

A CRITICAL STUDY ON AWARENESS REGARDING ENVIRONMENTAL ISSUES

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ABSTRACT

Current organization is huge and muddled, with public and global business sectors to serve. It affects our monetary and public activities. A market-situated partnership should satisfy movements of every sort engaged with the turn of events and conveyance of labor and products from assembling to utilization as a financial element. Promoting, as a social organization, is liable for guaranteeing an exclusive requirement of living and expanding life quality. Presently, life quality includes not just the number and nature of shopper labor and products, yet in addition the better ecological quality. As an element of the association's social responsibility, the sponsor is resolved to keep an ideal and strong environment on a purposeful reason. In this manner, he ought to leave nothing to chance to avoid a wide range of defilement. To encourage current units to complete all pollution control checks, the public authority has moreover surrendered tax breaks and propelling powers. Although people are more aware of environmental issues, they have not shown this awareness by purchasing eco-friendly goods. Organizations must therefore create campaigns focused on environmental issues if they want to increase the market share for green products. To address the environmental issue, marketers are also making some adjustments to their tactics. Companies are developing certain items that have a minimally detrimental effect on the environment.

KEY WORDS: Awareness, Environmental Issues, Customers, Green Showcasing.

INTRODUCTION

The worldwide local area is turning out to be progressively mindful of the danger presented by the raising populace and the developing interest for labor and products, which is bringing about huge damage to the climate. The clients' openness to environmentalism has cultivated an eco-accommodating attitude and prompted the reception of gainful natural way of behaving. Natural cognizance has been distinguished as one of the main marks of reasonable ecological direct. Ecological mindfulness includes comprehension of the particular subtleties and key standards relating to the climate and environments. This understanding is on the other hand alluded to as Eco-education.

A singular's way of behaving is all the more precisely gauge by their attitude. A singular's demeanor normally impacts their way of behaving towards ecological practices. The essential variables affecting ecological way of behaving are the apparent importance and measure of burden related with the mentalities held. The expression "saw significance" alludes to the degree of care that clients have for natural issues. The expression "level of burden" alludes to the constraints experienced by clients when they decide to embrace a green way of life. The apparent degree of obligation alludes to the buyers' discernment that enterprises are not satisfying their obligations in creating harmless to the ecosystem items. This discernment is a significant consider deciding the buyers' degree of ecological cognizance.

Customers have become mindful of the natural results of their activities and are progressing towards eco-accommodating buying, in any event, ready to pay a premium for practical items. While looking at shoppers' favorable to natural way of behaving, psychographic factors like information, mindfulness, values, mentalities, insights, and ecological worries are more reliable pointers than segment factors. Earth concerned buyers might think twice about interest for excellent and acknowledge lesser degrees of execution to defend the climate. Organizations have likewise executed Green Item Developments (GPIs) that outflank customary green items to overcome any barrier among monetary and ecological worries.

The rise of green showcasing is an immediate reaction to the ecological disintegration brought about by the exorbitant double-dealing of normal assets. While green promoting is certainly not an original idea, the ascent of green commercialization and socially cognizant clients act as critical indications of the green upheaval. Likewise, firms are steadily integrating green

showcasing into their business tasks by limiting the natural effect of their creation, assembling, and energy use. Thus, there exists a dissimilarity between the mentality of clients and their activities, ordinarily known as the disposition conduct hole. Advertisers experience a troublesome issue in coming up with division and focusing on procedures for harmless to the ecosystem items in light of the disparity among mentalities and ways of behaving.

CONTRIBUTION OF FIRMS IN THE GROWTH OF GREEN MARKETING

The Worldwide Green Brands Study, which analyzes contemporary clients' mentalities and perspectives about green worries, named Amul the Top Indian Green Brand in 2011.

Amul Green was named the Best Climate Drive in the "Manageability classification" by the Worldwide Dairy Organization in 2010. Beginning around 2007, it has likewise accepted Srishti's Great Green Administration Grant for a considerable length of time.

