

## **CHANGE YOUR LIFESTYLE NOT THE CLIMATE**

**SURYA RASHMI RAWAT \*; DR. PAWAN K. GARGA\*\***

\*Assistant Professor  
Symbiosis Law School, Pune  
(Constituent of Symbiosis International University)  
Pune  
Maharashtra, PIN- 411004  
India

\*\*Professor  
H.P. University Business School, Shimla  
Shimla  
Himachal Pradesh, PIN-171005  
India

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### **ABSTRACT**

We all know that photosynthesis is a phenomenon, through which the plants manufacture food in the form of carbohydrates and the life savior oxygen gas by combining Co<sub>2</sub> with water in the presence of sunlight. Air, water, minerals and other natural resources in the earth form the basis of our survival. But the natural activities and to great extent the human activities are drastically influencing these natural resources There is sufficient evidence to prove that human activities are responsible for causing global warming and hence the climate change. The survey was conducted thus with the objective of finding out cheap and effective solution to save earth. The survey conducted in Pune city amongst the women folks belonging to four different age groups i.e. 15 to 25 years, 25 to 35 years, 35 to 45 years and 45 years & above, revealed certain promising ways to control the climate change to some extent.

**KEYWORDS:** Pune City, Climate Change, Human Activities, Green Life Style

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### **INTRODUCTION**

Sun, Moon, air, water, minerals and other natural resources belongs to the flora and fauna of this earth. It's everyone's earth therefore everyone has a contributory responsibility to judiciously use and maintain it. We are aware that our survival is actually not possible without these natural resources. But unfortunately the natural activities and to great extent the human activities are drastically influencing these resources.

Human activities include the acts related to our eating, consuming and using habits. Burning of firewood, the industrial emissions, the transportation and felling of forests for our selfish needs are some of the activities leading to global warming.

We the citizens of earth must realize that our consumption pattern casts heavy impact over earth. Let's start with the basic necessity of our life the water, what do we do with the empty plastic bottles after consuming mineral water inside it? Have we ever thought of the fate of plastic or polythene packaging that we throw anywhere and everywhere? Look at the sides of railway tracks, the local *nullas* in the urban areas! What is it that is adding heaps over heaps of the garbage? Yes, you guess it right it's the polythene bag and the other like packaging material which we know is not biodegradable in nature.

Despite the fact that we all are aware that dumping polythene waste is not good for the health of earth due to its non-biodegradable nature, we continue not only to use it but also to dump it carelessly.

## **Review of Literature**

### **Climate Change and Consequences**

Alexander, L. V., et al. (2006)<sup>1</sup>, empirically established the fact that there was a significant change in climate from 1951–1978 and from 1979–2003. The report based on 10 measurable planet-wide features used to measure global temperature changes revealed that the past decade was the warmest on record with the Earth gradually growing warmer over the last 50 years (Arndt, et. al, 2010)<sup>2</sup>.

According to the World Health Organization, WHO (2010) report, even a 1 o C increase in global temperature above pre-industrial levels could double annual deaths from climate change to at least 300,000.

### **Cause of Climate Change**

According to NASA's Earth Observatory (2010)<sup>3</sup> Human activity has caused an imbalance in the natural cycle of the greenhouse effect and related processes. Arndt, Baringer and Johnson, (2010)<sup>4</sup> too indicated a distinct human fingerprint on climate change.

Adding to the trauma, Tushar K Savale, et. al. (2012)<sup>5</sup> observed that the buyers are unintentionally contributing to the environmental degradation by purchasing things that are harvested, made, or used in environmentally unsafe ways.

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<sup>1</sup> Alexander, L. V., et al. (2006), Global observed changes in daily climate extremes of temperature and precipitation, *J. Geophys. Res.*, 111, D05109, doi: 10.1029/2005JD006290. Pp18, 19.

<sup>2</sup> Arndt, D. S., M. O. Baringer, and M. R. Johnson, Eds., 2010: State of the Climate in 2009. *Bull. Amer. Meteor. Soc.*, 91 (7), S1–S224.

