

Awareness And Usage Of Sustainable Products- A Study Amongst Youth Of Mumbai Suburbs

Ms. Zakiya Khan¹ , Ms. Janhavi Angre²

¹Assistant Professor, Thakur College of Science and Commerce, Mumbai, Maharashtra.

²Assistant Professor, Thakur College of Science and Commerce, Mumbai, Maharashtra

Abstract

This study investigates the level of awareness and adoption of sustainable products among the youth, shedding light on the factors influencing their choices. Through surveys and interviews, we explore the motivations and barriers faced by the younger demographic aged 18-24 years, in embracing eco-friendly alternatives. Additionally, the research delves into the role of government policies and incentives in shaping sustainable consumer behaviour. By analysing data and drawing connections, this paper aims to provide valuable insights for policymakers and businesses aiming to promote sustainability, fostering a more environmentally conscious generation.

The research uses Primary data collected from Suburbs of Mumbai with Sampling of Youths aged 18-24 years old. The research uses a mixed-methods approach, it combines quantitative surveys to gauge awareness levels and consumption patterns, with qualitative interviews to delve into the underlying attitudes and perceptions of young consumers. Chi-square test is used to help with the findings. Statistical displays using Pie chart and Bar graphs are done. Findings reveal key drivers such as environmental consciousness, product accessibility, and affordability, while identifying challenges like lack of information and perceived inconvenience.

Ultimately, this paper aspires to contribute to the study on sustainable consumption by providing practical insights into fostering a more environmentally responsible and socially aware youth demographic.

Keywords: Sustainable, Awareness, Consumption, Environment, Challenges, Affordability.

1. Introduction

The word “Sustainable” has been hyped up a lot in the past decade. All of us be it a student, academician or from any other sector, often we come across words like eco-friendly, green product, ecologically sound, bio degradable, etc. But do we even register these words in our heads? Do we feel responsible enough to make eco-friendly choices or have we simply turned immune to these hyped-up words?

This paper aims to understand how sensitized the youth is towards environmental problems. As we navigate complex global challenges, the imperative for sustainable development becomes increasingly apparent. Through this exploration, there is hope to contribute to the ongoing dialogue on sustainable development and inspire actionable strategies for a more balanced and enduring future.

In this study, sustainable development emerges as a crucial paradigm amid the intricate challenges facing our global community. It stands as a visionary approach that not only addresses the immediate needs of society but also charts a course towards a future where ecological integrity, social equity and economic vitality coexist synergistically.

The urgency of adopting sustainable practices become apparent against the backdrop of a rapidly changing world. Our investigation explores the imperative of harmonizing human activities with the environment, considering the intricate relationships that bind them.

Embedded in our analysis are the fundamental principles of Sustainable development. Equity emerges as a cornerstone, advocating for a just distribution of resources. Resilience becomes paramount as we navigate an ever-evolving landscape and environmental stewardship takes center stage, urging responsible management of our planet's finite resources.

Through this research, the aim is not only to dissect the concept of sustainable development but also to contribute meaningful insights that can inform policies and actions towards a future where humanity and the environment thrive in tandem.

2. Review of Literature

The review of literature on the awareness of sustainable products in India reveals a growing interest and concern among researchers, policymakers, and marketers regarding environmental sustainability and consumer behavior. Here is a summary based on existing studies:

3.1. ANJANAKRISHNA V.P.M suggested that modern consumers possess an awareness of environmentally friendly products. They acknowledge the potential of such products to tackle environmental issues and enhance quality of life, holding a positive belief in their efficacy. Despite this awareness, they do not consistently opt for eco-friendly options. However, if green products were priced competitively with conventional ones, the general populace would be willing to invest in them. Therefore, there is a need for government policies aimed at promoting the adoption of sustainable products.

3.2. SUDHIR SACHDEV highlighted that the rising interest among consumers in safeguarding the environment and prioritizing their own health is driving the popularity of eco-friendly products and packaging. Consumers play a central role in propelling initiatives for green marketing, emphasizing the significance of adopting sustainable approaches to meet consumer preferences.

