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AN EXPLORATORY STUDY ON CONSUMERS' ENVIRONMENTAL ATTITUDE ABOUT GREEN ELECTRONIC PRODUCTS IN ANKLESHWAR

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ABSTRACT

This study intends to contribute to the body of knowledge in the area of green product attitude, within the domain of green marketing, where all activities are redesigned to generate and to facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs or wants occurs, with minimal detrimental impact on the natural environment. Therefore, this study intends to identify the influence of three independent variables including; perceived government legislations, media exposure, and safety and health concerns on the environmental attitude towards lead-free electronic products. Other objective of this study is to compare the demographic with attitudes towards the environment and green products. Through a self-administered questionnaire among 91 businessmen, from Gujarat Industrial Development Corporation (GIDC), Ankleshwar, the study found some revealing insights. Through the results of this study, it was observed that perceived government legislation and media exposure influence environmental attitude. As for safety and health concerns exhibited a significant positive influence on businessmen's environmental attitude.

KEYWORDS

Attitude, Green Electronic Products, Perceived government legislations, Media Exposure, Safety and health.

INTRODUCTION

The current rapid growth in the economy and the patterns of consumers' consumption and behavior worldwide are the main cause of environmental deterioration. This in turn causes environmental deterioration through over-consumption and utilization of natural resources. The consequences of environmental degradation are global warming, depletion of stratospheric ozone layer, pollution of sea and rivers, noise and light pollution, acid rain and desertification (Ramlogan, 1997). Grunert (1993) reported that about 40% of environmental degradation has been brought about by the consumption activities of private households. As the environment continues to worsen, it has become a persistent public concern in developed countries. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakened developing countries to the green movement. Therefore, the phenomena of this study reveals the dark side of high technology, polluted drinking water, waste discharges that harm fish and wildlife, high rates of miscarriages, birth defects, and cancer clusters in another word it has a direct impact on the environment and an indirect impact on the consumer via drinking water. However, this study intends to identify the problem of pollution, which is caused by the disposal of high-tech electronic products at the end of the products life cycle. Hence, businessmen are considered relatively heavy users of electronic products; therefore, their attitude towards purchase of green electronic products and in this case Lead-free electronic products is the focus of the study. (T. B. Chen & L. T. Chai, 2010)

For example, The number of computers in India: +/- 14,000,000 (growth: 25 % per year). Each one of these PCs is a TOXIC Trap. Workers working in chip making facilities are likely to be exposed to toxic chemicals that may lead to cancer, miscarriage, birth defects etc. Many manufacturing sites of chips generate hazardous wastes and contaminate ground water; for every 2 gm of chip about 1260 gm of chemicals and materials are used. EOL PCs contribute to the mounting "electronics" waste EOL PCs find their way to many Asian countries including India for Recycling where workers are exposed to toxins leading to damage to the central nervous system, endocrine disruption, interference with brain development and organ damage. A typical computer monitor with a cathode ray tube contains 2-4 Kg of Lead, as well as phosphorus, barium and Chromium. (L. Ramakrishnan, 2006)

This paper is essentially exploratory in nature and has two objectives. The first objective is to compare the demographic of gender with attitudes towards the environment and green electronic products. This study also intends to explore factors that influence businessmen's environmental attitudes, which is measured by three independent variables; perceived government legislations, media exposure safety and health concerns.

