

Life sltyle pattern affecting extents of use of ecomark labeled products: A core step towards environmental sustainability

Monika and Chhaya Shukla

Department of Family Resource Management, College of Home Science, G.B.P.U.A.&T. Pantnagar

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ABSTRACT : Consumer empowerment through awareness generation regarding eco-mark labels is a prerequisite for facing present environment challenges. Study of life style pattern affecting extents of use of eco-mark labelled products is expected to explore the influential factors and increase the awareness among consumers thus will be a core step towards achieving sustainable safe environment. It will also open the new dimensions for research in the area of green consumerism, eco-mark labeling & environment safety. The study was conducted at G.B. Pant University of Agriculture and Technology, Pantnagar, Udham Singh Nagar, Uttarakhand. Stratified random sampling, technique with combination of random sampling technique was used for selection of 140 respondents as the sample to collect the required information. Data was collected with the help of pre coded interview schedule through personal interview technique. Factor wise analysis revealed that environmental factor (46.43%) has been reported as major factor affecting consumer behaviour followed by employment status (45%). Family factors which sometimes affect consumer behaviour include geographical location (55%), cultural (52.86%), reference group and social class (52.86%), stages in life cycle (52.14%), mobility (51.43%), family size (51.43%), educational status (50.71%).

Key Words : Eco-mark products, environmental sustainability.