KALĀ

The Journal of Indian Art History Congress

Certificate of Publication

Certificate of publication for the article titled:

CHALLENGES FACED BY BUSINESS SECTORS DURING COVID 19

Authored by

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Volume No. **26**   No. **2(XXI)** : 2020 - 2021

in

KALA : Journal of Indian Art History Congress

Impact Factor = 6.125

Editor:
Kala Journal

ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Approved Journal

CONSUMER PERCEPTION AND SATISFACTION ON GREEN PRODUCTS IN DIGITAL ERA

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Abstract

The increase in environmental consciousness has had helped a profound effect on consumerbehavior with the green product market expanding at a remarkable rate.This study mainly focussing on the perception and satisfaction of green products in the digital era. It also aims at examine the significant relationship between perception and satisfaction of the consumers regarding green product consumption pattern during the digital era in Kottayam District. Stratified sampling method was followed to collect100 samples. Primary data were used to collect the data through a structured questionnaire. Mean ranking, regression techniques were used to analyse the data .The respondent were preferred good for health as their highest perception about the green products where as the highest satisfied variable is eco friendly. The study shows that there is a significant moderate relationship between perception and satisfaction towards green product consumption during the digital era. The study ended with a scope of further research on this area.

Key words: Green Products, Consumer perception, Satisfaction

INTRODUCTION

AmericanMarketingAssociationmadethefirstworkon'Ecologicalmarketing' in 1975. The proceeding of this workshop resulted on one of the first book on green marketing entitled 'Ecological Marketing'. The changein production process of company which result in the production of eco-friendly products are called greenmarketing. Today's scenario of continuous change in lifestyles and demands of consumers has raised the concern of the organisationto tap the market with new strategy. Environmentalconcernisanewmantratodaytoshowcasetheircontributionfor environmental awareness and corporate accountability towards real improvement in environmental degradation caused by various factors. The demand for green products has been shown to be uneven across different market segment. The current economic climate has reinforced the need to plan or long-term sustainability of organisation as well as naturalresources. Society becomes more concerned about natural environment when ill effects of environmental degradation are experienced by the society. One of the reasons for this degradation is the problems that arise out of mass production, mass consumptionandmassmarketingofenvironmentallyirresponsibleproducts.As a result, business houses have begun to modify their behaviourin an attempt to address these kinds of 'new' concerns of thesociety.

LITERATURE REVIEW

Vijay SampatraoPhalke (2016) has made a study on green marketing of FMCG products in relation to semi urban consumers. He explored that globally the people are becoming more and more concerned about eco-friendliness. The marketers should have strong bond through the green marketing with its consumers. The key characteristics of such emerging semi urban consumer is that they are becoming easy adopters and also desire to consumer more as well as available to urban consumers

Olimpia, N. (2015) has studied the green marketing techniques used by non-governmental organisations (NGO) and companies in Romania in order to influence the environmental

behaviour of individuals. The NGOs and companies of Romania also conduct ecological campaigns to produce results as the pro-environmental attitude or behaviour in the form of tree planting campaigns, collection of waste electrical equipments, recycling of their mobiles and other electronic devices etc which are expected to be internalised by the receivers from the VIPs who promote these campaigns. The study also identified some environmentally oriented Romanian companies and also presented the actions and campaigns carried on by them on those lines.

STATEMENT OF THE PROBLEM

Theresourcesarelimitedbuthumanneedsareunlimited.Inthecurrent scenario environmentalissuesarearisingrapidly.Thenaturalresourcesavailablehaveto be used judiciously to satisfy the human needs causing minimal environmental damage. It has to be utilized economically and environment friendlymanner. For the sustainability of humankind green marketing practice is needed in the society. Manufacturing and providing products to the consumers must be good quality and not harmful to them in the long run. The taste and preferences of consumers also have to be recognized for the better practice of green marketing. The willingness and ability of the consumers to buy green products and Environmental issues have gained importance in business as well as public life throughout the world. There is a growing interest among the consumers regarding the protection of environment. The study states that "Consumer Perception and Satisfaction onGreen Products in Digital era".