LITERATURE REVIEW

A. ENVIRONMENTAL ATTITUDE

Widespread environmental concern has not disappeared among the public as predicted by social scientists, such as Downs, in the early 1970s. Instead, it rose dramatically in the 1980s, and by the spring of 1990, public environmental concern had reached unsurpassed levels [Dunlap, R. E. & R. Scarce. (1991)]. However, recent research suggests that despite high levels of "green attitudes" environmental concern has failed to translate into widespread environmental action [Dunlap, R. E. & R. Scarce. (1991)] & [Von Alvensleben, R. and M. Altamann (1986)]. More than two decades of environmental attitude, research has resulted in a multitude of studies dedicated to discovering the social determinants of environmental attitudes [Van Liere, K.D. & R.E. Dunlap. (1981)] & [Buttel, F.H. (1987)]. In addition, Wall, Glenda. (1995) argued that during the last few decades, the relationship between human beings and the environment has been an important issue because natural resources have been used up at a faster pace than they can be restored. However, it seems that much less consistency has been found between environmental concern and environmental behavior [Olli, E., Grendstad, G., & Wollebaek, D. (2001)]. That is, individuals expressing high levels of environmental concern and pro-environment attitudes often display behaviors and actions that have low levels of congruency with their expressed views. Moreover, many of the variables that shows some consistency with respect to environmental attitudes, display weak or inconsistent relationships to environmental behaviors [Diekmann, A. & Preisendorfer, P. (1998)]. It can be defined as a group of specific customer features that may influence their environmental attitudes and behavior, such as their environmental knowledge, need specificity, and cultural environment. Moreover consumers' environmental attitude also checked through vendor characteristics like, store reputation, size of store, physical location etc. and product characteristics like, price, looks and design, dimensions, brand, product customization, quality etc.

B. PERCEIVED GOVERNMENT LEGISLATIONS

According to Peck, S. & Gibson, R. (2000) anticipating rising world demand for environmental marketing, services and systems is also an obligation and opportunity for government. Indeed, there is a crucial role for government in facilitating the transition to an economy that is much more efficient, much fairer and much less damaging. Governments that lead will be in a stronger position to set the agenda and establish advanced positions for their industries and their citizens. Countries that lag behind will inevitably face increasing competitive disadvantage and lost opportunity. Hence, the growing public concern over the environment creates an enormous amount of pressure on governments to act whether this action is based on market initiative and cost effectiveness or legislatively mandated command and control will make a huge difference in the ramifications for the industry, consumer and the general economy [Cyrus H. Tahmassebi. (2003)] as with all marketing related activities. According to Polonsky, Michael Jay. (1994) governments want to "protect" consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways;

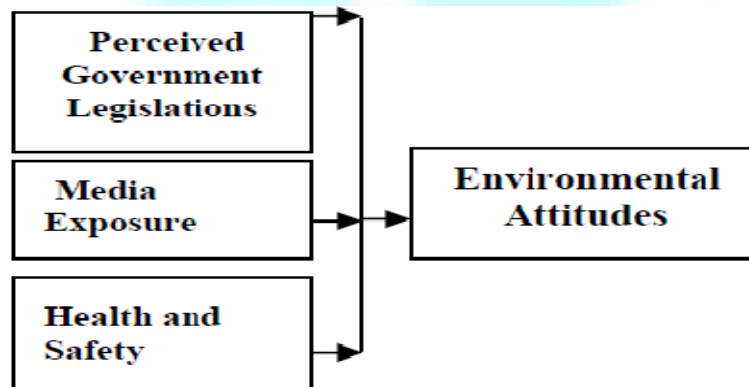
- Reduce production of harmful goods or by-products.
- Modify consumer and industry's use and/or consumption of harmful goods.
- Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. In some cases governments try to persuade consumers to become more responsible. For example, in the United States of America governments have introduced voluntary curb-side recycling programs, making it easier for consumers to act responsibly. In other cases governments tax individuals who act in an irresponsible fashion. For example in Australia there is a higher gas tax associated with leaded petrol.

