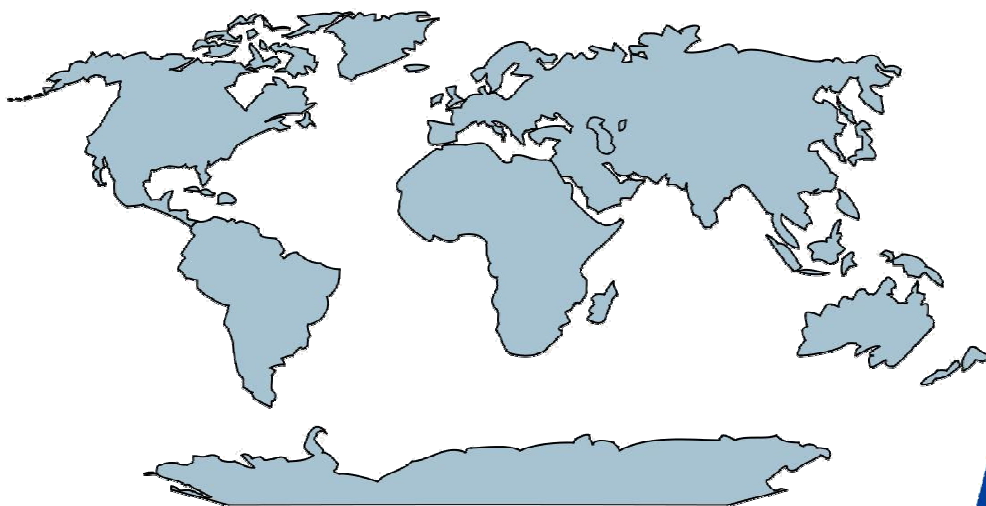


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RUSSELLIAN – MOOREAN ATTACK ON IDEALISM

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ABSTRACT

The focus of this paper is on the attack carried out by Bertrand Russell and G.E. Moore on idealism as championed by Friedrich Hegel, Friedrich Bradley and Mc Taggart. The paper examined the imports in the idealism of Hegel and looked at the philosophies of Bradley and MC Taggart in order to see how they set in motion the current that led Russell and Moore to say no to their idealism. It has to be borne in mind that after the period of Kant and Hegel, there was no metaphysics that could provide answer to the array of philosophical questions that stared the people at the face. While the neo-Kantians sought to resurrect Kantian philosophy others wanted Hegelianism. A critical scrutiny, as carried out by Russell and Moore on the Absolute Idealism of Bradley and Personal Idealism of MC Taggart, showed that their account of reality (Bradley and MC Taggart) was grossly inadequate in the face of the latest developments in the area of science. Russell particularly made up his mind to seek out an alternative view about reality. However, critical and analytical methods of inquiry were employed in developing this paper. To this end, various literatures which provided the background to this paper were used. The paper concluded that idealism as a school of thought in philosophy had not successfully delved into showing us the rationales behind reality which Russell and Moore were set to do. Though there is no doubt in the fact that, inherent pitfalls were also noticeable in their work.

INTRODUCTION

The focus of this paper, as earlier mentioned is to critically examine idealism and see how Russell and Moore used their intellectual prowess to refute idealism. Due to internal inconsistencies and the growing need for a more scientific explanation of phenomena in the physical world both the Absolute idealism of Bradley and personal idealism of Mc Taggart began to wane in popularity. Their metaphysical systems could no longer satisfy the strident calls for scientific justification of beliefs, which men have instinctively clung to. Russell and Moore realizing the short coming of idealism as a metaphysical system sought to provide a more realistic explanation of the nature of phenomena and our place in the universe of things.¹ Passmore in a poetic fashion writes “Russell led more into philosophy but Moore led the revolt against idealism”.² Russell himself says “Moore took the lead in Rebellion and I followed with a sense of emancipation.”³

Both Russell and Moore saw their new theory as liberation from Bradley’s absolute. Moore on a personal note derided what he called the Hegelian subterfuges i.e the Hegelian dialectics which tries to show the ability of reasoning working or holding two contradictory propositions, that is, that we can think of P and not P or the negation of negation. For Moore it either is or is not. He did not accept the Hegelian dialectics of unity of opposites. Russell and Moore were therefore concerned with providing an alternative metaphysics that will replace what they regarded as the decadent metaphysics of Hegelianism as were presented by Bradley and MC Taggart.

A BRIEF OVERVIEW OF IDEALISM

The metaphysical meaning of idealism has little to do with the ordinary meaning of the word. Instead, its philosophical usage relates to a theory which holds that the most important element in the nature of reality is mind or spirit. After Descartes, some philosophers developed a Cartesian system without the notion of a physical substance. The full flowering of this kind of theory appears in the metaphysical views of the Irish, philosophers, Berkeley.

Bishop Berkeley’s contention is that there is no such entity as a physical world, or matter, in the sense of an independently existing object. Instead, all that we ordinarily call physical objects are actually collections of ideas in a mind. A table is the set of perceptions that I have when I touch, look, and so on. But this is not to say that things are really different from what they appear to be. Berkeley insisted that all that we can ever know about objects is merely the ideas we have of them. The appearances we experience are the very objects, and the appearances are sensations or perceptions of a thinking being. Idealist philosophers idolize spirit. They emphasise the supremacy of spirit or mind over matter. Matter, to them, is nothing but the manifestation of the spiritual. Fichte J.G, Hegel F., Bradley F., Mc Taggart, Plato e.t.c are the notable idealist metaphysicians who emphasise the power of spirit as the controlling factor of the universe.⁴

HEGEL’S IDEALISM

Georg Wilhelm Friedrich Hegel (1770-1831), was one of the most influential and systematic of the German idealists. Also well known for his philosophy of history and philosophy of religion. Life and world, the eldest

of three children, was born in Stuttgart, the son of a financial official in the court of the Duchy Wurttemberg. His mother died when he was eleven. At Eighteen, he began attending the theology seminary of stift attached to the University of Tubigen. He studied theology and classical languages and literature. Above is just a brief history of the man. Our concern is not this but his idealistic postulations.

Prior to the move to Jena, Hegel's essay had been chiefly concerned with problems in morality, the theory of culture, and the philosophy of religion. Hegel shared with Rousseau and the German Romantics many doubts about the political and moral implications of the European Enlightenment and modern philosophy in general even while still enthusiastically championed what he termed the "principle of modernity", "absolute freedom". Like many, he feared that the modern attack on Feudal political and religious authority would merely issue in the reformation of new internalized and still repressive forms of authority. And he was among that legion of German intellectuals infatuated with ancient Greece and the superiority of their supposedly harmonious social life, compared with the authoritarian and legalistic character of the Jewish and later Christian religions.

In his early years, at Jena especially before schelling left in 1803, he was particularly preoccupied with this problem of a systematic philosophy as a way of accounting for the basic categories of the natural world and for human practical activity that would ground all such categories on commonly presupposed and logically interrelated even interdeducible principles. In Hegel's terms this was the problem of the relation between "Logic" and a "philosophy of Nature" and "Philosophy of Spirit".

However, during Jena years, his views on this issue changed. Most importantly, philosophical issues moved closer to centre stage in the Hegelian drama. He no longer regarded philosophy as some sort of self-undermining activity that merely prepared one for some leap into genuine "speculation" and began to champion a unique kind of comprehensive, very determinate reflection on the inter-relations among all the various classical alternatives in philosophy. Much more controversially, he also attempted to understand the way in which such relations and transitions were also reflected in the history of the arts, politics and religions of various historical communities. He thus came to think that philosophy should be some sort of recollection of its past history, a realization of the mere partiality, rather than falsity, of its past attempts at a comprehensive teaching, and an account of the centrality of those continuously developing attempts in the development of other human practices. Through understanding the "logic" of such development, a reconciliation of sorts with the implications of such a rational process in contemporary life, or at least with the potentialities inherent in contemporary life would be possible.

In all such influences and developments, one revolutionary aspect of Hegel's position became clearer. For while Hegel still frequently argued that the subject matter of philosophy was "reason" or the absolute the unconditioned presupposition of all human account giving and evaluation and thereby an understanding of the whole" within which the natural world and human deeds were "parts", he also always construed this claim to mean that the subject matter of philosophy was the history of human – experience itself.⁵

On the nature of Reality, Hegel looked upon the world as an organic process. We have already seen that for him the truly real is what he called the Absolute. In theological terms, this Absolute is called God. But Hegel was particularly concerned to indicate that he was not here referring to a Being separate from the world of nature or even from individual persons. Whereas Plato made a sharp distinction between appearance and reality, Hegel argued in effect that appearance is reality. Nothing, Said Hegel, is unrelated. For this reason, whatever we experience as separate things will, upon careful reflection, lead us to other things to which they are related until at last the process of dialectical thought will end in the knowledge of the Absolute. Still, the Absolute is not the unity of separate things. Hegel rejected the premise of materialism, which held that there are separate, finite particles to hard matter, which, when arranged in different formations, make up the whole nature of things. Nor did Hegel accept the extreme alternative put forward in the ancient world by Parmenides and more recently by Spinoza, namely, that everything is one, a single substance with various modes and attributes. Hegel described the Absolute as a dynamic process, as an organism having parts but nevertheless unified into a complex system. The Absolute is therefore, not some entity separate from the world but is the world when viewed in a special way.