OBJECTIVES

To know the consumer perception towards green products.
To examine the consumer satisfaction level with respect to greenproducts.

HYPOTHESIS OF THE STUDY

Ho: There is no relationship between perception and the satisfaction regards to green products in digital era

METHODOLOGY OF THE STUDY

The present study is carried out in the respondents of Kottayam District. Stratified Sampling method was followed to collect the samples from the Kottayam District. Primary data method was adopted to collect the data. A structured questionnaire is designed and send through electronic media as a tool to gather the data from the respondents. The researcher were able to collect 105 samples and after validation 100 samples were taken for analysis. Mean ranking and regression methods were used in analyzing the data.

LIMITATIONS OF THE STUDY

- ThestudyislimitedtoconsumersinKottayamdistrict.
- The study is confined to specificgreenproducts

ANALYSIS AND DISCUSSIONS

PERCEPTION ABOUT GREEN PRODUCTS
TABLE 1.1
DESCRIPTIVE STATISTICS FOR PERCEPTION ABOUT GREEN PRODUCTS

Perception Variables	N	Mean	Std. Deviation	Mean Rank
Good for health	100	4.4600	.80929	1
Eco friendly	100	4.4500	.77035	2
Better than conventional Product	100	4.4400	.82045	3
Not Contaminated	100	4.2100	.82014	4

Useful for everyone	100	4.0900	.80522	5
Status symbol	100	3.9400	.80177	6
Affordable	100	3.8700	.92829	7
Readily Available	100	3.6500	.92524	8
Valid N (listwise)	100			

(Source: Collected through questionnaire)

Interpretation

Based on the mean ranking, it reveals that the green product with good for health was given 4.46, then eco-friendly (4.45), Better than conventional product (4.44), Not Contaminated (4.21), Useful for everyone (4.09), Status symbol (3.94), Affordable (3.87) and Readily available was give as last rank (3.65)

SATISFACTION ABOUT GREEN PRODUCTS
TABLE 1.2
DESCRIPTIVE STATISTICS FOR SATISFACTION ABOUT GREEN PRODUCTS

Satisfaction Variables	N	Mean	Std. Deviation	Mean Rank
Eco Friendly	100	4.4000	.77850	1
Quality	100	4.3100	.66203	2
Free from Chemicals	100	4.2700	.78951	3
Brand Preference	100	4.0700	.76877	4
Packaging	100	4.0200	.80378	5
Price	100	4.0000	.84087	6
Availability	100	3.8300	.92174	7
Valid N (listwise)	100			

(Source: Collected through questionnaire)

Interpretation

Based on the mean rank green product with Eco Friendly (4.40)was given first rank (3.77)and follows Quality (4.31), Free from Chemicals(4.27), Brand Preference(4.07), Packaging (4.02), Price(4.00), and Availability (3.83) was given the last rank.

CORELATION BETWEEN PERCEPTION AND SATISFACTION REGARDS TO GREEN PRODUCTS
TABLE 1.3
DESCRIPTIVE STATISTICS FOR OVERALL PERCEPTION AND SATISFACTION

	Mean	Std. Deviation	N
Perception about Green Products	4.1407	.52680	100
Satisfaction regarding Green Products	4.1291	.51163	100

TESTING OF HYPOTHESIS

Ho: There is no relationship between perception and the satisfaction regards to green products in digital era

[35]

TABLE 1.4
MODEL SUMMERY FOR PERCEPTION AND SATISFACTION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580[a]	.337	.330	.41883

a. Predictors: (Constant), Perception on Green Product

Interpretation

The above table shows that, R value is .580 which reveals that there is a moderate relationship between independent variable Perception towards the dependent variable Satisfaction on green products. R^2 shows the .337 degree of variation in the dependent variables.