3.3. Anca Francisca Cruceru, Cristina Teodora Bălăceanu, and Raluca-Giorgiana Chivu conducted a study that offers valuable insights for decision-makers and marketing managers regarding the determinants of sustainable consumer behavior. Their research reveals that two significant motivators, namely, cost savings through recycling and environmental protection, have the potential to shape consumers' preferences for green packaging when making purchasing decisions.

3.4. MAYANK JAIN and AMIT BHATIA concluded that while consumers exhibit a high level of awareness regarding green products and display a positive attitude towards them, there remains a lack of awareness regarding green initiatives initiated by various government and independent agencies. Additionally, consumers express concerns regarding the pricing and market availability of green products.

Overall, the literature review underscores the importance of raising awareness, addressing barriers, and implementing

effective marketing strategies to promote the adoption of sustainable products in India, thereby contributing to the country's broader sustainability goals. However, further research is needed to explore emerging trends, consumer preferences, and the effectiveness of intervention measures in driving sustainable consumption behavior.

3. Objectives

4.1 To check the awareness of “Green” alternatives available.

4.2 To understand the extent of usage of green products.

4.3 To analyze the reasons behind people opting for Green Products.

4.4 To analyze the reasons behind people being discouraged to use environment-friendly product.

4.5 To study the awareness regarding Government’s Policies of Sustainable Development.

6. Material and Methods (Research Methodology)

The research uses Primary data collected from Suburbs of Mumbai with Sampling of Youths aged 18-24 years old. The research uses a mixed-methods approach, it combines quantitative surveys to gauge awareness levels and consumption patterns, with qualitative interviews to delve into the underlying attitudes and perceptions of young consumers. Chi-square test is used to help with the findings. Statistical displays using Pie chart and Bar graphs are done.

7. Results and Discussion:

7.1 The Chi-square test is used to analyse the association between demographic variable of Age and awareness of sustainable products.

H₀: People are unaware of Sustainable Products.

H₁: People are aware of Sustainable Products.

Responses	O _i	e _i	(O _i - e _i)	(O _i - e _i) ²	(O _i - e _i) ² / e _i
Not Familiar	25	16	9	81	5.06
Somewhat Familiar	25	36	11	121	3.36
Moderately Familiar	25	32	9	81	5.06
Very Familiar	25	16	7	49	1.53

Total		$\sum e_i = 100$		$\sum (O_i - e_i)^2 = 332$	$\sum (O_i - e_i)^2 / e_i = \mathbf{15.01}$
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Level of Significance: 5%

Degree of Freedom = 3

Table Value = 7.815

Calculated value $\chi^2 = \sum (O_i - e_i)^2 / e_i$

$\chi^2 = 15.01$

Calculated Value > Table Value

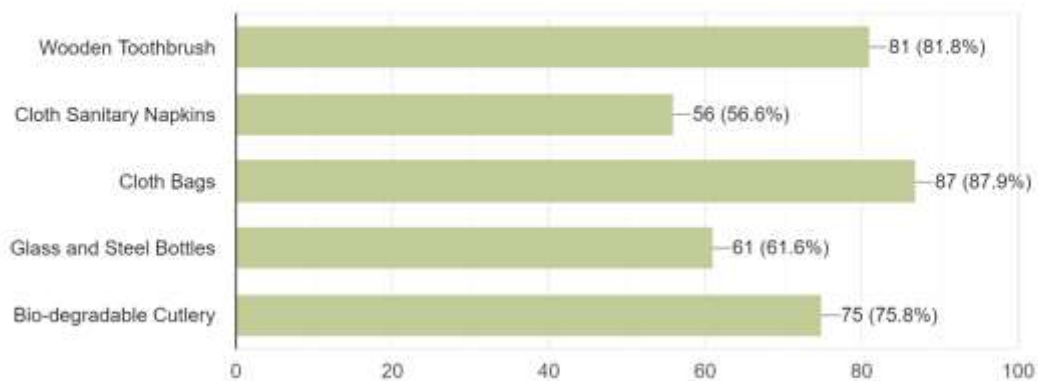
15.01 > 7.815

Hence, we reject Null Hypothesis and conclude that the people are aware of Sustainable products.