Hegel believed that the inner essence of the Absolute could be reached by human reason because the Absolute is disclosed in nature as well as in the working of the human mind. What connects these three, the Absolute, Nature and man's mind, is 'Thought' itself;

A person's way of thinking is, as it were fixed by the structure of nature, by the way things actually behave. Things behave as they do, however, because the absolute is expressing itself through the structure itself in Nature. Just as the Absolute and also Nature are dynamic processes, so also human thought is a process, a dialectic process.⁶

BRADLEY'S IDEALISM

Bradley was a Neo-Hegelian who was the chief exponent of the Hegelian views on absolute idealism. He sees metaphysics as an expression of man's desire to comprehend reality. He sees man as part of this reality who being endowed with the Faculty of curiosity cannot cease to probe into the inner recesses of things. He sees metaphysics as encouraging free sceptical inquiring, which protects us against dogmatic superstitions.⁷ He does not believe that reality is such that we cannot reach, this is because to say that reality is beyond our reach is to know reality – otherwise how can we say that we cannot reach it if we do not know it.

In Bradley, we find the idea of the world as a single indivisible whole which does not allow the isolation of any element from the whole as that would amount to distortion and partial falsehood. To him, there is no self contained facts short of reality as a whole i.e. The Absolute.⁸ He sees this monistic outlook as a product of a priori reasoning. It was because of this that Bradley opposed the Russellian view on unities and pluralism. To Bradley, these two views are irreconcilable; the only reality is that of unity. The monistic philosophy of Bradley led him to assert that relations are internal but Russell said No to this and identified relations as external. In essence, Bradley continued in the tradition of Hegel in the sense that everything is necessarily part of a whole and as such one as they are all internally related.

Mc TAGGART'S IDEALISM

Mc Taggart, (1806-19250), English philosopher and leading British personal idealist. Aside from his childhood and two-extended visits to New Zealand, Mc Taggart lived in Cambridge as a student and fellow of Trinity college. His influence on others at Trinity, including Russell and Moore, was at times great, but he had no permanent disciples. He began formulating and defending his views by critically examining Hegel. In studies in the Hegelian Dialectic (1896), he argued that Hegel's dialectic is valid but subjective, since the Absolute Idea Hegel used it to derive contains nothing corresponding to the dialectic. In studies in Hegelian cosmology (1901) he applied the dialectic to such topics as sin, punishment, God, and immortality. In his commentary on Hegel's logic (1910) he concluded that the task of philosophy is to rethink the nature of reality using a method resembling Hegel's dialectic.

Mc Taggart attempted to do this in his major work, the Nature of Existence (two volumes, 1921 and 1927).⁹

In the first volume, he tried to deduce the nature of reality from self-evident truths using only two empirical premises, that something exists and that it has parts. He argued that substances exist, that they are related to each other, that they have an infinite number of substances as parts, and that each substance has sufficient description, one that applies only to it and not to any other substance. He then claimed that these conclusions are inconsistent unless the sufficient descriptions of substances entail the descriptions of their parts, a situation that requires substances to stand to their parts in the relation he called determining correspondence. In the second volume, he applied these results to the empirical world, arguing that matter is unreal, since its parts cannot be determined by determining correspondence. In the most celebrated part of his philosophy, he argued that time is unreal by claiming that time presupposes a series of positions, each having the incompatible qualities of past, present, and future. He thought that attempts to remove the incompatibility generate a vicious infinite regress. From these and other considerations, he concluded that selves are real, since their parts can be determined by determining correspondence, and that reality is a community of eternal perceiving selves. He denied that there is an inclusive self or God in this, but he affirmed that love between the selves unites the community producing a satisfaction beyond human understanding.¹⁰

According to Mc Taggart, there is need to find good reasons for what one believes on instinct. To him, we are not entitled to our instinctive beliefs unless they are supported by metaphysical reasoning. He also believes that there is need to provide a metaphysics that will justify a religious attitude which sees as a conviction of harmony between ourselves and the universe at large. The obvious insinuation one can get from MC Taggart's view is that he strives to show the sufficiency of individuals and at the same time wants to show that all selves are part of the whole.¹¹

RUSSELL'S ATTACK ON HEGELIAN IDEALISM (BRADLEY/MC TAGGART)

Russell, Bertrand (1872-1970), was a British philosopher, logician, social reformer, and a man of letters, one of the founders of analytic philosophy. Born into an aristocratic political family, Russell always divided his interests between politics and philosophy. Orphaned at four, he was brought up by his grandmother, who educated him at home with the help of tutors. He studies mathematics at Cambridge from 1890 to 1893, when he turned to philosophy.

At home he had absorbed J. S. Mill's liberalism, but not his empiricism. At Cambridge, he came under the influence of neo-Hegelianism, especially the idealism of McTaggart, Ward (his tutor), and Bradley. His

earliest logical views were influenced most by Bradley especially Bradley's rejection of psychologism. But, like Ward and McTaggart, he rejected Bradley's metaphysical monism in favour of pluralism (or Monadism). Even as an idealist, he held that scientific knowledge was the best available and that philosophy should be built around it. Through many subsequent changes, this belief about science, his pluralism and his anti-psychologism remained constant.¹²

In 1895, he conceived the idea of an idealist encyclopaedia of the sciences to be developed by the use of transcendental arguments to establish the conditions under which the special sciences are possible. Russell's first philosophical book, *An Essay on the Foundations of Geometry* (1897), was part of this project, as were other (mostly unfinished and unpublished) pieces on physics and arithmetic written at this time. Russell claimed, in contrast to Kant, to use transcendental arguments in a purely logical way compatible with his anti-psychologism. In this case, however, it should be both possible and preferable to replace them by purely deductive arguments. Another problem arose in connection with asymmetrical relations, which led to contradictions if treated as internal relations, but which were essential for any treatment of mathematics. Russell resolved both problems in 1898 by abandoning idealism (including internal relations and his Kantian methodology). He called this the one real revolution in his philosophy. With his Cambridge contemporary, G.E. Moore, he adopted an extreme Platonic realism, fully stated in the *Principles of Mathematics* (1903) though anticipated in a critical *Exposition of the Philosophy of Leibniz* (1900).¹³

On Russell's extreme realism, everything that can be referred to is a term that has being (though not necessarily existence). The combination of terms by means of a relation results in a complex term, which is a proposition. Terms are neither linguistic nor psychological. The first task of philosophy is the theoretical analysis of propositions into their constituents. The propositions of logic are unique in that they remain true when any of their terms (apart from logical constants) are replaced by any other terms.¹⁴

In 1901, Russell discovered that this position fell prey to self-referential paradoxes. For example, if the combination of any number of terms is a new term, the combination of all terms is a term distinct from any term. The most famous such paradox is called Russell's paradox. Russell's solution stratified terms and expressions into complex hierarchies of disjoint subclasses. The expression 'all terms' e.g. is then meaningless unless restricted to terms of specified type(s), and the combination of terms of a given type is a term of different type. A simple version of the theory appeared in *Principles of Mathematics* but did not eliminate all the paradoxes. Russell developed a more elaborate version that did, in "*Mathematical Philosophy has its Basis in the Theory of Types*" (1908) and in *Principia*. From 1903 to 1908, Russell sought to preserve his earlier account of logic by finding other ways to avoid the paradoxes—including a well developed substitutional theory of classes and relations. Two other difficulties with Russell's extreme realism had important consequences: (i) 'I met Quine' and 'I met a man' are different propositions, even when Quine is the man I met. In the *Principles*, the first proposition contains a man, while the second contains a denoting concept that denotes the man. Denoting concepts are like Fregean senses; they are meanings and have denotations.¹⁵

However, Bertrand Russell initially was attracted to the idealism of Bradley, which was a refined form of Idealism having as its pedigree the Hegelian philosophy of Absolute Idealism. But as we have already seen, serious scrutiny of the basis of the Absolute idealism of Bradley and the personal idealism of McTaggart showed that their account of reality was grossly inadequate in the face of latest developments in the area of science. Russell therefore made up his mind to seek out an alternative view about reality. The new realism, which attracted Russell, is said to owe much to Alexius Meinong. But Russell and Moore provided the fillip in the attack against idealism. For Russell, objects existed independent of the perceiving mind. He held that the true relationship between objects is external and not internal as Bradley had suggested.¹⁶