<sup>3</sup> The Carbon Cycle; The Human Role, Earth Observatory, NASA, July 28, 2010 at <http://www.earthobservatory.nasa.gov>

<sup>4</sup> Arndt, D. S., M. O. Baringer, and M. R. Johnson, Eds., 2010: State of the Climate in 2009. *Bull. Amer. Meteor. Soc.*, 91 (7), S1–S224.

<sup>5</sup> Tushar K Savale, Anil F Sharma and Prabodhan U Patil (2012). Article: Green Marketing: Opportunities And Challenges. *IJCA Proceedings on International Conference in Computational Intelligence (ICCIA2012)iccia(4)*:-, March 2012. Published by Foundation of Computer Science, New

## Ecological Attitude and Buyer Behavior

Lately with awareness of climate change people have developed ecological attitude but surprisingly there is a difference between the ecological attitude and the real purchasing behaviour. Donaldson (2005)<sup>6</sup> identified strong faith of consumers over the existing conventional brands than the “green claims” of companies as a possible reason for this gap. Jain and Kaur, (2006)<sup>7</sup> also observed the similar reason and also the lack of awareness as a cause for this gap. Singh S. D. (2011)<sup>8</sup> after five years too reported lack of information & mainly the skeptical attitude towards green claims as reasons for this lag.

According to Mohanasundaram V. (2012)<sup>9</sup>, Green Marketing is about, regarding the consumers concern towards conservation of natural environment. Conservation of natural environment could be achieved in different ways. The change in life style and behavior of consumer’s can make a lot of difference.

The way we react and interact with the living & nonliving things and the way we live constitutes what we call our Life style. Now the word Life style again is much wider in meaning including the way we eat, drink, dress up, talk, walk, use things and behave in our day today life. Unknowingly our acts are contributing towards environmental degradation.

As defined by me in my other research paper titled, “ Combating climate change through green lifestyle,” *“The process of Buying, Behaving, & Bowing only before green so as to minimize the carbon foot print and maximize the carbon neutralizing effect is what constitutes the Green Lifestyle.”*

The review of literature in this subject amply supports the fact that many consumers are not satisfied with the green marketing; many of them have not yet started using it. In such a scenario where consumers are either not aware or are not using green products due to their skepticism towards the green claims along with the excessive prices associated to them, the question arises as to how do we neutralize the impact of carbon foot print released by anthropogenic activities? Do we have any cheap and reliable way to save our earth?

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York, USA

<sup>6</sup> Donaldson, R. H. (2005), “Green brands”, NZ Marketing Magazine, 24(8), 14–17.

<sup>7</sup> Jain, S.K. and Kaur, G. (2006), “Role of Socio-Demographics in Segmenting and Profiling Green Consumers: An Exploratory Study of Consumers in India”, Journal of International Consumer Marketing, 18(3), 107-146.

<sup>8</sup> Singh S. D. (2011), “A Study Of Consumer Behavior Of Elderly Consumers With Special Reference To Green Products”,

International Journal of Management & Information Systems – Fourth Quarter 2011 Volume 15, Number 4

<sup>9</sup>Mohanasundaram V. (2012), “Green Marketing – Challenges And Opportunities,” ZENITH International Journal of Multidisciplinary Research Vol.2 Issue 4, April 2012, ISSN 2231 5780 at [www.zenithresearch.org.in](http://www.zenithresearch.org.in)

Looking at the above definition of green lifestyle, we see that this skeptical attitude reduces the possibility of first “B” i.e. *Buying*. The second B ie *Bowing* before green does not take place in an environment where people do not rely much the green claims. In such a scenario the only option that can sail us out of this bad weather is the third B i.e. *Behaving Green*.

### **Objectives of the Study**

The objective of this paper is to find out a cheap and effective solution to save earth and also to find out as to what percentage of population is ready to accept it.

### **Research Methodology**

The research is based on primary data, collected and collated through a survey from over a sample of 200 working women in Pune, Maharashtra India. The respondents were selected through stratified sampling method. Data was collected through a questionnaire and in depth interviews with the sample including Executives, Academicians and BPO Workers belonging to four different Age groups i.e. 15 years to 25 years, 25 years to 35 years 35 years to 45 years and 45 years & above.

Secondary data in the form of articles published in books, journals, magazines, research papers, newspapers and reports were also incorporated.