TABLE 1.5
MODEL SUMMERY FOR PERCEPTION AND SATISFACTION
ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	8.724	1	8.724	49.730	.000[b]
Residual	17.191	98	.175		
Total	25.915	99			

a. Dependent Variable: satisfaction
b. Predictors: (Constant), Perception on Green Product

Interpretation

This table indicates that the regression model predicts the relationship with the dependent variable significantly well. Hence, the null hypothesis is rejected. There is a moderate relationship between Perception and satisfaction regarding green products by consumers in the digital era.

CONCLUSION

In the digital era, the significance of green products is increasing. To keep our health and also to protect our mother earth, it is necessary to take remedial steps to go green. It is evident from this study that people have perception of green products and are moderately satisfied in its consumption. The study reveals that customers having more perception on the variable good for health and satisfaction towards the variable eco-friendly.

FUTURE SCOPE

The Present Study didn't focus on the special category of the green products such as food items, clothing, carry bags, drink bottles an so on. If the study includes the specific categories of the green product may have significant effect on their satisfaction. Also the study is confined with 100 respondents of Kottayam Districts. The study ends with the future scope of measuring consumer satisfaction based on the initiatives taken by green marketers, policies by the government, effectiveness of awareness programmes by the green producers.

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IS POLITICAL CANDIDATE/LEADER PLAYS AS A BRAND MARKETING TOOL TO BUILD AN IMAGE AMONG THE VOTERS WHICH IN TURN ACHIEVE THE SIMPLE MAJORITY?

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Abstract

Political marketing has a wide scope in the coming era. It is a blend of marketing with political science. This paper aims to examine which political behaviour creates brand image among voters and to measure how political behavior related with political marketing for winning the election by the political leaders. This study is conducted in Kottayam District. Cluster sampling method was adopted to collect the samples from the voters. 208 number of samples were collected through questionnaire. Data analysis is done through SPSS in which correlation technique is used for testing the hypothesis to measure the relationship between political marketing and behaviour variables of the political candidate. Mean ranking method also used for ascertaining the most influential behaviour variables of the candidate leads to build the image among the voters. The study concluded that there is a positive moderate relation between behaviour variables of the candidate and the political marketing as a brand to achieve the simple majority. It also found that the social behaviour variables of the candidate is more influences the voters to vote for a particular candidate in the election.

Key words: political marketing, political behaviour, economic behaviour, Personality behaviour, cultural behaviour, social behaviour

Impact Factor 5.60

Introduction

In the current political scenario, it is evident that candidates are competing each other to achieve important positions, directly or indirectly, gained by People's votes. Thus, the process of building desirable images among the minds of the voters will be the challenging task for candidates. To attain the maximum vote shares the candidates have to implement various strategies. Various management and psychological policies are involved that lead and manage this process to achieve this goal and to win the popular vote. Political marketing is the application of marketing principles and procedures in political campaigns by various individuals and organizations. Similar to marketing the product by business, the politicians have to market themselves to win. The procedure of political marketing involves the analysis, development, execution, and management of strategic marketing campaigns by candidates, political parties, government sand interest groups that seek to ascerta in public opinion, advance their own ideologies, win elections, and pass legislation in response to the needs and wants of selected people and groups in society. Many inferences can be drawn between commercial and political marketing. In political marketing, two parties are forming a provider (politician) and the voter (customer).

Statement of the Problem

During the last decade a number of scholars have argued that political campaigning has become professionalized, and that political marketing has become the new dominant campaign paradigm. There is no much evidence to prove that political marketing plays the crucial role in political campaigning and winning the same. It is difficult to distinguish the political strategy and the political marketing for the electoral candidates. But today Politics all over the world is heavily influenced by the marketing and same sophisticated marketing tools applied by companies to market their offerings is being used by political organizations to market their ideologies and policies. Hence this study is stated as "Is political candidate/ leader plays as a brand marketing tool to build an image among the voters which in turn achieve the simple majority?