For Russell, if philosophy must give a realistic account of the world, then it has to remain a close associate of logic and mathematics. The implication of this statement for him is that all sound philosophy should begin with the analysis of propositions. In his book, '*Our Knowledge of the External World*' he explained that the world is laid out in a logical manner and he saw true statement as corresponding to reality. It was this view of language having a logical connection with fact that made him to proclaim that logic is the essence of philosophy. For him "logical" defects of language must be avoided by applying what is called principle which dispenses with abstraction? He held that only proper analysis of word will lead us to the fundamental simples that represent reality. His notion of "simples" led him to the adoption of a worldview of pluralism that was in antithesis to the monism of Bradley which was supported by a priori arguments. To Russell, relations must be established on empirical grounds (for him things are analyzable into subject and predicates).¹⁷

ON LOGICAL ATOMISM OF BERTRAND RUSSELL

Russell's point of Departure in philosophy was his admiration for the precision of mathematics. Accordingly, he announced that the kind of philosophy that I wish to advocate, which I call logical atomism, is one which has forced itself upon me in the course of thinking about the philosophy of mathematics". He wanted to set forth a certain kind of logical doctrine and on the basis of this a certain kind of metaphysics". Russell thought that since it was possible to construct a logic by which the whole of mathematics could be derived from a small number of logical axioms, as he had already done with A.N Whitehead in their principia mathematica, then why could not this logic form the basis of a language that could accurately express everything that could be clearly stated? ¹⁸

To accomplish the task of creating a new language, Russell set out first of all to analyse certain "facts" which he differentiated from things'. "The things in the world", said Russell, "have various properties, and stand in various relations to each other. That they have these properties and relations are facts..." Facts constitute for Russell the complexity of the relations of things to each other, and therefore "it is with the analysis of facts that one's consideration of the problem of complexity must begin". Russell basic assumption was that" facts, since they have components, must be in some sense complex, and hence must be susceptible of analysis". The complexity of facts is matched by the complexity of language. For this reason, the aim of analysis is to make sure that every statement represents an adequate picture of the reality, of the facts, of the world.¹⁹

Language, according to Russell, consists of a unique arrangement of words, and the meaningfulness of language is determined by the accuracy with which these words represent facts. Words, in turn, are formulated into propositions. "In a logically perfect language" said Russell, "the word in a proposition would correspond one by one with the components of the corresponding facts". To him, a proposition states a fact. When a fact is of the simplest kind, it is called an atomic fact. Propositions that state atomic facts are called atomic propositions. If our language consisted only of such atomic propositions, it would amount only to a series of reports regarding atomic facts. This is what Wittgenstein said in his Tractatus, when he wrote that "the world is everything that is the case... what is the case, the fact, is the existence of atomic facts."²⁰ It is clear that in our language, atomic propositions are put together into more complex propositions. When two or more atomic propositions are linked together with such words "as". 'and' and "or", the result is what Russell calls a molecular proposition. However, there are no 'molecular' facts, only atomic facts. For this reason, molecular propositions cannot correspond to molecular facts. How can one test the truth or falsity, then, of molecular propositions? Their truth depends upon the truth or falsity of the atomic propositions of which they are made up. Language, to this end, consist of an indefinite number of atomic propositions, whose correspondence with actual facts is settled by empirical methods and techniques. Nothing can be said about the world that is not analyzable down to an atomic proposition, which in turn, corresponds to an atomic fact. Russell, to us had not given a satisfactory explanation on what facts are. ²¹

MOORE'S REFUTATION OF IDEALISM (1873 – 1958)

Moore and Russell have been as two compatible heads that turned around the fate of philosophy from its idealism bound path to that of realism that is anchored on analysis. But it is however, informing to note that Moore started from Bradley because in Bradley he perceived some anti-psychological tendency which he fell heir to. Moore just as Russell places much attention on logic and this to a large extent, is why they share in the reasonableness of the correspondence theory of truth.

Moore's first attack was directed at the idealist Maxim that says "to be is to be perceived." He objected to this because according to him, the idealists thought that this maxim involved an identity i.e that what is perceived is identical with perception. Moore completely disagreed with this view and made it clear that something has to exist before the act of perception takes place. Moore says that being which denotes what exists is different from being perceived" which signifies the awareness of the existence of what is. ²²

For Moore, sense data is external and not in the mind as Berkeley had held. To him "experiencing" and the experienced are two different things. For him, things continue to exist even when they are not perceived. His purpose actually was to defend common sense view and by so doing to show that the external world exists. He nails the problem of solipsism by saying that if other human beings (mind) do not exist, that there would have been no need trying to prove that they exist – since the argument will be directed to nobody. Moore says that his system of thought may appear paradoxical but he is contented because he has appealed throughout to the rule of logic.

For Moore, analysis is for concepts and not for expression. He holds that lack of proper analysis is the bane of traditional philosophy which has taken a lot of things for granted. Logical analysis is according to him the basic

business of philosophy. To him, it is lack of the analytic bent that has led many philosophers into committing what he called “Naturalistic fallacy”, that is, trying to define things that are unanalysable and unnatural in naturalistic terms. He gave an example of the word “good” which he said cannot be defined or analysed because it is simple and unanalysable. To define good is to commit the above fallacy.²³

Moore, an English philosopher, who spearheaded the attack on idealism and was a major supporter of realism in all its forms: metaphysical, epistemological and axiological. Moore(1873-1958) is mainly known for his attempted refutation of idealism and his defense thereby of realism. In his book, “The Refutation of Idealism” (1903), he argued that there is a crucial premise that is essential to all possible arguments for the idealistic conclusion that “All reality is mental (spiritual)”. This premise is: “To be is to be perceived, (in the broad sense of perceive). Moore argued that, under every possible interpretation of it, that premise is either a tautology or false; hence no significant conclusion can ever be inferred from it. His positive defense of realism had several prongs. One was to show that there are certain claims held by non-realist philosophers, both idealist ones and sceptical ones.

Moore argued in “A Defense of Common Sense” (1925), that these claims are either factually false or self-contradictory, or that in some cases there is not good reason to believe them. Among the claims that Moore attacked are these: Propositions about (purported) material facts are false; “No one has ever known any such propositions to be true; Every (purported) physical fact is logically dependent on some mental facts”; and “Every physical fact is casually dependent on some mental facts. Another major prong of Moore’s defense of realism was to argue for the existence of an external world and later to give a proof of an External world” (1937). The bulk of Moore’s work falls into four categories; metaphysics, epistemology, ethics and philosophical methodology.²⁴

In his major ethics, principia ethical (1903), Moore maintained that the central problem of ethics is what is good? Also, in Epistemology, most of Moore’s work in this area dealt with the various kinds of knowledge. In his metaphysics, Moore is mainly known for his attempted refutation of Idealism and his defence of realism.²⁵

CONCLUSION

In this work, efforts have been intensified in examining idealism from the perspectives of Hegel, Bradley, and Mc Taggart. Also, the reactions of Russell and Moore gave a different insight into the work by exemplifying their antithetical posture to idealism.

This work has laid out in a comprehensive form the positions of Russell and Moore as far as the need to abandon the metaphysics of Idealism is concerned and the need to see philosophy as essentially concerned with logical analysis, logical synthesis and comprehensive construction of facts as they exist in the external world.

In fact, there is no position that is sacrosanct, Moore and Russell have not, in their antithetical posture to Idealism, successfully defended their realistic views of the world and everything therein. Though, there is a comprehensive understanding of their work when compared with the idealistic tendencies exemplified in the works of the Hegelians (Bradley and McTaggart).

To this end, what we have been able to do is to show that there has been a turn from idealism to realism and that the path is now that of analysis. Moore in his ingenuity has presented arguments to refute the claims of idealism and has shown that the common sense view of an existent, independent world is a reality and does not border on speculation. From here, we are in the different epoch and that is, that of logical analysis or analytic philosophy.

Also, what we are able to get from the foregoing analysis is that our ordinary language is defective and hence needs to be overhauled or replaced with a logically perfect language that will correctly serve as the picture of reality which should be the main function of language. The configuration of facts must be analyzable into simple facts which are the states of affairs.

END NOTES

1. Ozumba G. O., *The Philosophy of Logical Positivism and the Growth of Science*, (Calabar: Bacon Publications, 2001), 13.
2. Passmore cf. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 13.
3. Russell B. cf. Ozumba G. O., *The philosophy of Logical Positivism and the Growth of Science*, 14 .
4. Omoregbe J., *Metaphysics Without Tears*, (Lagos: Joja Educational & Research Publishers, 2000), 6.
5. Audi R., *Cambridge Dictionary of Philosophy*, (Cambridge: Cambridge University Press, 1995), 311-312.