7.1 Understanding the gap between awareness and usage of Sustainable products

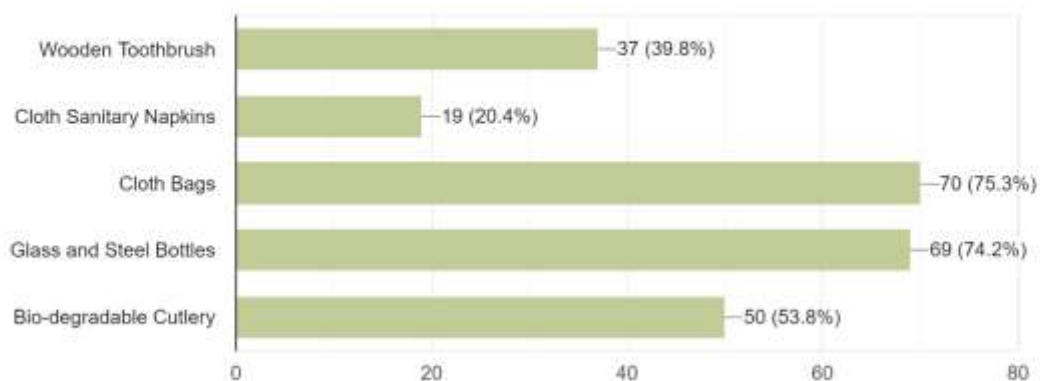
Which of the following Sustainable products are you aware of?

99 responses



Which of the following Sustainable products do you use?

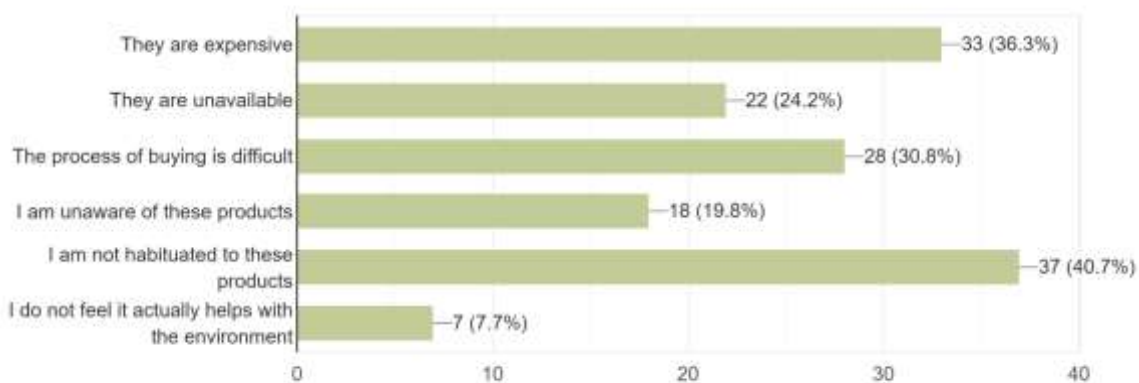
93 responses



The highest percentage of awareness is for Cloth bags. It accounts for 87% but the usage is 70%. A gap of 12.6% is noticed. A higher gap of 42% is calculated for Wooden toothbrush. Although each product has a remarkable percent of awareness but it is clearly not being reflected in the percentage of awareness. The following Table sheds light on reasons why the products are not being used.

Select appropriate reasons applicable for not using the above products

91 responses



The most highly selected reason is that people are not habituated to these products. The novelty of Sustainable products creates discouragement amongst the people. It is followed by the products being expensive. The third most chosen reason is that the process of buying is difficult and so on.

Conclusion

The most chosen reason for discouragement in using Sustainable products is that people are not habituated to these products. The reason is followed by products being expensive and next that the process of buying is difficult. An increase in usage can be bought by making these products inexpensive. Through different Advertisement and Marketing strategies the products can be made accessible and this could bring a change in the habits of the people.

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