

Ecologically Conscious Consumer Behaviour: An Inquisition With Intended Teachers.

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Abstract: *Recently the blue planet is smothering with the adamant anthropocentric activities to fulfill human greed and covetousness. The planet provides all necessary resources to lead a convenient life for all beings on Earth. All beings are happy with that except the selfish humans. When thinking for a solution, various choices comes to mind like limiting the use of resources per person, punishing those who take advantage of other beings, imprison those who engage in anti-environmental activities etc. But an ultimate solution may be making the world population seriously and sincerely aware of the consequences, better making them ecologically conscious consumers (ECCs). At the same time the mere knowledge can't contribute significantly to the context. Ecologically Conscious Consumer Behavior (ECCB) is the relevant gadget in this arena for a contextual renovation.*

The study aims to scrutinize the extent of ecologically conscious consumer behavior (ECCB) of prospective teachers of Kerala. Survey method is selected for the Research work. The instrument used here is the ECCB Scale prepared by the investigator. The study canvasses that the extent of Ecologically Conscious Consumer Behavior of future teachers is mediocre. Vast majority of the population, exactly 86.67 percentage comes under the average category and 12.5 percentage comes in the below average category. The noticeable thing is that the above average category is represented by only one person. It pin points the need of a rapid rethinking in the practical perspective of ecological conservation through education.

Key Words: *Ecologically Conscious Consumers, ECCB, Intended Teachers.*

Date of Submission: 31-07-2017

Date of acceptance: 25-08-2017

I. Introduction

Recently the blue planet is smothering with the adamant anthropocentric activities to fulfill human greed and covetousness. The planet provides all necessary resources to lead a convenient life for all beings on Earth. All beings are happy with that except the selfish humans. Humans are exploiting the resources and also take advantage of other beings for their greed not for their need. It was confirmed about two decades before that (UN's International Commission on Climate Change ,2001) very likely i.e. 90 % of the human activities are causing Global warming which in turn causes crucial climatic disturbances and resource depletion. Discussions are going on worldwide to elucidate the ultimate reason for the ecological issues prevailing and most of them came out with the same conclusion, that the cardinal cause of ecological devastation is the unconcerned and careless attitude and interference of humans with nature.

When thinking for a solution, various choices comes to mind like limiting the use of resources per person, punishing those who take advantage of other beings, imprison those who engage in anti-environmental activities etc. but an ultimate solution may be making the world population seriously and sincerely aware of the consequences, better making them ecologically conscious consumers (ECCs). At the same time the mere knowledge can't contribute significantly to the context. Ecologically Conscious Consumer Behavior (ECCB) is the relevant gadget in this arena for a contextual renovation.

Ecological consumers were considered to be the consumers who were concerned about the environment, the so called ecologically concerned consumers (Kinnear et al.,1974; Buttel&Flinn, 1976; Murphy et al., 1979). Ecological concern of a human depends on the ecological conscience which is contributed by many perspectives like ecological knowledge, ecological intelligence, ecological behavior etc. Tilikidou (2001) describes the components of ecological conscience as three dimensions i.e. cognitive, affective and behavioral. The cognitive dimension includes the sub component Environmental knowledge. The affective dimension carries two sub components pro-environmental attitudes and recycling attitudes. The last component, behavioural dimension (ECCB) is composed of pro-environmental purchase behavior, pro-environmental post – purchase behavior (recycling) and pro-environmental activities. Pro-environmental behavior is such behavior which is generally judge in the context of the considered society as a protective way of environmental behavior or a tribute to the healthy environment (Krajhanzl, 2010) and it involves conscious application of an

ecologically sound and socially responsible ethic to lifestyle choices (Akpan, Matto, Hansberger, Rehbein, Rogozinski, Rosenthal & Shaw, 2003). Human beings are consistently urged for luxury. They are always interested in shopping, especially the youth. Hence they need to be equipped with the bare minimum knowledge about the effect of the things purchased and used on the environment. Moisander (1995) opines that the materials purchasing for daily life and its disposal requires a level of ecological knowledge but it is found to be lacking. After two decades the same scenario prevails. Still the planet inhabitants are less aware of the consequences or they are not interested to avoid the bad effects and just concentrating on the opulent life in the world.

In this situation the investigator aims to conduct a study among the graduate and post graduate teacher educands of Kerala. To impart ecologically conscious consumer behavior to future generations, the teachers must develop the behavior first as they are responsible for molding a generation of ecologically conscious consumers for future. The study wants to manifest whether our imminent teachers are resourceful to deal with this task.

II. Methodology

Survey method is selected for the research work.

