

**“Green Consumerism - A Way Of Healthy And Long Life”.****<sup>1</sup>Madhusudhan B. Joshi, <sup>2</sup>Dr. S. Jambulingam,**

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**ABSTRACT:** Green Consumerism – a trend topic for present scenario across the globe. It is for the purpose of health consciousness, in efficient habits for health in day today activities, active association of awareness in social media made people to go for green consumerism. Green consumerism is a habit of green food consumption, it should get evolve from the level of education policy. That should include Green Consumerism, habits and its importance.<sup>3</sup>

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**Key words:** Green Consumerism, Awareness, Education, Eco Labels.

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### INTRODUCTION

Environmental friendly food products are becoming one of the milestones in the era of food consumption habits. For this, joining hands of government, farmers and consumers are more important and the habit needs to be inculcated.<sup>1</sup> Perception of Consumer, Farmer and Government over Green Consumerism is very important to understand. Consumers feel like organic and non-conventional food are more priced as per their monthly budget; people who are taking medical treatments and having the feeling to save themselves from diseases, they are regularly using organic products. Farmers are looking for direct marketing for their organic crop and looking government's help into the same; conversion of land for organic field is very difficult and takes more time. Government is taking the consideration of employment generation and providing organic seeds at the cost of conventional seeds are more challenging; productivity level need to be balanced, due to lower production through organic compared with conventional and non-conventional.<sup>5</sup>

### REVIEW OF LITERATURE

Green products are not exposed completely to the consumer and demands for eco-labeled products are created either due to their own beliefs or necessity.<sup>1</sup> Green purchasing of food products may be helpful for sustainable development in future. Here market should be ready to offer organic products and those products should be authentic with proper eco-label.<sup>2</sup> Nutrition information is available in the label, where as lack of knowledge of consumer is making him to feel as it is green product. Reading and understanding of label is a difficult task to a common man.<sup>4</sup>

Organic Consumption is one of the changeovers taken places in current scenario due to many reasons. In many products like vegetarian crop or non vegetarian food; consumers are focusing over chemical free and maintain good health through non-conventional food.<sup>5</sup>

In most of the family, food purchase is done by women and it is like women and consumer centric approach of green product to be conducted by sellers, as like that many ads focuses on women for showcasing their products, through style conscious, health conscious, etc.<sup>8</sup>

Children will be influenced for food consumption through their parents, peer members. If syllabus is set in education for primary level, kids listen to their teachers and get influenced to good things.<sup>13</sup> Consumers are partially aware of organic foods and considerably aware people are also there in the market. This study helps in identifying the green consumerism.<sup>14</sup>

Discriminatory pricing of organic food is leading the industry with multi channel platforms and consumers may not come to conclusion. Interpersonal price expectation among consumers may help them to analyze, but still it leads to debate on the consumption habit of organic food.<sup>11</sup>

Atmosphere in the earth is getting changed, in this contribution of agriculture is also there through usage of pest and pesticides; this is resulting in gradual increase of average temperature of the earth. There is a change in rainfall pattern due to climate change and resulting uncertainty.<sup>10</sup> In-organic fertilizers kills living organisms in the soil and it is very much important to have those living organisms to maintain moisture in the environment and results into attracting rain in the right time and may be uncertainty in the environment can be reduced.<sup>12</sup>

The organic consumers are categorized into (a) least importance for health, (b) care most for the food they consume and (c) have only healthy food. Ecological principles has to be followed for production of organic products, it is very essential due to availability of more market place and it is one of the basic needs for many consumers.<sup>15</sup> In Green Consumerism, we may find consumers like Green, False, Non-Green consumers. Planned behavior of consumers make them to decide like how they want to buy food for their family.<sup>16</sup>

#### **RESEARCH GAPS**

Attracting consumers towards Green food need some initiative from farmers, but they are feeling like Green food production is tedious. It is very essential to find the alternative way to come out of this situation.<sup>3</sup> Measures could be identified in making Green consumerism effective.<sup>2</sup>

#### **HYPOTHESES DEVELOPMENT**

H<sub>1</sub>: Green consumerism through food products are required to energize the health conditions.

H<sub>2</sub>: Green consumerism through food products are required to safeguard the environment.

#### **METHOD OF QUESTIONNAIRE**

This empirical study has observations of 97 customers and questionnaire is ranging from strongly disagree (1) to strongly agree (5). The responses are tested with the data collected from 97 participants accepted from Bangalore City. This survey is conducted in Bangalore city for 126 people where as amongst them 125 respondents given response and finally 97 respondents have given response completely and considered their response for the purpose of research. The external validity of the study is established based upon sample selected; age between 18 years to 50 years and content validity is considered based upon questions and observations. The reliability of data is difficult to prove completely in this qualitative measurement.

#### **REPRESENTATION OF DATA COLLECTION**

Correlation Analysis is the tool used for calculation to identify the influence of environment over consumers buying habits. The responses are tested with the data collected from 97 participants accepted from Bangalore City. This survey is conducted in Bangalore city for 126 people where as amongst them 125 respondents given response and finally 97 respondents have given response completely and considered their response for the purpose of research.

Health consciousness is preferred as significant response generated through group influence with 0.27, personal preferences with 0.36, price of products with 0.554, eco labels on products with 0.446, websites with 0.437, social media with 0.419 and influenced by marketing strategies are with 0.430.

This data clearly shows that both Health consciousness influenced by eco labels on products, personal preferences, group influence and marketing strategies and Environmental influence over green products consumption habits are there through; social media, websites, price of products.

#### **FINDINGS**

- Consumers are waiting for organic food should be available at the cost of conventional food.
- Government may take primary steps in this change towards green consumerism at least with few states and later this can be one of the major stakes in the market.
- Organic Food production may reduce chemical usage in agriculture land and help in reducing uncertainty in climatic conditions.

#### **CONCLUSION**

In food consumption factors to be considered are; reviews, friends and family, brand perception, fresh stock and place of purchase to be clean and hygienic. Shelf management and the way food is stored in shops also to be considered. If it is new brand, small package for trial to be kept. Price is to be considered as secondary factor for green consumers.<sup>16</sup> Brand name is very important to sell special food products in the market; even easy availability of organic food also may help to increase the market share.<sup>6</sup> Food labels are more important to showcase the content of the product and it is required to show, why to consume (reason for consumption). This may help the Green products to reach many users.<sup>7</sup> Green consumerism leads to ethical consumption and ultimately results into environmental friendly in nature.<sup>9</sup> In organic fertilizers effect over productivity in future where as organic fertilizers may fertiletheland.<sup>12</sup>

Growing environmental problems due to conventional approach of agriculture is providing more scope for organic food production and leads to green consumerism.<sup>15</sup>

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