6. Stumpf S. E., *Socrates to Sartre: A History of Philosophy*, (New York: McGraw – Hill, inc, 1982), 315-316.
7. Bradley F. Cf. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 10-11.
8. Bradley F. Cf. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 11-12.
9. McTaggart cf. Audi R., *Cambridge Dictionary of Philosophy*, 455-456.
10. Audi R., *Cambridge Dictionary of Philosophy*, 456.
11. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 12.
12. Russell culled from Ludwig Wittgenstein's *Tractatus Logical Philosophicus*, (London: Routhedge and Kegan Paul, 1955), 5.
13. Russell abandoned idealism. With his Cambridge contemporary G.E. Moore, he adopted an extreme Platonic realism, fully stated in the principles of mathematics which though anticipated in a critical exposition of the philosophy of Leibniz (1900).
14. Russell cf. Albury C., *An Introduction to Modern Philosophy*, (New York: Macmillian Publishing co. 1963), 563 .
15. On Russell's Paradoxes and his theory of types in his *Principia mathematica* (1908) cf. Audi R. *Cambridge Dictionary of Philosophy*, 700.
16. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 13.
17. Russell cf. Ayer, A.J., *Logical Positivism*, (Illinois: Free Press, 1979), 34.
18. Russell on his logical Atomism cf. Stumpf S.E., *Scorates to Sartre: A History of Philosophy*, 420-421.
19. Russell on facts and language cf. Stumpf S.E., *Scorates to Sartre: A History of Philosophy*, 420-421.
20. Wittgenstein said in his *Tractatus* that "the world is everything that is the case ... cf. Stumpf S.E., *Socrates to Sartre's: A History of Philosophy*, 421.
21. Stumpf S.E., *Socrates to Sartre: A History of Philosophy*, 421.
22. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 14.
23. Ozumba G.O., *The philosophy of Logical Positivism and the Growth of Science*, 15.
24. Audi R., *Cambridge Dictionary of Philosophy*, 477.
25. In his *Metaphysics*, Moore is mainly known for his attempted refutation of idealism and his defense of realism. This statement is culled from the *Cambridge Dictionary of Philosophy* edited by Audi, Robert, Cambridge: Cambridge University Press, 477.

THE PATTERN OF HOUSING DENSITY MIX IN AKURE, NIGERIA

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ABSTRACT

In Nigerian, earlier studies focused on housing provisions and delivery with considerable works carried out by scholars in various disciplines to explain the determinants, structures and pattern of housing density mix in urban center, which have aggravated this area to slum due neglect and planlessness. This paper examines the pattern of housing density mix in Akure with a view to assess the impetus that affects housing density distribution and control sprawl development. The paper analyzes housing density in the area, by dividing the town into three residential zones; the core, transitional and periphery. The empirical analysis shows that location is not only the factors that affect pattern of housing density distribution within the urban space; other factors such as income, land value and so on play a significant role. The paper suggested that, for proper liveability in residential neighbourhood, there is need for zoning, which will ensure re-organization and re-planning to reduce the impact of sprawl development witness in most urban areas in Nigeria.

Keywords: Housing, Density Mix, Residential, Development

1. INTRODUCTION

The human settlement environment is strongly influenced by housing density. Both high density and the high per capita land consumption rates associated with low density development can have negative environmental consequences. Higher housing densities can concentrate pollutants within the urban environment, but can reduce the impact of residential development on surrounding ecosystems and productive agricultural resources, and reduce energy and resource use (Forsynth, 2003). The low density settlement typical of urban fringe or peri-urban areas may result in the removal of remnant vegetation and consequent loss of biodiversity, convert agriculturally productive areas to less productive residential development, exacerbate the spread of weed and animal pests and increase energy consumption and infrastructure provision costs (Lewyn, 2012).

For over some years ago, government has campaigned towards housing for all that meets human needs and aspirations. That categorically does not mean, however, that it promotes very low-density housing or that it has ever done so. From the early garden cities to the post-Second World War new towns, the government ideal has been medium-density housing in planned settlements with good access to jobs, shops, schools, services, and transport (Ilechukwu, 2010). It has constantly resisted sprawling, unplanned, low-density 20th-century suburban development. It contrasts this with the more compact suburbs of earlier centuries, to which we need now to return (Newman and Jeffrey, 1999).

One major component of housing density is availability of land resources. Urbanization in Nigeria has resulted in limited accessibility to land and compounding the problems of housing provision. Cities are the main focus of land problems and the threshold population for their classification varies from one country to another and over time, even within the same country. More critical than population, is the function metropolitan area performs. One of the distinguishing characteristics of a metropolitan area is that, its work is largely divorced from soil related activities, that is, its people are dominantly not primary food producers. Furthermore, it is unrealistic in Nigeria to classify all cities as metropolitan areas because of their peculiar functions. However, their roles as development advances in most instances result in increase in land value which affects housing delivery (Shulz and Wereatz, 2004). According to the Bid Rent Model, land value increases as one moves towards the city center; and tend to be lower towards the urban fringe. But this theory does not apply in most parts of Akure. Some urban fringe increase, because of the complexity of cores or Central Business District (CBD) in value as we tend to move towards urban fringe as a resulted of several factors. One of these is to avoid the congestion and noise effects of the urban center. The rate at which people move from the core to the periphery also account for this (Nwaka, 2005).

The pattern of housing density in a region is a reflection of movement of people for a desirable environment fit for their convenience (Nubi, 2008). This is basically due to scarcity of lands for housing in the central area within the existing spatial structure. In the Nigerian context, earlier studies focused on land use and urban development with considerable works carried out by scholars in various disciplines to explain the determinants, structures and patterns of housing density mix in urban setting. This necessitated the need to examine the pattern of housing density in Nigeria using Akure as a case study.

2 DEVELOPMENT PATTERN OF HOUSING DENSITY MIX

Residential density is used as a measurement of the spatial concentration of populations in most urbanized settlement. There are a number of definitions of residential density within urban areas. Definitions used in the analysis of settlement densities in Sydney's urban areas (Cardew, 1996) range from site density to metropolitan density. A National State of the Environment report, defined the concept as the area of land within urban centres designated 'residential land use' divided by total population resident in those centres (Newton et al., 1998).

The human settlement environment is strongly influenced by settlement density. Both high density and the high per capita land consumption rates associated with low density development have negative environmental consequences. Higher settlement densities can concentrate pollutants within the urban environment, but can reduce the impact of residential development on surrounding ecosystems and productive agricultural resources, and reduce energy and resource use. The low density settlement typical of urban fringe or peri-urban areas may result in the removal of remnant vegetation and consequent loss of biodiversity, convert agriculturally productive areas to less productive residential development, exacerbate the spread of weed and animal pests and increase energy consumption and infrastructure provision costs (Lewyn, 2012).

History of Housing Density Mix in Settlement Planning

Governments often set targets for residential density mix to assist with targets for growth and to achieve sustainability outcomes for a city, region or suburb. Housing density is calculated by either the number of dwellings per hectare or by the number of people per hectare. Providing mixed density residential through a mixture of low, medium and high densities is a way of achieving these targets. As part of the Land Use Plan, definitions of existing land uses are provided and indicate the current status of properties within the planning area. The plan also applies the same definition to express future land uses for every parcel within the planning area to clearly state future expectations for development. The utilization of like definitions for both existing and future conditions permits comparison between today's conditions and expected conditions at build-out (Edwards, 2012).

A complementary term is mixed land use which describes having a variety of land uses co-locating side by side in a street or one above the other, such as shops at ground level with residential development above. A mixture of residential densities can also be achieved within a mixed land use development. Before the advent of contemporary city planning, density classifications are:

Rural Residential/Agricultural (0 – 0.5 du/ac)

Land that is sparsely occupied and used primarily for farmland, agricultural uses and single family homes on large lots. Residential lots generally range from two acres or greater and may utilize on-site services where public utilities are not available.

Residential Low Density (0.5 – 1.0 du/ac)

Residential development accommodates environmentally sensitive areas or sites affected by physical features. Homes may consist of single-family homes on larger lots ranging from 1 to 2 acres or larger or in developments that preserve open space and natural features by concentrating development in open areas. Sites may include public utilities or on-site services where public utilities are unavailable.

Residential Medium Density (1 – 2 du/ac)

Modern suburban residential pattern that characterizes most developments in Ondo State. Residence is primarily composed of single-family dwellings on lot sizes that commonly average 0.25-acre. Public services are necessary, and larger projects may include a mix of densities that together do not exceed the average density.

Residential High Density (2 – 5 du/ac)

Higher density residential development generally designed in a suburban pattern. Housing types are typified by single-product, multi-family units, as well as detached cluster housing or patio homes. Future application is to be limited within the planning area.