C. MEDIA EXPOSURE

Most researchers agree that media have played a major role in the widespread dissemination of environmental concern. Lowe, P.D. & W. Rudig. (1987) & Lowe, P. & D. Morrison. (1984), the amount and type of media coverage of environmental disasters and conflicts has helped transform many specific problems into a major public issue. Hence, Mazis, Michael B. & Mary Anne Raymond. (1997) argued that advertisers use a variety of media to communicate product benefits to a target audience. For example, television commercials may be used for product demonstrations, print advertisements may be used to communicate information that is more detailed and to establish a brand image, and product packaging may be used to attract consumers at the point of sale [Blech, G.E., Blech, M.A. (1995)]. The uses of these media are often coordinated into a single integrated communications campaign. However, Schultz, P.W. & Lauterborn, Z.C. (1993) defined media exposure as any opportunity for a reader, viewer, or listener to see or hear an advertising message in a particular media vehicle. Media exposure is an important driver of the innovation diffusion and has a significant impact on innovators [Bass, Frank M. (1969)]. Media exposure's most powerful effect on diffusion is that it spreads knowledge of innovations to a large audience rapidly [Rogers, E. M. (1962, 1995, 2003)]. According to DeFleur, M. & Everett Dennis. (1998), no one disputes the fact that media can help alter behavior and beliefs. What is important to keep in mind, however, is that most of those effects are small and, if truly effective, accumulative. In other words, tiny bits of information add up. Repetition of a message, its consistency over time, and apparent corroboration can help shift public opinion over the long-term. This process has helped change attitudes and behavior in a variety of contexts, some for the better, and some for the worse.

D. SAFETY AND HEALTH CONCERNS

Safety and health concerns are conceptualized as the consumer's concern for quality of life, health issues and the environment for humans and non-human species. However, it seems that given the broad problems that are defined as environmental issues, the probability that individuals will be affected by one or more of these issues is high [Dunlap, R. E. (1989)] & [Mitchell, R.C. (1990)]. In addition, there is also evidence to suggest that people believe environmental conditions are worsening for example, (water pollution, and air pollution) [Dunlap, R. E. & R. Scarce. (1991)]. Hence, concern for quality of life has given way, in many cases, to concern about health issues, and life itself, for human and non-human species [Dunlap, R. E. & R. Scarce. (1991)]. Thus, the diversity and intensity of environmental problems as experienced by the public, are themselves proposed as an explanation for the widespread nature of environmental concern. According to Wall, Glenda. (1995), safety and health concerns are considered the strongest predictor of attitude and behavior; her findings lend support to those researchers who claim that increasing concern with health and safety are becoming prominent factors in shaping people's attitudes towards the environment. However, Rundmo T. (1999) carried out a study aiming to analyze how health attitudes, environmental concern and behavior are influenced by risk perception. The findings of the study concluded that the respondents felt most unsafe regarding chemical food additives, infected food, industrial pollution and risks related to traffic behavior.

FIGURE 1: MODEL OF FACTORS INFLUENCING ENVIRONMENTAL KNOWLEDGE

Source: Iman Khalid A. Qader and Yuserrrie Zainuddin

E. GREEN CONSUMERS AND GREEN PRODUCTS

In general, green product is known as an ecological product or environmental friendly product. Shamdassami et al., (1993) defined green product as the product that will not pollute the earth or deplete natural resources, and can be recycled or conserved. It is a product that has more environmentally sound content or packaging in reducing the environmental impact (Elkington and Makower, 1988; Wasik, 1996). In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment. Krause (1993), in his research found that consumers were becoming more concerned about their everyday habits and the impact on the environment. The outcome of this is that some of the consumers translated their environmental concern into actively purchasing green products commitment (Martin and Simintiras, 1995). Consumers who are aware of and interested in environmental issues are called green consumers (Soonthonsmai, 2007). These green consumers usually organized petitions, boycotted manufacturers and retailers and actively promote the preservation of the planet (Fergus, 1991). Ottman (1992) reported that consumers accepted green products when their primary need for performance, quality, convenience, and affordability were met, and when they understood how a green product could help to solve environmental problems. The knowledge gap on the uses and values of green products prevents consumers in committing themselves to any purchase decisions. Table 1 reported some studies from different countries on green consumers.