### **Limitation**

The research being empirical one was based on a survey conducted through questionnaire. People were not ready to fill up the responses they had to be convinced for the same. Other major problem was the lack of awareness of population about the research topic. Therefore the topic had to be explained first to the majority of population.

### **Findings**

#### **I<sup>st</sup> Age Group 15 to 25 years**

In this age group hundred percent of the population agreed to the idea of planting trees as a measure to save earth. Eighty one percent of population agreed to “say no to use of poly bags” in future. Sixty three percent agreed to maintain local rivers in the surroundings. Eighty one percent agreed to use bicycle in future for local trips so as to minimize the pollution. Ninety one percent consented to have stringent laws to prevent environmental degradation.

#### **II<sup>nd</sup> Age Group 25 to 35 years**

In this age group hundred percent of the population agreed to the idea of planting trees as a measure to save earth. Eighty seven percent of population agreed to “say no to use of poly bags” in future. Sixty seven percent agreed to maintain local rivers in the surroundings. Ninety five percent agreed to use bicycle in future for local trips so as to minimize the pollution. Ninety seven percent consented to have stringent laws to prevent environmental degradation.

### III<sup>rd</sup> Age Group 35 to 45 years

Here also hundred percent of the population agreed to the idea of planting trees as a measure to save earth. Eighty two percent of population agreed to “say no to use of poly bags” in future. Forty seven percent agreed to maintain local rivers in the surroundings. Ninety two percent agreed to use bicycle in future for local trips so as to minimize the pollution. Ninety four percent consented to have stringent laws to prevent environmental degradation.

### IV<sup>th</sup> Age Group more than 45 years

In this age group hundred percent of the population agreed to the idea of planting trees as a measure to save earth. Fifty four percent of population agreed to “say no to use of poly bags” in future. Forty two percent agreed to maintain local rivers in the surroundings. Sixty three percent agreed to use bicycle in future for local trips so as to minimize the pollution. Eighty six percent consented to have stringent laws to prevent environmental degradation.