Brands should not just form natural intends to address their ecological impact, yet they should likewise connect with purchasers in a convincing and pertinent manner on a market-by-market premise, as per the discoveries from 2011. Just being eco-accommodating is presently sufficiently not — brands should be both green and customer cordial to really contend. The Amul model has demonstrated that it really focuses on clients, makers, and the climate in a drawn out way.

Coming up next are a portion of the manners in which that an organization can add to the development of green promoting:

- Put resources into Research and development to make harmless to the ecosystem items.
- Embrace against contamination estimates that are fruitful.
- Squander things are reused.
- Utilizing solid advertising and promoting efforts to urge clients to look for eco-accommodating items.
- Welcoming and perceiving significant ideas from representatives, purchasers, and others for the making of eco-accommodating items.
- Instructing people in general about the benefits of harmless to the ecosystem items.

Organizations that utilize the idea of green promoting ought to stress it in their advertising drives. They ought to instruct people about the benefits of utilizing harmless to the ecosystem things. They ought to likewise stress that they burn through a lot of cash on innovative work to make harmless to the ecosystem items. Subjects for advancement ought to be laid out, for example, "works on the climate for current and people in the future."

Items and administrations are turning out to be progressively "green." NDTV 24 X 7 as of late teamed up with A.R. Rehman, one of the most notable youthful music chiefs, to deliver a green song of devotion. It educated its watchers regarding this and urged them to download it by sending SMSs to one of the organization's numbers. It has framed organizations with various schools, empowering understudies to sing and take on the tune. The channel is endeavoring to foster an ecologically cognizant society with this and different missions. Likewise, Videocon, one of India's significant customer durables creators, as of late revealed 'green' TVs with Computerized Sensi Eye, SVMC Innovation, and Selectable Sound as huge elements.

ENVIRONMENTAL AWARENESS

Regular assets like air, amble, non-renewable energy sources, and water are utilized and hurt in the assembling, handling, and utilization of merchandise. Ecological corruption has come about because of over utilization and abuse of nature. The utilization of items produces harmful material, which dirties the climate. Each natural issue has a source, various effects, and, in particular, a cure. The acknowledgment of an issue is the most important move toward an answer. Therefore, it is basic to know about ecological issues and to answer them at the earliest opportunity.

"Knowing the impact of human conduct on the climate" is the manner by which natural mindfulness is characterized (Kollmuss and Agyeman, 2002). It has likewise been found that the more clients know about friendly and natural issues, the more favorable to ecological conduct they take part in (Panni, 2006). It is basic for all nations to plan ahead and create instructive and preparing projects to deal with the issues that their occupants will look in the following many years.

Indeed, even normal individuals these days are very much aware about the dangers to their current circumstance. People are know about ecological expressions, for example, air or water contamination, sound contamination, unforeseen environmental change, ozone layer consumption, and its pessimistic effect on the climate. Numerous people accept that these issues are the consequence of market influences, for example, high innovation and rising utilization levels, which are connected to showcasing tasks pointed toward fulfilling shopper necessities and wants. Customers all over the world have as of late become all the more earth cognizant, bringing about a green unrest and requests to deflect extra natural harm.

RESEARCH METHODOLOGY

As environmental issues and knowledge spread quickly throughout society, green purchasing is becoming more and more important. The majority of people are now worried about the environment and working to protect "Mother Nature." Green purchasing is being promoted by both industry and government entities. The present study about environmental awareness and green purchasing behaviour can help to get greater understanding about people's knowledge and behaviour about environmental issues because human behaviour is difficult to understand. Additionally, it will discuss the relationship between personality traits, environmental consciousness, and people's green purchasing habits as well as how awareness and behaviour vary depending on demographic factors.

RESEARCH DESIGN

The current study is exploratory/descriptive and uses the information and facts at hand as a starting point for its analysis, exploration, and conclusion-making. Due to its high rate of accuracy and improved comprehension of the subject, descriptive research is used to analyse levels and other statistical calculations. While inferential statistics ascertain the cause and effect, descriptive statistics describes what is.