F. DEMOGRAPHIC CHARACTERISTICS

Straughan and Roberts (1999) segmented college students based upon ecologically conscious consumer behavior and stated that the younger individuals were likely to be more sensitive to environmental issues. The results of their study indicated that the demographic variables such as age and sex were

significantly correlated with ecologically conscious consumer behavior when considered individually; and that income lacks significance. Green purchase intention correlates positively with every age and income except for education (Soonthonsmai, 2001). Many studies have shown significant differences between men and women in environmental attitudes (Brown and Harris, 1992; Tikka et al., 2000) with men having more negative attitudes towards the environment compared to women (Eagly, 1987; Tikka et al., 2000). Women were more likely to buy green product because they believe the product was better for the environment (Mainieri et al., 1997).

Based on the foregoing literature, it can be argued that perceived government legislations, media exposure, safety and health concerns are all important predictors of environmental attitude. Hence, overall the following hypothesis was developed:

H1₀: Perceived government legislation has no significant positive influence on the consumer's environmental attitude.

H2₀: Media exposure has no significant positive influence on consumer's environmental attitudes.

H3₀: Safety and health concerns have no significant positive influence on the consumer's environment attitude.

H4₀: There is no significant demographic differences in environmental attitudes.

RESEARCH METHODOLOGY

A. SAMPLE

The population for this study consists of reputed businessmen from GIDC, Ankleshwar, which has been considered the oldest and biggest industrial corporation of India. Respondents will be businessmen from the companies which are ISO 14001 certified from Ankleshwar, Zhagadia and Panoli residences. Therefore, by using the simple random sampling method a list of names of entrepreneurs was obtained either from the directory book or from trade website, and once the population has been selected with 250 major ISO 14001 certified companies, 40% of the total number of businessmen would be drawn. Therefore, the target number of questionnaires need to be collected are 100. However, 96 were returned, 4 questionnaires were not returned and 5 were rejected due to incompleteness and were unusable. Hence, 91 completed sets would be used for the data analysis in this study there by giving a total response rate of 91%.

B. INDEPENDENT VARIABLES

Perceived government legislations: Perceived government legislations were measured by using the adapted measurements from Cordano, M., & Frieze, I. H. (2002) and Nielson, L.B. (1999) this means the respondents will have to give answers to six items for this variable. A five point Likert scale ranging from 1= strongly disagree to 5= strongly agree will be employed to measure perceived government legislations.

Media exposure: Media exposure was measured by Wray, R.J., Jupka, K., Ludiwg-Bell, C. (2005) using 10 items using media type-exposure questions, and dose-exposure questions. However, the measurements for this variable will be adapted from Wray, R.J., Jupka, K., Ludiwg-Bell, C. (2005) using eight items. Individuals will be asked whether they have been exposed to any advertisement through television, radio, newspapers and billboards, if the answer is yes individuals would be then asked how many times they have been exposed to that type.

Safety and health concern: Health and safety concerns was measured by Wall, Glenda. (1995) using 1 statement stating "Our food is becoming unsafe because of food additives" respondents were asked to give answers from 1= strongly disagree to 7= strongly agree. Rundmo T. (1999) used three items to measure health and safety, respondents were asked to give answers from 1= most unsafe to 5= extremely safe. However, the measurements for this variable will be adapted from Wall, Glenda. (1995) & Rundmo T. (1999) this means the respondents will have to give answers to 4 items on a scale ranging from 1= strongly disagree to 5= strongly agree.

C. DEPENDENT VARIABLE: ENVIRONMENTAL ATTITUDE

The measurement environmental attitude will be adapted from Maloney, M. P., & Ward, M. P. (1973). This means the respondents will have to give answers to 10 items for this variable. A five point Likert scale ranging from 1= strongly disagree to 5= strongly agree will be employed to measure environmental attitudes.

