the universities but others too will have to follow the same path. It can be integrated into the existing subjects, which has again been done by a few institutions and not by all.

It is more shocking rather than surprising that in most of the management institutions, consumer protection, consumer welfare and green consumer education is not a part of the curriculum. Another approach is to integrate consumer education into several existing subjects. It can be incorporated in disciplines like commerce, anthropology, economics,

sociology, political science, public administration and social work to name a few. There are a wide variety of approaches and it needs to be carefully worked out. Perhaps, the best way would be to introduce basic concepts of consumer education and pro environmental education at the school level itself, where in it can be a part of life skills being taught to youngsters, students and others alike. “Catch them young” should be the slogan to empower the young consumers. Targeting at the school will prove to be beneficial in the long run. However, these are part of major policy decisions and need to be deliberated at the decision or policy making institutions or bodies like NCERT, CBSE, ICSE and several states’ Board of Secondary and Senior Secondary Education.

CONCLUSION

Consumers are the key for driving sustainable production and play a central role in sustainable development. Sustainable consumption policies increasingly take into account the social and ethical dimensions of products and how they are produced as well as their ecological impacts. With advent of Liberalisation, Privatisation and globalisation (LPG) the importance of green consumer education is being increasingly recognised. Consumers who are environmentally conscious are more likely to purchase green products. The need is for the young generation to enter the scene, where they are needed most. Central or State Governments’ efforts alone cannot protect the consumer; there is a need for popular participation and mass movement against unethical exploitation. A general deterioration in the physical environment is driving individuals and organisations to implement changes for improving the current state of the environment. As such, shift towards more sustainable consumption patterns is required and it is important to increase people’s environmental awareness and consciousness. Individuals as well as the group of the individual as consumers can reduce their negative impact on the environment and make a positive difference through their purchasing decisions. The belief is that the consumer’s pro environmental concern is one of the determinants of their “green buying” behaviour i.e., buying and consuming products that are environmentally beneficial and do not result in the wastage of scarce resources and the one which leads to protection of the overall environmental conditions. Developing and motivating green consumer behaviour should be the main focus of education for Green Consumerism. Making the students to act as sovereign green consumers will affirm their role as responsible green consumers contributing towards sustainability.

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