Participants

The study targets the intended teachers of Kerala. Hence the sample constitutes 120 post graduate and graduate teacher education students of two teacher education colleges of Calicut and Thrissur Districts of Kerala.

Instrument

The instrument used to assess the ecologically conscious consumer behavior is a three point scale designed by the investigator and named as ECCB Scale. The scale constitutes 20 statements based on the components of behavioral dimension of ecological consciousness, i.e. pro-environmental purchase behavior, pro-environmental post-purchase behavior (attitudes and recycling) and pro-environmental activities. Each statement carries a maximum score of 2 and a minimum of 0. The total score is 40.

Procedure

The ECCB Scale with response sheet were distributed among the sample with due instructions and allowed a time span of 20 minutes to deliver their response. After the scheduled time it is collected from the students. The response sheets were scored and tabulated for further analysis.

III. Result

The tabulated data were subjected to percentage and percentile analysis for further interpretation.

1. Percentage Analysis To Find The Extent Of ECCB Among The Teacher Education Students Of Kerala

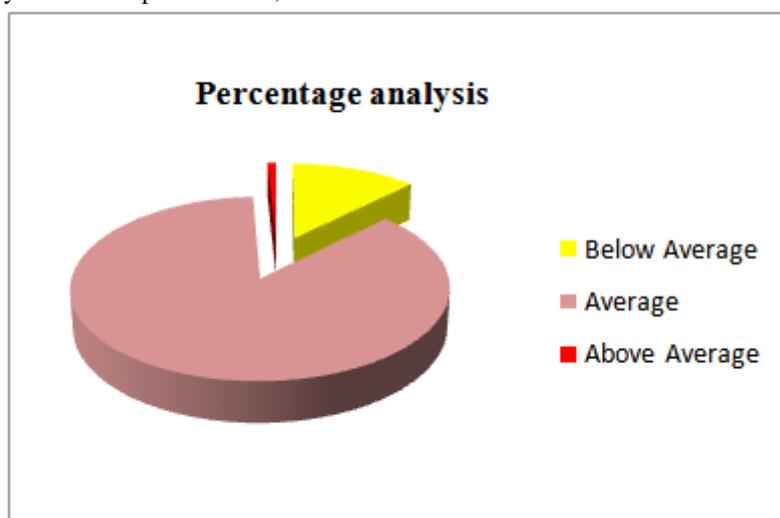
The scores divided to 3 categories Below Average, Average and Above Average and percentage of scores in each category is also scrutinized here.

Table 1.Percentage Analysis To Find The Extent Of ECCB Among The Teacher Education Students Of Kerala.

Categories	Number of scores	Percentage
Below Average	15	12.5
Average	104	86.67
Above Average	1	0.83

Vast majority of the population comes under the average category. A very few scores comes under below average category. And the high category is almost vacant.

Graphically it can be represented as,



2. Percentile Analysis To Find The Extent Of ECCB Among The Teacher Education Students Of Kerala.

To find a clear picture of the distribution of scores percentile analysis have done. The table 2 shows the details.

Table 2. Percentile Analysis To Find The Extent Of ECCB Among The Teacher Education Students Of Kerala.

Percentiles	Scores
10	12.00
20	14.00
30	15.00
40	16.00
50	17.00
60	18.00
70	19.00
80	20.80
90	23.00

The percentile analysis canvasses a clear picture of the distribution that is 50 % of the sample scores below 17. And 90 % of the sample scores below 23. As the maximum score is 40 the scores obtained by 90 % of the sample is not in a satisfactory range.

IV. Conclusion

The study reveals a mediocrity of ECCB in graduate and post graduate teacher students and a relevant fact is that the above average category carries only a single member, or can say almost vacant. It reveals that the future teachers may not be resourceful to sculpt a future generation with proper Ecologically Conscious Consumer Behavior.

We all are reading and forwarding messages on Whats App, Facebook and other social medias regarding the reasons and consequences of global warming, environmental devastation and evil effects of rash human activities. That's not enough. All humans need to take a practical move to solve the issues before it's too late. All materials purchasing for daily life purpose have a hidden price tag, which carries the material effects caused by them to the environment and all other beings on Earth. Making aware the new generation about the hidden price tags of commodities may be a prime aim of education today to make them ecologically conscious consumers of future. As resource persons of the educational discourse, the teachers need to master the Ecologically Conscious Consumer Behaviors first, which is now found not sufficient, to make a generation with sustainable choices.

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JASNA P. VARIJAN. "Ecologically Conscious Consumer Behaviour: An Inquisition With Intended Teachers." *IOSR Journal of Research & Method in Education (IOSR-JRME)* , vol. 7, no. 4, 2017, pp. 67–70.