Mixed Residential (1.5 – 10+ du/ac)

Residential design that incorporates a variety of single- and multiple-family dwellings, generally in larger projects. Buildings are often placed closer to the street to form a street edge with residential appearance. The integration of a broad range of housing within neighborhoods will allow for greater housing choices particularly for younger and older age groups (Department of Urban Affairs and Planning, 2001).

Densities should be located near activity centres and along public transport routes to maximize access and convenience to services. Predominantly medium density development should be in locations of high amenity, which may coincide with activity centers or neighbourhood parks, such as open space corridors, nature reserves,

lake/ water side, as well as in close proximity to public transport routes. The remaining residential areas can be allocated to lower density housing, with the lowest density located at the fringes of an estate bordering non-urban areas (CSIRO, 2008).

Purpose of Housing Density Mix

Mixed housing density refers to residential development that contains a mix of housing types such as single dwellings and multi units and a variety of development forms such as size and height (LEED, 2006). For new residential developments mixed density is encouraged as it provides housing choice, which promotes a more diverse community and caters for various stages of life, maximizes infrastructure and land, and supports the provision of public transport. A mixed housing density development can support:

- i. improvements in public transport usage and the integration of transport services;
- ii. development of high density housing at strategic locations near transit centres;
- iii. opportunities for increased private investment and business innovation;
- iv. improving the overall quality and surveillance of places;
- v. provision of opportunities for walking and cycling;
- vi. provision of a range of housing choices for various lifestyles and age groups; and
- vii. building communities that offer fair access for all to services and employment opportunities.

Effects of Density Mix on Urban Settlement

Research has shown that increased housing density or mixed density is one of the built environment features that contribute to increased active transport, along with mixed use planning and increased connectivity (Gebel et al, 2005). At the regional and city wide scale, increasing housing density can improve the proximity between homes and destinations. This is a major factor influencing active transport.

Concentrating residential density in compact, well designed urban areas allows the City to provide infrastructure and services more efficiently and cost-effectively. As new settlements emerge and existing settlements change, promoting higher density living is one of the main ways we can manage population growth. A diversity of housing choices is a key characteristic of 'complete settlement'. Settlements that demonstrate a mix of housing types (i.e., ranging from single family homes to apartment complexes), are often more stable and attract longer-term residents. While some parts of the city are best suited to higher density living (i.e. apartments and condominiums) due to shortages of space and the high cost of land, other areas are amenable to lower density housing choices such as single detached homes. Maintaining a mix of housing choices serve all members of the community while also adding diversity to the urban landscape – both architecturally and socially (Richmond State of the Environment, 2001). Mixed housing density developments should be integrated with surrounding development, in areas with connected street networks, mixed land uses, public transport and with supporting infrastructure including walkways, public areas and cycle paths.

Review of Residential Density Development in Akure, Nigeria

Previous findings on urban dynamics in Akure indicate that at the moment urban planning has very little influence over the process of housing density mix as changes in land use patterns are the result of series of ad-hoc solutions. For instance, Ondo State is one of the 13 beneficiary states in Nigeria under the World Bank Assisted Community Based Urban development project. Thus, two communities: Oke-Aro, Eyinke and Irowo/Odopetu were identified in Akure to benefit from the project. Under the project, infrastructure and municipal services such roads, water supply, and waste management scheme were upgraded and provided in the selected communities (Aribigbola, 2006).

Unfortunately, the private sector is saddled with numerous problems which always make supply fall far short of demand and lower production quality (Nubi, 2008). The problem of qualitative housing has been a concern for both the government and individuals. Both public and private sector developers make effort through various activities to bridge the gap between housing supply and demand, but the cost of building materials, deficiency of housing finance arrangement, stringent loan conditions from mortgage banks, government policies amongst other problems have affected housing provision or delivery significantly in Nigeria (Raji, 2008). The problem can be solved if housing is used only for shelter need. The general belief is that housing is also a produced commodity, consumer good, assurance for families, means used for reproducing social relations and an investment tool protecting the value of money against inflation. Moreover, it is important to note that house is a building block which allows mutual interaction among people and increases the quality of its environment when it is considered as a part of the city. In this context, a large housing stock is made available as a result of new

production processes. However, the existence of this stock shows that the housing policies are planned depending mostly on production.

3 DATA AND METHODOLOGY

Akure is a traditional Nigerian city and like other traditional Yoruba towns in the country, it existed long before the advent of British colonial rule in Nigeria. The city situates in the South Western part of Nigeria. It lies approximately on latitude $7^{\circ} 15'$ North of the Equator and longitude $5^{\circ} 15'$ East of the Greenwich Meridian (Rotowa, 2014). Akure is a medium- sized urban centre which became the provincial headquarters of Ondo province in 1939. It became both the capital city of Ondo State and Akure Local Government Council Headquarters in 1976. Consequently, there was heterogeneous massing of people and activities in the city.

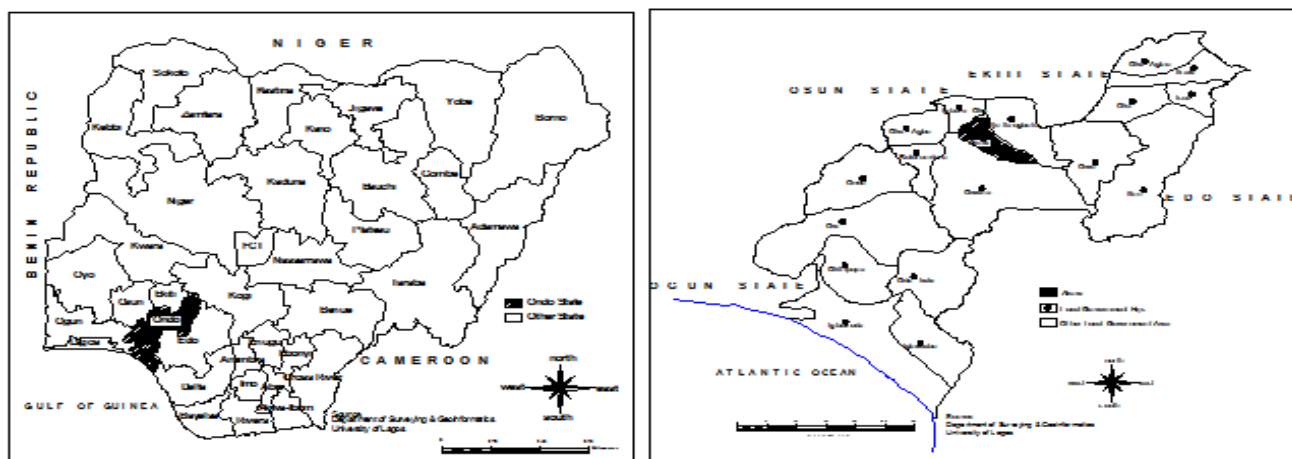


Figure-1&2: Akure in the Context of Nigeria

The population of the city grew from 38, 852 in 1952 to 71,106 in 1963. Its population was estimated to be 112,850 in 1980 and 157,947 in 1990 (Ondo State of Nigeria, 1990). The 1991 national population census put the population of Akure at 239,124 and its estimates for 1996 was 269,207 (NPC, 1997). The population of Akure was estimated to be over a million people (Aribigbola, 2008). According to the 2006 National Population Census, the population of Akure was 360, 268. This was projected to 2015 using 3.2% growth rate. In 2015, the population was 457, 095 inhabitants. Akure as a city is currently experiencing environmental challenges in the area of pollution, waste disposal and sanitation. Environmental issues is expected to be a major challenge in foreseeable future as the city continues to grow in population, together with the expected rapid industrial growth.

In this study, the Simple Random Sampling and the Systematic Random Sampling Techniques were used. The methodology used in existing literature on urban land use planning, such as, in the works of Mabogunje (1968); Olaore (1981); Ayeni (1985); Adedibu (1998) and Fasakin (2000a) raised the need for delineation of urban area based on several criteria. Such criteria include; land use types, economic structures and land use density, physical qualities of neighbourhoods or political divisions. This research adopted locational quality of residential neighbourhood as delineation criteria. Akure was divided into three zones; the core, the transitional and the periphery. The core area contains buildings that are typically old and indigenous. They influence the crowding index of the city which is usually very high. However, the core area is predominantly made up of dwellers typified by low socio-cultural adaption to present day city technologies; hence, the peculiarities observed in the area.

The transitional area includes most of post-colonial development. It is quite extensive, reaching to the present day sub urban developments. It radiates in all directions from the old city core. The zone is characterized by a stronger mix of commercial and residential land uses. The facilities are also of higher grades, due to more recent development and space standards generously adopted as the fringe is approached. Housing density is not as high as in the core areas and is classified as the medium density area. The buildings are generally higher grade residential buildings with construction typically sandcrete block wall (Akinbamijo, 2004).