Scope and Significance of the study

Political marketing has emerged as the key factor for the professionalism in the political scenario. Political consulting plays an integral part of politics and campaigning. Seeing that political activity is now mostly about managing the information flow, the foremost purpose of political consulting is to ensure, at the very least, the politician's presence in it, and at best, to present him in the most favorable light possible. Political marketing adopted many of the techniques of commercial marketing such as market intelligence which includes surveys, focus groups, polls, citizen consultations, receiving informal feedback etc and marketing communications such as target marketing, direct mail, direct dialogue. The employment of

these tools helps parties to define voters' preferences, make more informed and responsive political decisions, position themselves and shape their image accordingly. The political marketing will have more scope in the future as it follows the marketing principles such as provider and the customer.A product as political ideology and goals. Buying as voting and vote is consideration. Political system will act as a market place and the political activity is called business.

Objectives

1. To examine which political variable creates brand image among voters
2. To know the relationship between political variables and the Political marketing as a brand marketing.

Hypothesis

HO: There is no significant relationship between Political behavior variables of the politician and the political marketing

Methodology

The present study is conducted in Kottayam district. There are seven legislative Assembly in Kottayam District such as Ettumanoor, Kottayam. Pala, Kaduthuruthy, Vaikom, Puthuppalli and Piravam. Each legislative Assembly is treated as cluster. To adopt cluster sampling method Kottayam legislative Assembly was chosen as cluster unit. Primary data collection method was followed to collect 208 samples. A structured questionnaire is given to each respondent to collect their views regarding political marketing in Kerala perspective.

Tools for analysis

The data were analysed using SPS Statistical program. Correlation technique used to measure the relationship between political behavior and political marketing. Mean ranking was used to identify the most influential political behavior leads to vote.

Theoretical framework

Political marketing:

Political marketing is the process by which political candidates promote themselves and their platforms to voters through masterly-crafted communications aimed at gaining public support. As a business marketer, you may think that political marketing techniques and strategies don't apply to you, but while the entity being marketed is different, there are many parallels between political marketing and the marketing of goods and services.

Both business marketers and political marketers use media outlets to inform, remind, and alter the attitudes and behaviours of potential candidates and voters. The primary and most important difference between business marketing and political marketing is that the latter is used to raise awareness and inform members of the public about critical issues and leadership choices within their community, state, and country.

The present study focuses on the following political behavior of the candidates.

Economic behaviour: It is directly involved with financial condition and people's economic power.

Political behaviour: A political party can only gain and maintain public support when the time of scheduling and decision on the nomination, it maintains its relationship with the public. Therefore, this indirect political effect of opinions and beliefs of people with direct result of the political situation, which arose from political slogans and titles based on the relationship and policy of reform and restructuring will directly affect public opinion

Cultural behaviour: Cultural conditions include common principles and foundations of any society and traditional belief so fany society. In other words, people from different nationalities have definite basic cultural principles they adhere to and value their traditions and values greatly.

Personality behaviour: Personality includes identifiable patterns of thinking, emotion, and behaviour that make up the style of the person's personal interaction with social and material environment. Character and personality factors are very important for people.

Social behaviour: Social status and conditions associated with it, such as the form of education, percapitastudies, social organization, and soon are of the factors influencing public opinion and their support of the ruling party and the people under their rule or against it. In other words, this component compasses partisan issue more rather than the person himself and people. Therefore, this component is very effective in the attitude of people

Analysis and Interpretation

Table No: I-Showing descriptive Statistics of demographic factors

		Frequency	Percent
Gender	Male	100	48.1
	Female	108	51.9
	Total	208	100

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Age	18-30	87	41.8
	31-42	64	30.8
	43-54	25	12
	Above 54	32	15.4
	Total	208	100
Educational Qualification	School level	16	7.7
	Diploma	17	8.2
	Graduates	50	24
	Post Graduate	125	60.1
	Total	208	100
Occupational Status	Govt employee	28	13.5
	Private Sector employee	81	38.9
	Public Sector employee	19	9.1
	Business	27	13
	Others	53	25.5
	Total	208	100
Influence by others in voting	Yes	9	4.3
	No	173	83.2
	Sometimes	26	12.5
	Total	208	100

(Source: Primary data)

