

Green consumerism : Assessment study among rural people and impact on family economy and environment

Abstract: The study was conducted with an objective to study the impact assessment of trainings on green consumerism in home and farm. The study was conducted in different villages namely Sulla, Surshettikoppa villages of Hubli taluk and Marewad and Kotur villages of Dharwad taluk. The total sample size comprised 239 farm women. The data was collected through self structured questionnaire with interview method. The extension method like training cum demonstration was used for imparting the knowledge regarding green consumerism. The preparation techniques of green consumer products like Paper bag making , Floor cleaner, Mosquito repellent and Dish washing liquid were imparted. The results revealed that significant knowledge difference was observed between pre test and post test scores regarding green consumerism - Paper bag making, Floor cleaner, Dish washer, Mosquito repellent among farm women of Sulla, Surshettikoppa, Marewad and Kotur villages indicated that there was no knowledge about green consumerism - Paper bag making, Floor cleaner, Dish washer, Mosquito repellent training programme there was gain in knowledge regarding green consumerism as per the post test scores after training programme women had gain knowledge about green consumption in home and farm and its positive impact on home environment and increases the family economy by adopted home green consumerism. It can promote environmental concern and enhance green consumption. Specifically, environmental responsibility has a positive impact on environmental concern and also has different positive effects on green consumption intention.

Key factors : Environmental concern, Green consumption, Impact and Knowledge gain

Introduction

Due to the worsening conditions of the environment, there is an upsurge in the demands of the products which are environment friendly, commonly known as 'green products' (Elkington and Makower, 1988; Wasik, 1996; Chen and Chai, 2010). There is a constant pressure on the marketers from governments, media, and environmental activists to care for environment and inculcate in their products the features which are beneficial to the environment or mitigate those features which are harmful to the environment (Jain and Kaur, 2004). Hence, it has become

imperative for the marketers to produce and promote green products in the best possible manner. Green products are the products characterized by energy efficiency, recyclability, eco-friendly packaging, non-toxic material, biodegradability, etc. (Mangun and Thurston, 2002; Bearnse et al., 2009; Chen & Chang, 2013). These products are expected to be designed and manufactured embracing procedures and processes that are energy efficient and less physical resource intensive during their entire life cycle (Dangelico and Pontrandolfo, 2010; Massawe and Geiser, 2012). As of now, green products are expensive due to lack of economies of scale and slow adoption of cutting edge green technology. Hence, there is a pressing need to identify factors which can influence consumers' decision to pay a premium for the purchase of green products. Mohd Danish Kirmani 2016

MATERIAL AND METHODS

Four operational villages of AICRP-Family Resource Management *viz.*, Sulla, Surshettikoppa villages from Hubli taluk and Marewad and Kotur villages from Dharwad taluks were selected for conducting trainings on green consumption on eco friendly products like Paper bag making, Floor cleaner, Dish washer, Mosquito repellent training programme. And Knowledge (awareness) gain on eco friendly home and farm technologies in the Uppinbetageri and Sulla villages. The statistical analysis like Pre test and Post test index score and 't' test were used for analysis of the data.

Result and Discussion

The general information of training beneficiaries from the selected villages is represented in the **Table 1**. It is clear from the table majority of the respondents (39.00%) belonged to 40-50 years and 50 and above and 71 percent of the respondents were female and 29 per cent of the respondents were male. More than half of the respondents (78 %) belonged to nuclear family type and small family size (up to 4 members) (65%) and had small land holding Small (2-5acres) (51%) with having dry land (74%) Agriculture is the main Occupation of the Family (82%). It was interesting to study that majority of the respondents (70.00%) were living in roof type house with two rooms and having toilet facility in house. The training Demonstrations on paper bag making, floor cleaner, Mosquito repellent were given during the training programme for farm

families were conducted in the selected villages. The impact of training programme was studied through pre test i.e. before the training programme and post test after a gap of fifteen days. A training programme was conducted at Sulla & Surshettikoppa villages of Hubli taluk and Marewad & Kotur villages of Dharwad taluk

Demonstrations on paper bag making, floor cleaner, Mosquito repellent were given during the training programme for farm families at Sulla village is depicted in **Table 2**. As per the pre test scores, the farm women had knowledge regarding Paper bag making (1.75), Floor cleaner (1.00), Mosquito repellent (1.00) and Dish washer (2.00). The post test scores revealed that farm women had maximum knowledge gain with Paper bag making (7.13), Floor cleaner(8.53), Mosquito repellent (8.20) and Dish washer(8.73) and highly significance knowledge gain after training programme. The results on par Rajeshwari *et al.*, 2021 with Significant impact of training programme in gain in knowledge regarding agriculture technologies

Demonstrations on paper bag making, floor cleaner, Mosquito repellent were given during the training programme for farm families at Marewad village is depicted in **Table 3**. As per the pre test scores, the farm women had less knowledge regarding Paper bag making (2.00), Floor cleaner, Dish washer (1.50) and Mosquito repellent (1.00). The post test scores revealed that farm women had maximum knowledge gain with Paper bag making (7.33), Floor cleaner(9.00), Mosquito repellent (7.73) and Dish washer(8.26) and highly significance knowledge gain after training programme.

Demonstrations on paper bag making, floor cleaner, Mosquito repellent were given during the training programme for farm families at Surshettikoppa village is depicted in **Table 4**. As per the pre test scores, the farm women had less knowledge regarding Dish washer (1.75), Paper bag making(1.73), Floor cleaner (1.50) and Mosquito repellent (1.25). The post test scores revealed that farm women had maximum knowledge gain with Paper bag making (7.13), Floor cleaner(8.20), Mosquito repellent (8.30) and Dish washer(8.73) and highly significance knowledge gain after training programme

Demonstrations on paper bag making, floor cleaner, Mosquito repellent were given during the training programme for farm families at Surshettikoppa village is depicted in **Table 5**. As per the pre test scores, the farm women had less knowledge regarding Paper bag making (2.00), Dish washer (1.90), Floor cleaner(1.50) and Mosquito repellent (1.00). The post test scores revealed that farm women had maximum knowledge gain with Paper bag making (7.46),Floor

cleaner(7.93), Mosquito repellent (8.40) and Dish washer(8.66) and highly significance knowledge gain after training programme.