Descriptive statistics were used to present independent variables in the data set. Frequency distribution was used to assess the socio-economic characteristics of the respondents. The study also made use of base maps, street guides, recent goggle map and master-plan reports, especially in delineating the residential zones. These were used as supplements to the primary data. The maps were geo-referenced to determine the location (in physical distance) of the residential districts. Plotted graphs were also used to document some of the information needed in the analysis of the study.

4 FINDINGS

Sixty four (64) districts were identified during the survey and categorized into three zones. These zones are core, transitional and periphery (Figure 3). The three zones comprised of 1, 314 residential layouts in the study area. Twenty-one of the neighbourhoods have no layout, particular in the core area. The rationale for this was due to neglect of development plan for the area by relevant authorities. The periphery had the highest number of layouts with development plans, due to number of estates in the area. The variation in the number of layouts was due to individual families' decision to protect their property by preparing a layout plan for their land. Some of the layouts vary in size depending on the land area. Asafinrin-Isafinrin, Ilupeju-Ifelere, Oladigbo-Jigba and Zion Wesco had above 100 layouts due to the fact that the areas were sold to land speculators. The land was sub-divided into layouts by various developers in order to preserve their land and also sell it to interested suitors in the later days.

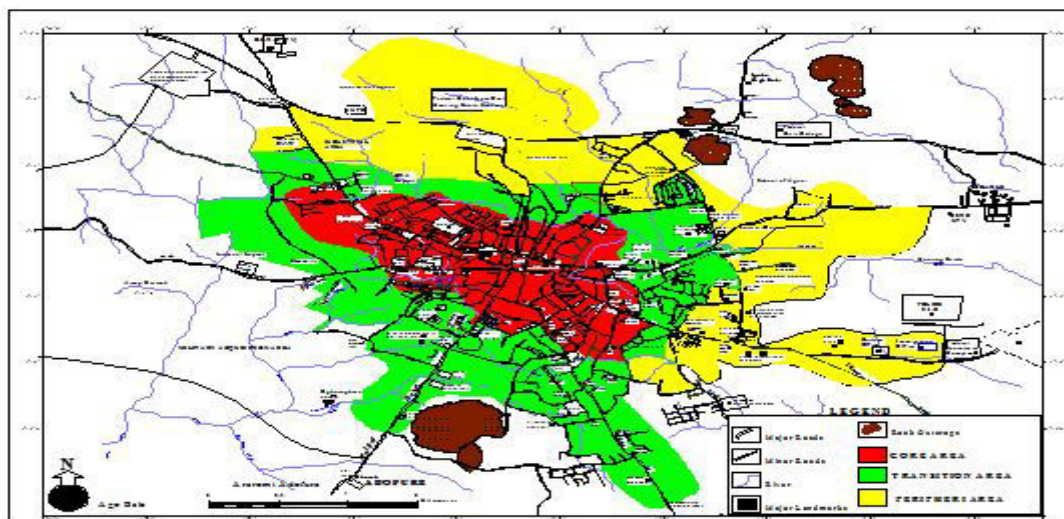


Figure-3: Residential Zone Distribution in Akure

Source: Field Survey, 2015

Twenty One (21) residential districts were researched in the core, while seventeen (17) were examined in the transitional zone. Twenty-Six (26) of the districts were investigated in the periphery (Figure. 11.1). These districts were also grouped according to their density distribution. The criteria for determination were based on plot coverage, population distribution, household size, socio-economic characteristics, building coverage and income levels. High, medium and low densities housing distribution were present. The criteria used for density distribution were derived from the findings and literature presented in Table 11.2. The building coverage was examined based on the percentage covered by residential buildings within the plot in the study area. Population was examined based on figures by National Population Commission (NPC) while income and household size were critically looked into during the field survey to ascertain the density distribution pattern in the city.

Table-1: Residential Density Distribution Criteria

S/N	Criteria Used	Density Distribution		
		High	Medium	Low
1	Building Coverage	Above 50%	30% – 50%	Below 30%
2	Population Density	Above 250 per Hectare	150 - 250 per Hectare	Below 150 per Hectare
3	Income Level	Below N500,000.00 per Annum	N500,000.00 – N1,000,000.00 per Annum	Above N1,000,000.00 per Annum
4	Household Size	Above 7	4 – 7	1 – 3

Sources: Forsyth, 2003; United Nation, 2016; Field Survey, 2015.

High residential densities were found in the three zones of the study area. There are thirty-six (36) residential settlements in the high density category; twenty-two (22) of them were located in the core area which had the highest concentration of low income earners with highest business activities. These were settlement with traditional attributes and high population density (Table 1). Ten (10) of the high density areas were found in the transitional zone, while four (4) out of the thirty-six (36) high housing density were located in the periphery. The buildings here were typically local and indigenous in character. The crowding index was very high (Figure 3). However, the core area was dominantly made up of urban dwellers typified by low socio-cultural adaptation to present day city technologies; hence the peculiarities observed in the estate.

Table-2: High Density Distribution in Akure

S/N	Name of District	Location
1.	Araromi	Core
2.	Erekesan	✓
3.	Eruoba	✓
4.	Eyinke	✓
5.	Erekesan	✓
6.	Igbehin	✓
7.	Ijanikin	✓
8.	Ijemikin	✓
9.	Ijomu	✓
10.	Ilemo	✓
11.	Imuagun	✓
12.	Ilisa	✓
13.	Iralepo	✓
14.	Isikan	✓
15.	Isolo	✓
16.	Obanla	✓
17.	Odojoka	✓
18.	Odokoyi	✓
19.	Odo-Ogadi	✓
20.	Okegan	✓
21.	Oritagun	✓
22.	Owode	✓
23.	Gbogi	Transitional
24.	Idanre Road	✓
25.	Idiagba	✓
26.	Igan	✓
27.	Ijoka	✓
28.	Irowo Quarters	✓
29.	Odopetu	✓
30.	Oke-Aro	✓
31.	Ondo Road	✓
32.	OkeOgba-Ogunleye Oladogba	✓
33.	Gaga	Periphery
34.	Oke-Odu	✓
35.	Onigari	✓
36.	Shasha	✓

Source: Field Survey, 2015

In the core area of Akure, 96.0% of the neighbourhoods fell within the high density category, 4.0% was for medium density while there was no low residential density (Figure 11.3). The major commercial developments in the zone include the central market (Oja-Oba), the major markets (Isinkan, Aralepo, Isolo, Araromi) and the neighbourhood markets (Eru-Oba, Odo-Ikoyi, NEPA and Mojere). Open spaces in the core include Democracy Parks, open fields and schools. Institutional land uses are schools, power station, police stations and barracks, state ministry as well as Oba's palace.

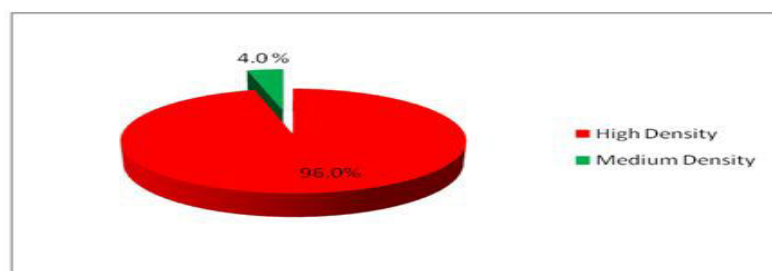


Figure-4: Density Distribution within the Core Area of Akure

Source: Field Survey, 2015

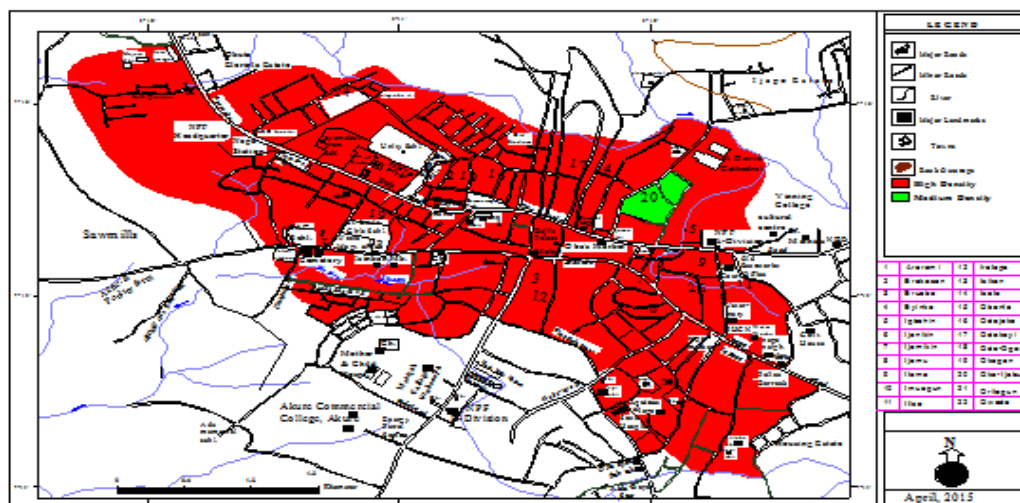


Figure-5: Density Distribution in the Core Area of Akure
Source: Field Survey, 2015

The medium housing density was located in the three zones just like the high density. There were twenty-four (24) residential estates that fell within the medium housing density. One estate was at the core - Oke-Ijebu, while there are eight (8) residential estates at the transitional and sixteen (16) at the periphery (Table 3). The medium density area includes most of the postcolonial development in Akure, which is quite extensive, reaching to the present day sub urban developments. It radiates in all directions from the old city core.