RESULTS AND FINDINGS

DEMOGRAPHIC PROFILE

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Demographics	Classification	Frequency	Percentage
Gender	Male	58	63.74
	Female	33	36.26
Age	Below 25	2	2.20
	25-40	42	46.15
	41-60	35	38.46
	Above 60	12	13.19
Education	Undergraduate	4	4.40
	Graduate	51	56.04
	Post Graduate	30	32.97
	Other	6	6.59
Monthly Income	Below Rs.30000	4	4.40
	Rs. 30001-Rs.60000	36	39.56
	Rs. 60001-Rs. 100000	32	35.16
	Above Rs. 100000	19	20.88

Table 1 illustrates the demographic profile of the sample. It can be noticed that the sample is not balanced one with respect to gender where males represent 63.74% and females represent 36.26%. Age is constituted by middle age businessmen who represent 84.61% of the sample and which includes those who are 25-40 (46.15%) and those between 41 and 60 (38.46%); young respondents who represent 2.20% of the sample; and elders who represent 13.19% of the sample. Respondents with high educational level (university graduate, post graduate or professional degree) represent 89.01% of the sample. Those with above medium educational level represent 32.97% of the sample, and those with medium educational level represent 56.04%. Respondents exhibit different household income levels where 56.04% have high income level (more than Rs.100000 and from Rs. 60000 to 100000 monthly), 39.56% have above average income level (from Rs. 30000 to 60000 monthly), 4.40% have low or average income level (below Rs. 30000 monthly).

RELIABILITY STATISTICS

TABLE 2: RELIABILITY STATISTICS

Variable	Cronbach's α
Perceived Government Legislation	0.898
Media Exposure	0.921
Safety and Health Concern	0.782
Environmental Attitude	0.809
Overall	0.875

Reliability refers to the consistency of a measure of a concept (Bryman, 2004). It indicates how free a scale is from random error (Pallant, 2001). The reliability of the attitude scale was tested and resulted in a Cronbach's alpha 0.809. According to Bryman (2004, p.72), "the figure 0.80 is typically employed as a rule of thumb to denote an acceptable level of internal reliability". The result is shown in Table 2. Items of Perceived Government Legislation, Media Exposure and Safety & Health concern were tested in a Cronbach's alpha 0.898, 0.921 and 0.782 respectively. Cronbach's Alpha for all items was 0.875.

ANALYSIS OF HYPOTHESIS 1

H1₀: Perceived government legislation has no significant positive influence on the consumer's environmental attitude.

TABLE 3: RELATIONSHIP OF PERCEIVED GOVERNMENT REGULATION AND ENVIRONMENTAL ATTITUDE

3.1: Model Summary						
Model	R	R Square				
1	.852	.725				
3.2: ANOVA						
Model		Sum of Squares	F	Sig.		
2	Regression	45.967	11.499	.001		
	Residual	791.533				
	Total	837.500				
3.3: Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
3	(Constant)	35.378	2.179		16.240	.000
	Perceived Government Regulation	.339	.100	.234	3.391	.001

As shown in the Table 3, it provides correlation coefficients information for the regression models. The model entered all variables based on model of Iman Khalid A. Qader and YuserrieZainuddin (2010).

The first hypothesis of this model explained relationship between Attitude and Perceived Government Legislation. The model's coefficient of determination or R square ($R^2 = 0.725$) obtained indicates that 72.5% regression model of Environmental Attitude function can be explained by Perceived Government Legislation towards Green Electronics, while the remaining 27.5% are explained by other variables out of this model.

From the Table 3 (part 2) ANOVA, we can find that F value for the linear model is 11.499 ($.05 > \text{Sig.} = .001$), which can lead us to reject Null Hypothesis (H01). This result exerts that the first regression model with Perceived Government Legislation towards Green Electronics as the independent variables ($df = 1$) can be sufficiently used to predict Environmental Attitude.