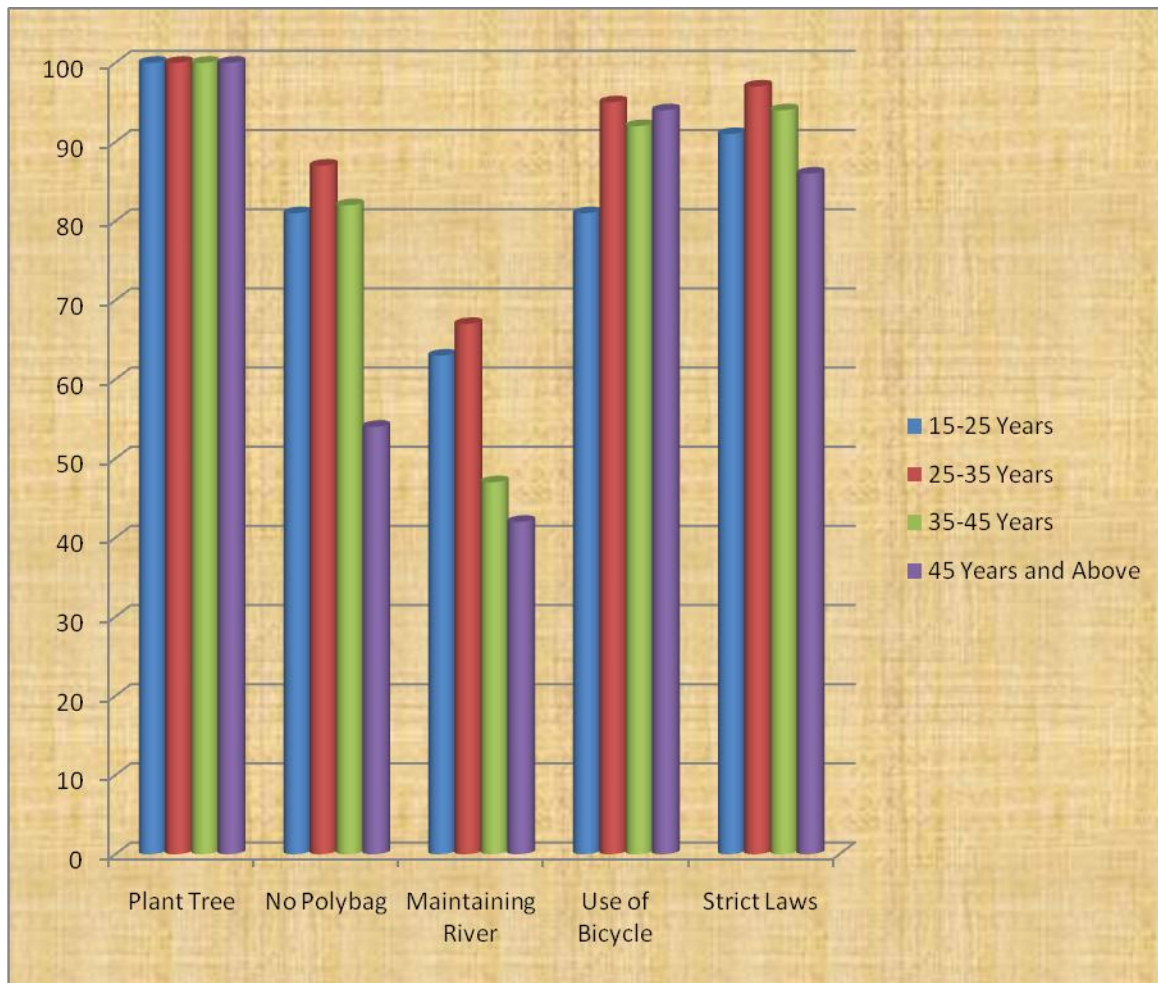


Figure 1: Saving Earth by Changing Life Style

## **Discussion**

Analysis of data proves beyond doubts that hundred percent of the population irrespective of their age group is ready to go in for planting green trees as a measure to save earth.

Regarding use of polythene bags, no significant difference was observed in the responses of first three age groups. In the fourth age group i.e. people over 45 years only 56percent agreed to say no to the use of polythene bags. In fact a significant chunkquestioned the way the products like milk, ghee, various consumer goods and the other ready to use products be marketed in the absence of polythene bags.

Worst of the responses were recorded for the question on maintenance of rivers. Probably people do not consider it as their responsibility to save depleting rivers and local *nullas*. It seems as if according to them saving & revive the dying *nullas* is not their but the government's responsibility. The first two age groups were still better with sixty three and sixty seven percent of them agreeing to maintain and revive rivers. The last two age groups seemed really averse to the whole idea with a mere forty seven and forty two percent only agreeing to go in for revival of dying local rivers.

The question on enacting and strictly implementing the strong laws for saving earth garnered the support of majority of population with ninety one, ninety two , ninety four and eighty six percent voting in its favor.

Does this mean that to the present day citizens of earth, saving earth is more the responsibility of government? Because on the issues like planting trees, and using bicycle that affected their health along with the health of earth they seemed quite positive to take an initiative. But the issues only affecting the health of earth like saying no to polybags, maintaining local rivers saw comparatively lukewarm responses.

## **Conclusion**

From the research in hand we conclude that the population sees health of people and planet as two separate issues. For them saving earth is more the responsibility of government than that of citizens. But yes, the issues which they consider directly affect their health are what matter them the most and they are eager to take steps towards keeping it fit.

One important point to note here is the fact that people from fifteen to thirty five years of age flared really well not only on the issues concerning their health but also that of the health of earth.

Being born and brought up in the partially socialist economy, the expectation of citizens are too high from the government, that's why majority of them agreed strongly for having stringent law for saving earth.

## **Recommendations**

The business houses and government must understand one thing that the citizens consider health of people and that of planet as two separate issues. The issue **which they consider** directly saves their health or saves their health in addition to saving the earth is what matters them. Something only meant for saving earth does not appeal them. According to research, people assume saving earth to be government's responsibility.

In this scenario spreading awareness and making people understand the fact that their health is directly connected to the health of planet is must and is bound to show good results.

To sum up, Healthy Planet means Healthy People and Healthy People further need Healthy Planet for them and their generations to survive without any mutation.

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