Interpretation

➢ Majority belongs to Female (51.9%)
➢ Age between 18 to 30 shows 41.8 %
➢ Majority belongs to Post Graduate (60.1%)
➢ 38.9% belongs to Private sector employees
➢ 83.2 % are not influenced by others in voting

Table No: II- Showing Descriptive statistics of Behaviour variables taken for study

Descriptive Statistics	N	Mean	Std. Deviation
Economic Behaviour variables (3.5260)			
Advertising of the candidate regarding the aims of increasing the domestic production	208	3.7740	.78752
Economic slogans and financial welfare affect my vote a lot.	208	3.5529	1.02486

Advertising declining commodity prices and reduction of inflation and improving economic distribution	208	3.4856	.97791
Financial pledges and increased pay or benefits by the candidate attract my attention and affect my vote	208	3.3462	1.12734
Campaign promises to reduce the pressure affect my voting for	208	3.4712	.72174
Political Behaviour Variables (3.6356)			
Advertising for changes in discriminatory rules make me sure to vote for the candidate	208	3.7885	.83606
Activities of political and social groups and public and private institutions supporting the candida	208	3.6923	.86897
Slogan of political relations with other countries has an effect on my vote.	208	3.4808	.93747
Advertising slogans of political and expression freedom influence my vote to the candidates	208	3.5529	.94132
Advertising political justice and getting public positions by capable people influence my vote.	208	3.6635	1.14723
Cultural Behaviour Variables (3.6707)			
The use of cultural and advertising groups aimed at acculturation affects my vote to a particular candidate	208	3.8365	.86934
Advertising, cultural history and intended policies formulated by the candidate has affects my vote	208	3.6442	.97721
Cultural activities of the groups supporting the candidate affect my vote	208	3.4952	.72896
Advertising and cultural-based events for suitable use of resources affect my vote.	208	3.7067	.68493
Personality Behaviour variables (3. 7356)			
Advertising in responsibility and doing previous duties of the candidate affects my vote	208	3.8990	.77047
Advertising and expressing the agility and activity (dynamic, innovative, active and willing to serve.	208	3.6538	.91966
Power of speech, and performing duties with seriousness and perseverance and advertising on it	208	3.6202	.97553
Programs and advertisement in the field simplicity and quiet life of candidate affect my vote	208	3.7692	.94517
Social Behaviour variable (3.8065)			
Advertisement in the field of social and people-oriented programs affect my vote to a candidate.	208	3.9567	.80641
Social attitudes and social foundations of the candidate affect my vote.	208	3.8317	.70578

Advertisement about social relations and social customs and propaganda used by the candidates affect my vote	208	3.7404	.89545
Social status (education and employment) of candidate affects my vote	208	3.6971	.99738
Valid N (listwise)	208		

(Source: Primary data)

Table No:III- Shows the descriptive statistics of Political Behaviour Variables

Descriptive Statistics

	N	Mean	Std. Deviation	Mean Rank
Economic Behaviour	208	3.5260	.58094	5
Political Behaviour	208	3.6356	.70941	4
Cultural Behaviour	208	3.6707	.60069	3
Personality Behaviour	208	3.7356	.69620	2
Social Behaviour	208	3.8065	.65164	1
Valid N (listwise)	208			

(Source: Primary data)

Interpretation:

From the above table, it is clear that the most political behavior variable of a political leader or candidate is his social behavior (3.8065) and followed by Personality behavior (3.7356), Cultural behavior (3.6707), Political behavior (3.6356) and economic behavior (3.5260)

Based on the mean ranking Social behavior variable of the candidate is influencing more among the voters to give his response to a particular candidate and economic behavior variable is given as last rank.

Table No: IV - showing the correlation between political marketing and the behaviour variables

Correlations

		Political Marketing	Social Behaviour	Personality Behaviour	Cultural Behaviour	Political Behaviour	Economic Behaviour
Political Marketing	Pearson Correlation	1	.701**	.809**	.781**	.761**	.594**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	208	208	208	208	208	208

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: Primary data)

Interpretation

HO: There is no significant relationship between Political behavior variables of the politician and the political marketing

As the significant value is less than 0.01 the null hypothesis is rejected. Hence there is a positive moderate level of correlation between political behavior variables of the politician and the political marketing as a brand for building an image among the voters to attain simple majority.

