# Attitude of Indian Consumer towards Environmental Fair Consumption of Products

Vinod Patel
Department of Business and Industrial Management,
Veer Narmad South Gujarat University, Surat
drvinod_patel2033@yahoo.com

*Abstract*- **Available literature review suggested that perception and consciousness of consumers has been related to all the aspect of environmentally friendly consumption and existing construct for measurement usually misperceived social and ecological issues. The aim of present research is to study the social issues and fair labour conditions in trading and manufacturing process of India.It is important to understand the difference between liking of service or product due to it being less harmful and less damaging to the environment or due to its abiding with international labour standards and social justice. Objective of this study was also to propose a scale for Consciousness of Fair Consumption, Moral and other oriented reasoning (MR), Environmental concern (EC), Intention to buy Fair-Trade Products, Purchase of Fair Trade products which would be unidimensional in nature. Secondary objective of this study was to assess reliability, validity and construct model fit in consumer durable products. Researchers used descriptive research design by selecting 240 respondents from Indian consumer product industry through multi stage sampling methods. Structured questionnaire has been developed based on the literature review and filled by face to face personal interview methods through mall intercept method of data collection. The result explained that Consumer Fair Consumption scale is unidimentional, reliable and valid as a proposed scale for fair consumption.**

*Key Words:* **Fair Consumption, Environmental Concern, Validity, Reliability**

IJBAMR