NATURE AND SOURCE OF THE DATA

Since the research is based on surveys. Therefore, primary data Will be used. In accordance with the goals of the current study, data have been gathered utilizing questionnaires.

SAMPLE DESIGN

Sample unit: People with at least a bachelor's degree made up the population of the current study's sample unit. These individuals are thought to be exposed to environmental problems.

Sample Size: Initially, 900 people Will be included in the sample size calculation for the study. The responders received all of the surveys for completion. However, Will be returned incomplete and were therefore discarded. So, a total of 800 individuals (369 men and 431 women) participated in the survey.

Sample Area: The National Capital Region (NCR) of Delhi

Sampling Method: The respondents' replies Will be gathered using the convenience sample technique. Since a non-probability sampling design is less complex than a probability sampling design, costs less money, and can be used to take advantage of the respondents who are available without the statistical complexity of a probability sample, it is thought to be appropriate for the purpose of the proposed research. However, the researcher made a careful choice of the responders.

RESEARCH TOOL

In the study, two sets of questionnaires Will be employed. To determine the five personality qualities of the respondents, Costa and McCrae (1985) devised a standard questionnaire called the "Neo-Five Factor Inventory." It has 60 statements relating to the five personality qualities (Neuroticism, Extroversion, Openness to Experience, Agreeableness and Conscientiousness). The questionnaire has 12 items for each personality attribute. The scale for these survey questions ranged from 0 for strongly disagree to 4 for strongly agree. The "Neo-Five Factor Inventory" questionnaire's answer key was used to code the replies.

RESULTS AND DISCUSSION

Table 1 shows how people view the current state of the environment. According to the results, the majority of respondents (48.75%) believe that "Many efforts are needed to save our ecosystem because it is in poor condition." Additionally, 43.75 % of respondents concur that

"Our ecosystem is in some crisis but can be saved." Only 5.5 percent of respondents, on the other hand, believe that "Our environment is in decent shape," and 2.0 percent believe that "Our environment is in such awful health that very little can be done." This leads to the conclusion that people in India today are concerned about the current state of the environment and believe that everyone should work to preserve it. In this approach, every effort should be made to preserve the environment while also enhancing its quality.

TABLE 1: PERCEPTION OF PEOPLE ON CURRENT ENVIRONMENTAL CONDITION

Our Environment is:	N	Percentage
in good shape	44	5.5
in some trouble but can be saved	350	43.75
in bad shape and lots of efforts required to save it	390	48.75
in such a bad shape that very little can be done	16	2.0

Source: Field Survey

The results of the Friedman test, which was performed on people's perceptions of the gravity of environmental issues and the various causes of air pollution, are shown in Table 2.. For this, respondents were asked to evaluate the gravity of the various environmental issues as well as the main contributing sources of air pollution. To conduct the Friedman test, the following hypotheses were put forth:

H11: There is a statistically significant variation in how seriously people see environmental concerns based on their mean rankings.

H12: The mean rankings of people's perceptions of the causes of air pollution show a statistically significant difference.

TABLE 2: FRIEDMAN MEAN RANK TEST ON SERIOUSNESS OF ENVIRONMENTAL PROBLEMS AND SOURCES OF POLLUTION

Rank The Environmental Problems on the Basis of their Seriousness in India	Mean Rank
-Pollution	2.30 (1)
-Global Warming	2.77 (2)
-Endangered Species	5.02 (6)
-Ozone Depletion	3.55 (3)
-Deforestation	3.58 (4)
-Pesticides in Our Food	3.86 (5)
Rank the Polluting Sources	Mean Rank
-Vehicles	1.98 (2)
-Household Waste	3.17 (3)
-Industrial Wastage	1.69(1)
-Firecrackers	3.24 (4)

Note: Figures in Parentheses Represents Overall Rank

Source: Field Survey

The test statistic chi-square value $(2) = 1092.482$ and $df = 5$, which is significant at the 0.01 level, shows that there is a significant difference between the mean ranks of seriousness of environmental problems when taking into account the severity of environmental problems among persons. H11 is therefore approved. Pollution is rated as the most significant environmental issue in India by the majority of respondents, followed by global warming as the second most serious issue and then ozone depletion, deforestation, pesticides in food, and endangered species as the least serious issues.