As presented in Figure 6, the high density dominated the zone with 51.2%; medium density was 48.8% with no low residential density. Infiltration of low income earners into this zone was one of the major factors for the absence of low density. Land in this area was densely populated with polluted environment.

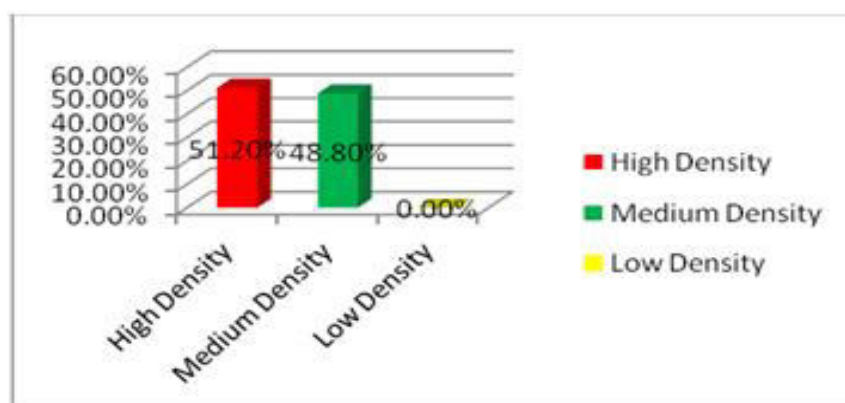


Figure-6: Density Distribution within the Transitional Zone of Akure
Source: Field Survey, 2015

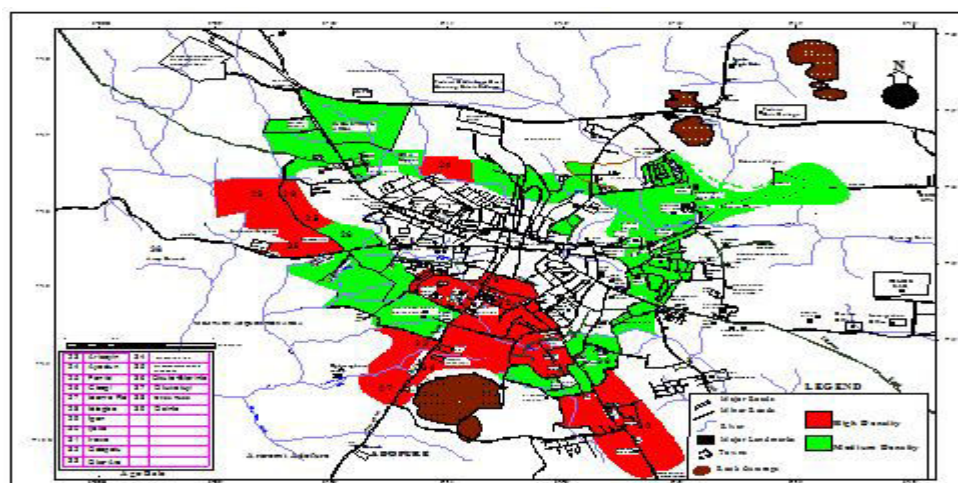


Figure-7: Density Distribution in the Transitional Areas of Akure
Source: Field Survey, 2015

Table-3: Medium Density Distribution in Akure

S/N	Name of District	Location
1.	Oke-Ijebu	Core
2.	Arisoyin	Transitional
3.	Ayedun Quarters	✓
4.	Fanibi	✓
5.	Oke-Aro Titun	✓
6.	Oluwatuyi	✓
7.	Okuta-Elerinla	✓
8.	Osinle	✓
9.	Adofure	Periphery
10.	Alaba-Apatapiti	✓
11.	Army Barrack	✓
12.	Asafinrin-Isafinrin	✓
13.	Aule Quarters	✓
14.	Fagbamila-Yeosta Alphine	✓
15.	Ilupeju-Ifelere	✓
16.	Obele-Ire Akari	✓
17.	Odanikin-Ajimokun	✓
18.	Oda Road	✓
19.	Oladigbo-Jigba	✓
20.	Olu Foam	✓
21.	Osokoti	✓
22.	Shebi	✓
23.	Ughele-Emure Camp	✓
24.	Zion-Wesco	✓

Source: Field Survey, 2015

The percentage of low density (21.6%) at the periphery was not as high as medium density with 59.8% (Figure 8). The estates in this corridor were developed by both private and government agencies in strict compliance with development control standards. The houses had uniformly high building standards. There were four (4) residential districts in this zone. These were Adesida Oodo, Ala Quarters, Alagbaka and Federal Low Cost Housing Estate (Shagari Estate). The medium density was dominance in this zone due to high number of civil servants (who are middle income citizens) residing in the zone. Also, the location of both state and federal secretariats is another factor for this. High density accounted for 18.8% of the development in this zone. This explains the presence of uncoordinated and sprawl development noticeable in some part of this zone.

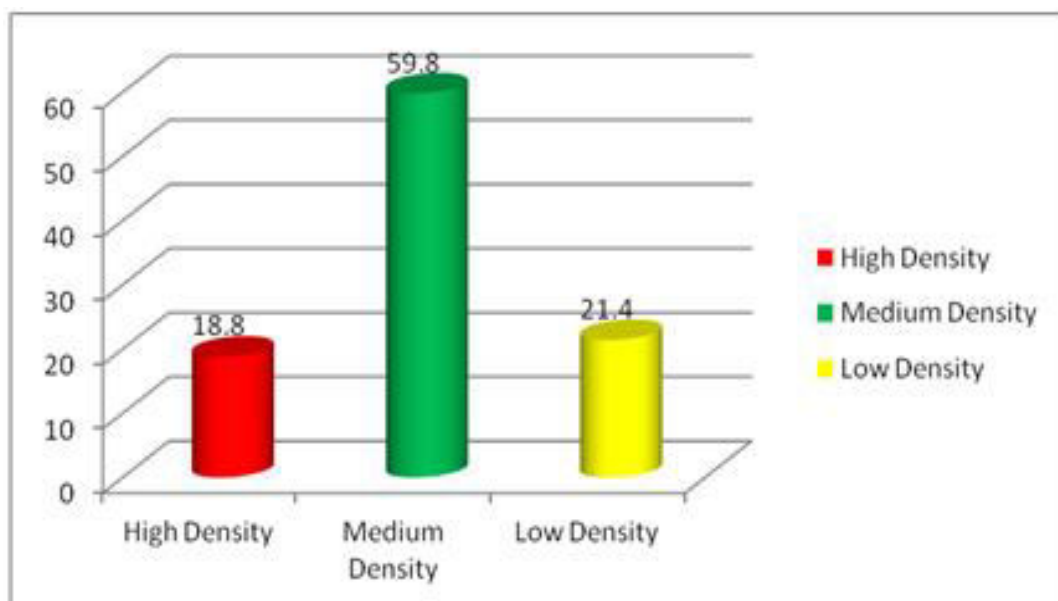


Figure-8: Density Distribution within the Periphery Zone of Akure
Source: Field Survey, 2015

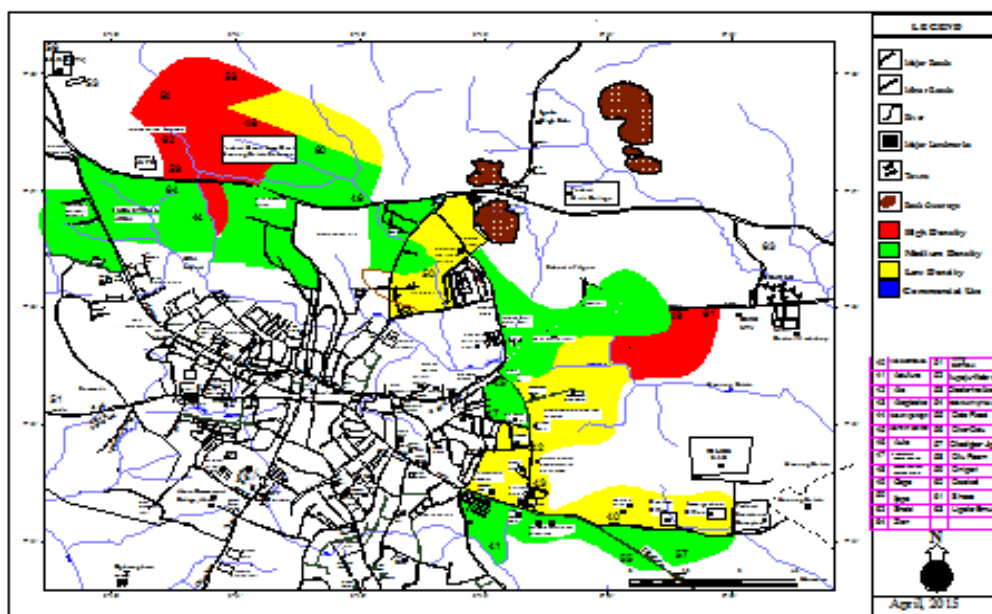


Figure-9: Density Distribution in the Periphery of Akure
Source: Field Survey, 2015