Furthermore, the constants values " α " and " β " regression coefficients for this linear function are presented in the Table 3. Two approaches can be used to test the significance level: either by comparing t-value and t-table, or by comparing Sig. and α . In this analysis, both approaches were employed. Rules of thumb for this comparison pointed out that if $\text{Sig.} < \alpha = 0.05$, we can reject H_0 , and conversely, if $\text{Sig.} > \alpha = 0.05$, we cannot reject H_0 . Part 3.3 shows that as positive Perceived Government Legislation toward green products increase, Environmental Attitude increases, indicated a significant estimate ($t=3.391, p=0.001$). The corresponding beta coefficient indicated a positive effect ($\beta=0.234$). Thus, for attitude toward green initiatives and green electronics β coefficients are statistically significant or we can conclude that H_0 can be rejected.

ANALYSIS OF HYPOTHESIS 2

H2₀: Media exposure has no significant positive influence on consumer's environmental attitudes.

TABLE 4: RELATIONSHIP OF GREEN ELECTRONICS MEDIA EXPOSURE AND ENVIRONMENTAL ATTITUDE

4.1: Model Summary						
Model	R	R Square				
1	.768	.590				
4.2: ANOVA						
Model		Sum of Squares	F	Sig.		
2	Regression	52.482	13.237	.000		
	Residual	785.018				
	Total	837.500				
4.3: Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
3	(Constant)	34.508	2.270		15.204	.000
	Media Exposure	.379	.104	.250	3.638	.000

The second hypothesis of this model explained relationship between Green Electronics Media Exposure and Environmental Attitude. The model's coefficient of determination or R square ($R^2 = 0.590$) (Table 4: Part 1) obtained indicates that 59.0% regression model of Purchase Intention function can be explained by Green Electronics Media Exposure, while the remaining 41.0% are explained by other variables out of this model.

Looking at the Table 4 (part 2) ANOVA, we can find that F value for the linear model is 13.237 ($.05 > \text{Sig.} = .000$), which can lead us to reject Null Hypothesis (H02). This result exerts that the first regression model with Green Electronics Media Exposure as the independent variables ($df = 1$) can be sufficiently used to predict Environmental Attitude.

In part 3 of Table 4, it can be seen that as Green Electronics Media Exposure increase, Environmental Attitude increases, indicated a significant estimate ($t=3.638, p=0.000$). The corresponding beta coefficient indicated a positive effect ($\beta=0.250$). Thus, for Green Electronics Media Exposure β coefficients are statistically significant or we can conclude that H_0 can be rejected.

ANALYSIS OF HYPOTHESIS 3

H3₀: Safety and health concerns have no significant positive influence on the consumer's environment attitude.

TABLE 5: RELATIONSHIP BETWEEN SAFETY AND HEALTH CONCERN AND ENVIRONMENTAL ATTITUDE

5.1: Model Summary						
Model	R	R Square				
1	.894	.799				
5.2: ANOVA						
Model		Sum of Squares	F	Sig.		
1	Regression	32.409	31.538	.000		
	Residual	203.466				
	Total	235.875				
5.3: Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.265	1.499		8.181	.000
	Safety and Health Concern	.197	.035	.371	5.616	.000

The last hypothesis of this model explained relationship between Safety and Health concern and Environmental Attitude towards Green Electronics. The model's coefficient of determination or R square ($R^2 = 0.799$) (Table 5: Part 1) obtained indicates that 79.9% regression model of Environmental Attitude towards Green Electronics function can be explained by Safety and Health concern eco-friendly electronics, while the remaining 20.1% are explained by other variables out of this model.

Looking at the Table 5 (part 2) ANOVA, we can find that F value for the linear model is 31.538 ($.05 > \text{Sig.} = .000$), which can lead us to reject Null Hypothesis (H_0). This result exerts that the first regression model with Safety and Health concerns as the independent variables ($df = 1$) can be sufficiently used to predict Environmental Attitude towards Green Electronics.

In part 3 of Table 5, it can be seen that as Safety and Health concern increases, Environmental Attitude towards Green Electronics increases, indicated a significant estimate ($t=5.616$, $p=0.000$). The corresponding beta coefficient indicated a positive effect ($\beta=0.371$). Thus, for Safety and Health concern coefficients are statistically significant or we can conclude that H_0 can be rejected.

