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International Journal of Business and Management Invention (IJBMI)
ISSN (Online): 2319-8028, ISSN (Print): 2319-801X
www.ijbmi.org || Volume 9 Issue 3 Ser. III || Mar. 2020 || PP 54-60

A shift towards eco-friendly: An analysis of the factors influencing consumer buying decisions and regulatory norms concerning green agro products in J&K.

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Abstract

The rise in awareness among individuals on diverse environmental issues has guided them to shift their thoughts as consumers in choosing their lifestyles. Utilization of synthetic concoctions and manures has ruined the earth and individual wellbeing. There has been a transition in the attitudes of consumers towards an eco-friendly life. Humans have introduced new ideas and ways through their active involvement to reduce their negative impact on the environment. Though, it is in progress and is expected to be widespread soon, efforts in this direction are coming from all fronts as the world is combating poor health and other ill impacts of synthetic production and consumption. Government organizations and other business firms are now playing a significant role to improve the present agricultural conditions in India which is expected to change the attitudes of consumers towards the consumption of green products. It will gain an edge in the global competitive market by exploiting the potential in the green market agricultural sector. The current study introduces the concept of eco-friendly agricultural products and organic farming and also looked into various ways by which different consumer attributes are related to the concept of environmentally sustainable agricultural products and services.

Keywords: environment, consumer, attitude, agriculture, eco-friendly, organic, farming sustainable etc.

Date of Submission: 20-03-2020

Date of Acceptance: 06-04-2020

1. INTRODUCTION

Global climatic changes have led to natural catastrophes and therefore numerous environmental challenges for most of the countries to combat with. While for many decades now most of the developing nations across the globe including India growth took precedence to the environment succumbing to pressures of population growth, Inefficient Technology, weak governance and poverty which prompted a desire for continuous social and economic growth (Serageldin, Ismail et al., 1994). However, rising challenges like ozone layer destruction, global warming, biodiversity loss, natural disasters like floods, earthquakes etc. and the recent economic crisis worldwide have generated a concern towards the production of environment-friendly and sustainable products across the globe, where a nation strives to meet its economic milestones along with due consideration to sustainability and protection of environment. (EEA, 2006).

All human actions in the race for the growth and development treaded across through synthetic and chemical usages which has led to abuse and over utilization of limited available resources with mankind, including that of agricultural lands. Developing nations thus found a new dilemma of whether to follow unprecedented growth as was done by developed nations or to choose the path of conservation (McConnell, Campbell et al., 2002). All this in the current era of modern scientific knowledge has conclusively led to the growth of the concept of sustainable development and therefore the concept of Sustainable agriculture. The field of agriculture is considered to be an entitled area of concretization due to its significant environmental, economic and social impacts of agrarian systems on a global scale (Uziak, Jacek et al., 2017). There is a necessity to replace chemical and synthetic food production and create a more sustainable alternative based on environmental friendly and organic agriculture. The initiation of agricultural sustainability is beneficial to rural development and extremely vital for the restoration of demeaning ecosystems. Also, it has a historical affirmation that agriculture since ages has contributed towards development and has also maintained an economic, social and ecological balance in the society (Ahlen and Hamas, 2017).

Protection and maintenance of ecological resources on global scale is indispensable for the production of food now as well as for the future. Practices in agro ecology can enhance resilience in agriculture that influences climatic changes, regenerate the soil health, protect the water resources and foster biodiversity in soil and also enhance the natural weed and pest management. Reduction in greenhouse gas emissions and removal of excess CO₂ from the atmosphere by the storage of carbon in soil is inexpensively carried out through



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