According to the results of the Friedman test, the chi-square value $(2) = 1022.175$, $df = 3$ is significant for the major sources of air pollution. As a result, the mean ranks prove to be important. The finding H12 is acceptable based on that. According to the findings, home waste, cars, and firecrackers are the three sources of pollution that contribute the least to the environment. Industrial waste was found to be the most significant source of pollution.

Table 3 illustrates how much individuals are aware of the various environmental challenges. The

respondents were questioned regarding their familiarity with environmental symbols, organic fruits and vegetables, reading and viewing of environmental news and awareness programmes.

TABLE 3: AWARENESS OF PEOPLE ON SOME ISSUES RELATED TO ENVIRONMENT

Environmental Issues	Yes	No
Seen Any Environmental Logo on Various Products	410 (51.2)	390 (48.7)
Read Nature/Environment Related News	719 (89.8)	81 (10.1)
Aware About Organic Fruits & Vegetables	678 (84.7)	122(15.2)
Regularly Watch Programmes Related to Environment	388 (48.5)	412 (51.5)

Note: Figures in Parentheses Denotes the Percentage

Source: Field Survey

According to Table 3's findings, 48.7% of respondents said they had never seen an environmental logo on a product. The percentage of people who have seen an environmental logo on a product is only 51.2%. When asked if they read news about the environment and nature, 89.8% of the respondents said yes; nevertheless, 10.1% of the respondents said they don't read news about the environment. Further, 84.7 percent of respondents indicated they were aware of organic fruits and vegetables, while 15.2 percent of respondents claimed they were not. This was in response to a question about whether or not they were familiar with these foods. Once more, the respondents were questioned about watching environmental programmes. The percentage of respondents who said they usually watch environmental programmes was 48.5%; the percentage of respondents who said they don't regularly watch similar programmes was 51.5%.

CONCLUSION

The majority of respondents (47.1%) concur that significant effort is needed to save the environment because it is in poor condition. In India, pollution is considered to be the most important environmental issue. The ozone hole, deforestation, and pesticides in our food are

thought to be the most important environmental issues, with global warming coming in second after pollution. The least significant environmental issue is regarded to be threatened or endangered species. The majority of respondents selected residential garbage as the third most polluting source, vehicles as the second most polluting source, industrial waste as the most polluting source, and firecrackers as the least polluting source.

More than half of the respondents (55.4%) had not noticed environmental emblems on any products when they were asked about their awareness of environmental issues. More than 80% of those surveyed claimed to be knowledgeable about organic fruits and vegetables. 87.7% of the respondents said they do read news about the environment. More than 80% of those surveyed claimed to be knowledgeable about organic fruits and vegetables. However, more than half of respondents stated that they do not frequently watch programmes linked to the environment.

However, more than half of those surveyed concur that television (T.V.) is the most successful medium for increasing environmental awareness and promoting environmental protection. Additionally, 42.9 percent of the respondents believe that awareness campaigns at schools and colleges can serve as a powerful tool for raising people's environmental consciousness. According to 34.0% of respondents, the internet may be effectively used to increase public awareness of environmental issues. Conferences and seminars on environmental topics are thought to be the least successful method for raising public knowledge of environmental issues.

According to the majority of respondents, it is the responsibility of each individual to protect the environment, to feel a sense of responsibility for its preservation, and to exert all reasonable efforts to do so. The government should be in charge of developing and enforcing environmental protection rules and regulations. It's interesting to see that only 12.8% of respondents believe that businesses and industries should be held accountable for maintaining a healthy environment. nonetheless, industrial waste is regarded as the most significant contaminant.

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