Compared to coefficient of determination or R^2 , Adjusted R^2 is more reliable in measuring a regression model's goodness of fit. The main disadvantage of using coefficient of determination or R^2 is more to do with bias of number of independent variables included into the model, which implies that the more independent variable added into the model, the more R^2 increasing. Worst of all, this condition does not take into consideration whether independent variable included is significant or insignificant influencing dependent variable. Meanwhile, that situation will not apply in the case of using Adjusted R^2 . Based on the generated data, it has been demonstrated that Adjusted R^2 of the regression model tends to be very low.

ANALYSIS OF HYPOTHESIS 4

H_{40} : There are no significant demographic differences in environmental attitudes.

TABLE 6: ENVIRONMENTAL ATTITUDE AND ITS RELATION WITH DEMOGRAPHICS OF RESPONDENTS (PEARSON CHI-SQUARE TEST)

	Gender	Age	Education	Income
Chi-square	13.192	15.114	19.049	38.953
Sig.	0.026	0.017	0.004	0.031
Hypothesis Outcome	Reject	Reject	Reject	Reject

As given in table 6, Pearson Chi-Square values examined association of all demographic variables with all ten items of Environmental Attitude. Analysis shows very high association of demographic factors with respondent's Environmental Attitude. All demographic variables, Gender ($p = 0.026 < 0.05$), Age ($p = 0.017 < 0.05$), Educational Qualification ($p = 0.004 < 0.05$) and Income ($p = 0.031 < 0.05$) of the respondents have significant differences between consumers who indicate positive Environmental Attitude and those who do not indicate positive Environmental Attitude. We can conclude that there was a significant main effect of Gender, Age, Educational Qualification and Monthly Income of respondents who indicate positive Environmental Attitude and those who do not indicate positive Environmental Attitude.