Conclusion

The study is conducted to draw a conclusion about how the marketing concept is blended with political strategies of a politician to win the majority in Kerala Perspective. In the current scenario, the political marketing is one of the emerging concepts in the field of politics. The modern marketing tools are also used by the candidates to reach the voters to influence and thereby getting the votes. The study concluded that the social behaviour of the candidate influences more among the voters in giving their votes. It is also measured that there is a positive moderate correlation between political marketing and the behaviour variables of the candidate to build an image among the voters. The study also suggests to have an opportunity to explore more on the field of political marketing concept and to develop a structural model for the concept.

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Impact Factor 5.60

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"ARE ECONOMIC KNOWINGNESS, ATTITUDE AND BEHAVIOR OF THE INDIVIDUAL LEADS THE ECONOMIC SUSTAINABILITY"?- THE ECONOMIC SUSTAINABILITY MODEL

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ABSTRACT

Sustainable development as the process of development that met the needs of the present generations without compromising the ability of future generations. The study aims to measure the relationship between economic variables such as economic knowingness, economic attitude and economic behavior towards economic sustainability. The study was carried on among the respondents of Changanacherry taluk. 100 samples were taken by adopting simple random sampling method and data collected through a questionnaire. The regression analysis was done to measure the relationship between variables and building the economic sustainability model. The study contributes that there is high degree of relationship between economic knowingness, economic attitude and economic behavior towards economic development which helps to build the economic sustainability model.

Keywords: economic knowingness, economic attitude, economic behavior and economic sustainability

INTRODUCTION

The idea of sustainable development has its root in the oriental tradition, which teaches the values of conservation of nature and preaches harmonious co-existence of all living elements of the earth. Great ideas are usually simple ideas. The clear goal of economic development policy was to raise living standards throughout the world, providing steadily more goods and services to an expanding population.

"A global agenda for change" - this was what the World Commission on Environment and Development was asked to formulate. It was an urgent call by the General Assembly of the United Nations:

➢ to propose long-term environmental strategies for achieving sustainable development by the year 2000 and beyond;

➢ to recommend ways concern for the environment may be translated into greater co-operation among developing countries and between countries at different stages of economic and social development and lead to the achievement of common and mutually supportive objectives that take account of the interrelationships between people, resources, environment, and development;

➢ to consider ways and means by which the international community can deal more effectively with environment concerns; and

➢ to help define shared perceptions of long-term environmental issues and the appropriate efforts needed to deal successfully with the problems of protecting and enhancing the environment, a long term agenda for action during the coming decades, and aspirational goals for the world community.

The United Nations report linked environmental sustainability and economic development. The Brundtland Commission stated sustainability as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" .This is a widely recognized definition of sustainable development. Recently, sustainability has become a popular concept in environmental, health, policy, and research domains . There is an increased knowledge and awareness regarding issues surrounding sustainability. The current prevailing definition refers to sustainability as a "dynamic equilibrium in the process of interaction between a population and the carrying capacity of its environment such that the population develops to express its full potential without producing irreversible, adverse effects on the carrying capacity of the environment upon which it depends". Sustainability has been extensively discussed as involving all aspects of economic, environmental, and social domains.

STATEMENT OF THE PROBLEM

A formal economic analysis arises the question of whether sustainability has any validity as an economic concept. The efficient resource allocation should have the effect of maximizing utility from consumption. This study aims to develop a model to economic sustainability based on economic knowingness(ek), economic attitude(ea) and economic behavior(eb) of individuals in Changanacherry Taluk. Hence, the problem is stated as "Are Economic knowingness, attitude and behavior of the individual leads the economic sustainability"?