Table 6. shows that the study was conducted in the two villages of Dharwad and Hubli Taluk.,Uppinbetageri and Sulla villages respectively with the sample size of 100 farm women. The pre test results of the training revealed that majority of the respondents were not aware of green consumer practices. The post test results revealed high knowledge gain among the respondents.

CONCLUSION

The result clearly showed that significant and positive impact of training programme in acquiring knowledge regarding eco friendly home & farm technologies and Demonstrations on paper bag making, floor cleaner, Mosquito repellent Therefore, it could be employed among rural people and farm women when off season of farming and people were opined that such training programmes improved/farmer Sustainable and economic life and reduces the health issues as well and these kind of ecofriendly products has positive impact on environmental and also has different positive effects on green consumption intention.

Table 1: General Information of the Respondents

N= 100

Sl. No.	Variables	Categorization	Frequency	Percentage
1	Age (Years)	20-30	7	7.00
		30-40	15	15.00
		40-50	39	39.00
		50& above	39	39.00
2	Gender	Male	29	29.00
		Female	71	71.00
3	Family type	Nuclear	78	78.00
		Joint	20	20.00
		Extended	2	2.00
4	Family size	Small (up to 4 members)	65	65.00
		Medium(5to8 members)	31	31.00

		Large(above 8members)	4	4.00
5	Land holding	Land less	8	8.00
		Less than 2acre	39	39.00
		Small(2-5acres)	51	51.00
		Medium(5-10 acres)	2	2.00
		Large (>10 acres)	-	-
6	Nature of land	Irrigated	18	18.00
		Dry land	74	74.00
		Land less	8	8.00
7	Occupation of the Family	Agriculture only	82	82.00
		Agriculture labour	14	14.00
		Business	4	4.00
8	Annual income of Family(Rs.)	<36,000	98	98.00
		42,000-36,000	2	2.00
		>42,000	-	-
9	Type of house	Hut	-	-
		Mud	8	8.00
		Sheet	9	9.00
		Roof	70	70.00
		RCC	13	13.00
10	Ownership of the house	Own	100	100.00
		Rented	-	-
		other	-	-
11	Numbers of rooms	1-2 rooms	55	55.00
		2-3 rooms	37	37.00
		3-4 rooms	8	8.00
12	Type of vehicle	Bullock cart	1	1.00
		Cycle	10	10.00
		Bike/scooty	23	23.00

		None	66	66.00
13	Domestic animals	Cow	36	36.00
		Buffalo	16	16.00
		Ox	8	8.00
		Goat	15	15.00
		Poultry	18	18.00
		None	50	50.00
		14	Facilities avail in house	Both water and electricity
water	45			45.00
electricity	57			57.00
Toilet	55			55.00
None	-			-
15	Members in SHG groups	Shtree Shakti	15	15.00
		Dharmastala	30	30.00
		Jalayana	30	30.00
		Kalika devi	15	15.00
		None	10	10.00

Table 2. Impact of training programme on ‘Green consumerism/ eco friendly products for farm families at Sulla village N=70

Sl.No	Particulars	Pre test	Post test	‘t’ value
1	Paper bag making	1.75	7.13	18.11**
2	Floor cleaner	1.00	8.53	32.79**
3	Mosquito repellent	1.00	8.20	25.58**
4	Dish washer	2.00	8.73	26.12**

**** highly significant at 1 %**

Table 3. Impact of training programme on ‘Green consumerism/ eco friendly products for farm families at Marewad village N=32

Sl.No	Particulars	Pre test	Post test	‘t’ value
1	Paper bag making	2.00	7.33	16.36**

2	Floor cleaner	1.50	9.00	34.12**
3	Mosquito repellent	1.00	7.73	22.54**
4	Dish washer	1.50	8.26	20.73**

**** highly significant at 1 %**

Table 4. Impact of training programme on ‘Green consumerism/ eco friendly products for farm families at Surshettikoppa village **N=77**

Sl.No	Particulars	Pre test	Post test	‘t’ value
1	Paper bag making	1.73	7.13	13.42***
2	Floor cleaner	1.50	8.20	23.38***
3	Mosquito repellent	1.25	8.30	27.36***
4	Dish washer	1.75	8.73	26.12** *

***** highly significant at 0.001 %**

Table 5. Impact of training programme on ‘Green consumerism/ eco friendly products for farm families at Kotur village **N=60**

Sl.No	Particulars	Pre test	Post test	‘t’ value
1	Paper bag making	2.00	7.46	20.54**
2	Floor cleaner	1.50	7.93	24.86**
3	Mosquito repellent	1.00	8.40	26.57**
4	Dish washer	1.90	8.66	24.84**

**** highly significant at 1 %**

Table 6: Knowledge (awareness) gain on eco friendly home and farm technologies in the selected villages **N=60**

Sl. No	Particulars	Pre-test	Post-test	Knowledge gain	‘t’
Uppinbetegeri Village (n=30)					
1	Eco friendly home technologies	0.10	0.766	0.66	0.004*
2	Eco friendly farm technologies	0.06	0.760	0.07	0.015*
Sulla Village (n=30)					
1	Eco friendly home technologies	0.33	0.80	0.47	0.02*

2	Eco friendly farm technologies	0.16	0.73	0.57	0.064*
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