DISCUSSION

- The result of this study indicated that perceived government legislations influence respondents' environmental attitude, the mean score for perceived government legislations was 4.31 which indicate that businessmen's perception of governments' ability in controlling environmental laws and regulations is low. In this study perceived government legislations, is conceptualized as consumer's perception that governments should impose strict laws and regulations on environmental pollution.
- The findings of this study are closer in line with Chandra (Chandra, S. (2001)) and who carried out a study on the "relationship between political awareness and conservation of attitudes and behaviours", political awareness showed a positive weak correlation with attitude, it was at least strong enough to be considered significant and therefore, the results showed that there was almost positive relationship between a person's political and environmental awareness. However, this governmental variable was used in connection to environmental studies, each study catered for a different context, different measurement, different model, and a different theory from the one that has been used in this study.
- In addition, media, exposure is conceptualized as the type and frequency of media coverage on environmental issues that help shape consumer's beliefs. In the current study, measurement for media exposure has been adapted from [Wray, R.J., Jupka, K., Ludwig-Bell, C. (2005)] in the measurement media exposure is measured by frequency and dose of exposure to various media types. Although, the findings of this study show that 93.4% of businessmen are all exposed newspaper articles, while 86.81% of businessmen are exposed to local news stories. In addition, 42.86% of businessmen are exposed to radio advertisements, and 64.83% have exposed to billboards.
- However, dose of exposure is considered rather low, among businessmen reporting exposure to different types of media, this can be shown from the findings that 14.12% of businessmen are not exposed to newspaper articles on environmental issues, and 69.42% are exposed to newspapers articles on environmental issues, 1 to 5 times in a three-month period. In addition, it seems that 16.46% of businessmen have not seen local news stories on environmental issues, while 62% have seen local news stories on environmental issues 1 to 5 times in a three-month period. However, 40.6% of businessmen have not heard radio advertisements on environmental issues, while 37.1% hears a radio advertisement only 1 to 5 times in a three month period. Finally, 35.17% of businessmen do not remember seeing billboards, and 22% of businessmen do remember seeing a billboard on the environment 1 to 5 times in a period of three months. The findings indicate that although businessmen were exposed to the four types of media, but the level of exposure is low. Therefore, from the results of findings, media exposure has a significant statistical direct effect on environmental attitude.
- Finally, the result of this study indicated that respondents' safety and health concerns strongly influenced respondents' environmental attitude, this indicates that businessmen safety and health concerns towards the environment is high. This means that the higher the concern about safety and health the higher their attitude towards the environment. This study is in line with the findings of Wall, Glenda. (1995) who found that safety and health concerns ranked as the strongest predictors of attitude, findings by Wall, Glenda. (1995) lend support to researchers who claim that increasing concerns with safety and health are becoming a prominent factor in shaping people's attitudes towards the environment, it also supports the self-interest notion that behavioral motivation increases with perceptions of personal risk.
- The finding is supported by Dunlap, R. E. & R. Scarce. (1991) who argued that there is evidence that environmental conditions are worsening. Accordingly, Dunlap, R. E. & R. Scarce. (1991) argued that concerns for quality of life has given way, in many cases to concern about health issues, and life itself, for humans and non-human species.
- The findings of this study are in line with Rundmo T. (1999) who concluded that respondents felt most unsafe regarding polluted food, infected food, and industrial pollution. Hence, in the current study businessmen were asked four questions to measure their safety and health concerns.
 - The first question; our food is becoming unsafe because of environmental pollution, the mean score for question one is (4.0).
 - The second question; our water is becoming unsafe because environmental pollution, the mean score for question two is (4.31).
 - The third question; I feel unsafe from getting a health injury caused by environmental pollution, the mean score for question three is (3.98).
 - Finally question four; I feel unsafe consuming polluted food, the mean score for question four is (4.41).
- Therefore, the findings indicate that businessmen felt most unsafe consuming polluted food, polluted water, and getting a health injury caused by environmental pollution. Hence, concerns with safety and health are becoming a prominent factor in shaping people's attitudes towards the environment. The result of this study indicated that respondents' environmental attitude was high.
- Respondents' Attitude was different when it comes to Gender, Age, educational qualification and occupation of the respondents. This means that Males, Mid Age respondents, higher education and higher occupation level have more environment consciousness and they are more likely to act for green electronics in their near future.

CONCLUSION

Based upon research findings, following implications were drawn for electronic industry.

- An exploratory study sought to increase understanding of consumer perceptions of environment friendly Electronics. This study provides an empirical first step into understanding consumer attitudes in relation to green products in the Electronics industry.
- The research showed that consumer attitude towards environment friendly Electronics has a major effect of Perceived Governmental Legislation, Media Exposure and Safety & Health concern.
- Companies should focus marketing efforts on educating consumers about the social responsibility practices of the organization. Businesses should also strive to provide consistent sustainability messages on product labels and hangtags, as well as on company websites.
- Companies should also take into account how consumers are learning about the environmental movement. Respondents stated that they received the majority of information about environment friendly products through the internet and print/media.
- These findings continued to show the importance of consistent advertising on products and company websites. Research also suggests that respondents are interested in green Electronics and the environmental movement.
- The majority of respondents held strong attitudes towards environment friendly Electronics and other green products.
- Manufacturers and retailers should continue to incorporate environmental responsibility into their core values and expand environment friendly product lines to capture the growing number of consumers looking for green options.
- This research study was a preliminary step to understanding consumer adoption of the environment movement in Ankleshwar city. This emergent phenomenon is likely to expand and become a major strategy for businesses and corporations worldwide taking care of other major electronic product users in mind.
- Future research in India can also include investigation of linear relationships identified in this work and can help identify long-term patterns in one of the world's fastest growing countries and one that will truly have a global impact on the environmental and economic direction of society over the next few decades.
- In addition, future research should try to tease out various relationships, including mediating and moderating relationships, that may exist between various items and factors we have identified.
- A more broadly-based and random sample study across India would also provide a better picture of Indian consumers' behavior towards these practices and what is occurring throughout India, not only in Ankleshwar city.

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