SCOPE AND SIGNIFICANCE OF THE STUDY

The motivations behind sustainability are often complex, personal and diverse. It is unrealistic to create a list of reasons why so many individuals, groups and communities are working towards this goal. Sustainability comes down to the kind of future we are leaving for the next generation. Sustainability as a value is shared by many individuals and organizations who demonstrate this value in their policies, everyday activities and behaviors. Individuals have played a major role in developing our current environmental and social circumstances. The people of today along with future generations must create solutions and adapt. Today, it is essential that communities and governments place more emphasis on ensuring that economic development is achieved in a sustainable way.

OBJECTIVES

1. To examine the relationship between economic knowingness, economic attitude and economic behavior of individuals towards economic sustainability.

2. To develop an economic sustainability model.

HYPOTHESIS

HO: There is no significant relationship between economic knowingness, economic attitude and economic behavior of individual towards economic sustainability.

METHODOLOGY

For the purpose of the study, sample unit is selected as Changanacherry Talukand adopted a simple random sampling method to collect the data. The samples received was 113 and for analysis purpose only 100 samples were considered. A structured questionnaire was send through the google form to ensure the data collection within the time limit.

Tools for analysis

The data were analysed using SPSS statistical program. Responses Correlation technique used to measure the relationship between economic knowingness, attitude and behavior of individual towards economic sustainability Multiple regression analysis were used to build the economic sustainability model .

Theoretical framework

"A business model for sustainability helps describing, analysing, managing, and communicating (i) a company's sustainable value proposition to its customers, and all other stakeholders, (ii) how it creates and delivers this value, (iii) and how it captures economic value while maintaining or regenerating natural, social, and economic capital beyond its organizational boundaries."

Economic Sustainability (es)

Human communities across the globe are able to maintain their independence and have access to the resources that they require, financial and other, to meet their needs. Economic systems are intact and activities are available to everyone, such as secure sources of livelihood. Economic sustainability is measured through three important factors such as; economic knowingness (ek), economic attitude(ea) and economic behavior (eb).

es = (ek+ea+eb)

ANALYSIS AND INTERPRETATION

Table I showing Descriptive statistics

	Mean	Std. Deviation	N
Economic Sustainability	4.0840	.48715	100

Economic Knowingness	4.2960	.53521	100
Economic Attitude	4.2560	.57706	100
Economic Behaviour	3.7360	.65928	100

Table II showing the model summary of economic sustainability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.999ᵃ	.997	.997	.02503	.997	12472.076	3	96	.000

a. Predictors: (Constant), Economic Behavior, Economic Knowingness, Economic Attitude

Interpretation
The above table shows that, R value is .999 which reveals that there is a close perfect relationship between independent variables such as Economic Behavior, Economic Knowingness, Economic Attitude towards the dependent variable economic sustainability. R^2 shows the .997 degree of variation in the dependent variables.

Table III showing the ANOVA of economic sustainability

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.434	3	7.811	12472.076	.000ᵇ
	Residual	.060	96	.001		
	Total	23.494	99			

a. Dependent Variable: Economic Sustainability
b. Predictors: (Constant), Economic Behavior, Economic Knowingness, Economic Attitude

Interpretation
This table indicates that the regression model predicts the dependent variable significantly well. The regression model statistically significantly predicts the outcome variable. That is ,it is a good fit for the data.

Table IV showing the Coefficients of the economic sustainability

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.021	.022		-.980	.329
	Economic Knowingness	.328	.007	.360	44.006	.000
	Economic Attitude	.337	.007	.399	47.449	.000
	Economic Behavior	.338	.004	.457	79.930	.000

a. Dependent Variable: Economic Sustainability

Interpretation
Economic sustainability(es) constant (-.021)= Economic Knowingness(ek) (.328), Economic Attitude(ea) (.337) and Economic Behaviour(eb) (.338) .

es = (ek+ea+eb)

es = -.021 + .328(ek)+.337(ea)+.338(eb)

CONCLUSION
The study was conducted in changanacherry Taluk. The knowingness, attitude and behavior of the individuals this taluk was considered. The study exhibits that there is a high degree of significant relationship between the economic variables and the economic sustainability and thereby it is fit for building the economic sustainability model.

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