Furthermore, high density was dominant in most of the residential neighbourhoods in the study area with 55.3%. The medium housing density neighbourhood had 37.5% while the low density had 7.2% (Figure 10). Akure needs re-planning to create better residential density mix through zoning and enforcement of development standards

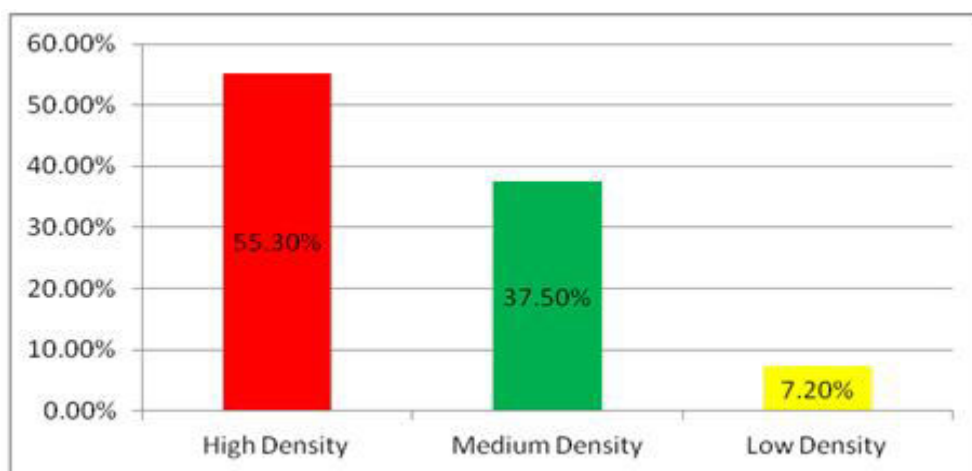


Fig-10: Housing Density Mix, City-wide
Source: Field Survey, 2015

PATTERN OF HOUSING DENSITIES MIX IN THE STUDY AREA

Survey as shown in figure 11 revealed the pattern of residential neighbourhoods in Akure. Due to development along the city fringe, the pattern shifted more to the periphery with 40.63%. The core area has 32.81% while the transitional area had 26.56% of the neighborhoods (Fig. 11.12). The rationales behind the shift towards the periphery can be attributed to the fact that, as the city core becomes congested; the people tend to move to the suburbs in order to get space for development at a cheaper price (Oduwaye, 2006; 2015; Ogunleye, 2011; Okpala, 1981).

Generally in Akure, there are clearly evolved and evolving residential densities. The core (traditional area that developed without planning) is evidently high density development. Immediate residential area to the core are mostly high density especially areas near the core. However, there are numerous private layouts outside the transition zone where land is sold indiscriminately without standardize plot size and infrastructure. Housing density in these areas is totally unpredictable. It is informal housing that exhibits various forms of human occupation and accommodation indices. This research concentrated on these areas to discover if any pattern or mix of densities could be characterized in absolute percentages.

Zoning to control residential density is the planning intervention that the city requires. However, this is completely missing. The initiative is inevitably left for natural private provision process to evolve some “order of zoning” into the city. Government should be noted, have residential areas designated as GRAs in the suburb of the city. One is mostly (Alagbaka) low-density development by regulation, while the second is a medium density (Ala), while the third has clearly turned to a high residential area (Shagari Estate).

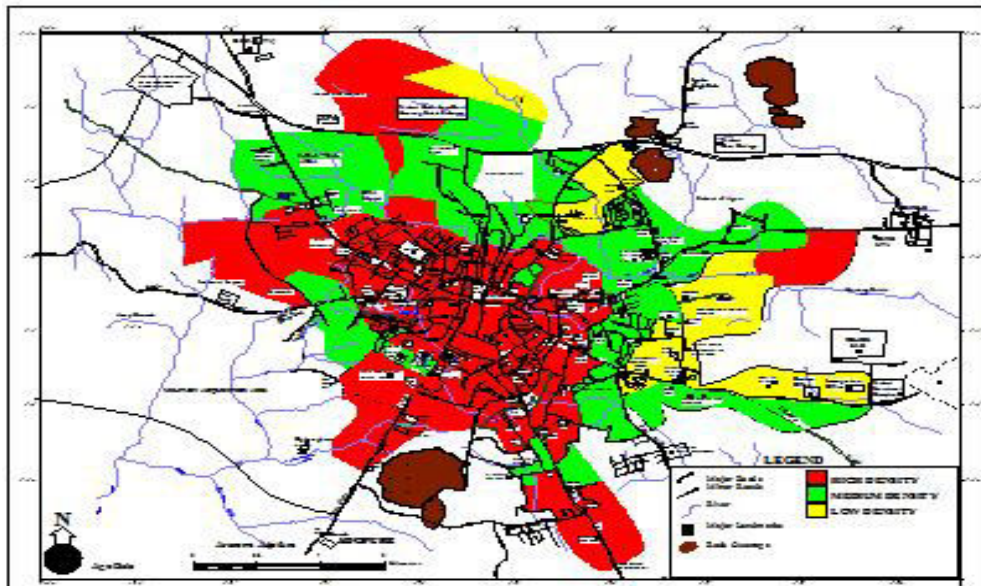


Figure-11: Pattern of Housing Densities Mix in Akure
Source: Field Survey, 2015

Relationship between Residential Pattern and Housing Density Mix in Akure

Table 4 presents the result of relationship between residential pattern and housing density mix. The result showed that, there existed a significant relationship between residential pattern and housing density mix in the study area with correlation coefficient of 0.822, which show strong positive relationship. This implies that as distance increases from the city center (core area) housing density mix also increases. This is due to the fact that medium and high income people prefer to reside away from city center and live in a place devoid of noise and congestion. This is in line with theories in literature that housing density increases with increase in distance from the Central Business District (Alonso, 1964; Muth, 1969; Mills, 1972).

Table-4: Relationship between Location and Housing Density Mix

		Location	Density mix
Location	Pearson Correlation	1	.822**
	Sig. (2-tailed)		.000
Density mix	Pearson Correlation	.822**	1
	Sig. (2-tailed)	.000	
	N	64	64

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

Source: Field Survey, 2015

The result of the empirical analysis presented in Table 11.7 revealed a statistically significant difference between residential pattern and housing density mix in Akure. The model showed that the independent variables are significantly related to the dependent variable, with regression coefficient test result of 47.9% ($P < 0.001$) in Table 5. This result shows that there exists a strong relationship between residential pattern and housing density in Akure. This implied that reflection of housing density mix can be measure in term of residential pattern in the city.

Table-5: Regression Coefficient of Relationship between Housing Density Mix and Location in Akure

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.535	0.148		3.624	0.001
Location	0.479	0.067	0.670	7.107	0.000

Source: Field Survey, 2015

5 CONCLUSION

The paper analyzed the pattern of housing density mix and distribution using data from Akure in Nigeria. Results obtained show the pattern of housing density mix within the three residential zones in Akure. It also revealed the percentage of housing densities in each zone with their used. The empirical result shows the relationship between the location and housing density mix in Akure. It affirmed that location was responsible for 47.9% reasons for density mix in Akure. This reflects the pattern of the mix which has implication on the liveability of resident in each zone. The results obtained are reflection of development pattern in the study area. It means that, if nothing is done in due time to control the pattern of density mix; the development will degenerate into slum in all the zones.

Some findings of this paper have implication for land value and density distribution in most cities in Nigeria. For instance, the coefficient estimate for housing density mix shows that, location is not the only factors that determine density distribution within the urban area. From housing density estimate in the periphery, it shows that, distance and level of income was not the only reason people reside in the zone, land price also play a major role. There is need to reorganize the zone in order to avert the level of sprawl that characterized the area. There is need for the introduction of land use zoning through price regulation. This will reorganize density distribution and improve the filthy areas particularly in transitional and peripheral zone of urban area in Nigeria.

The fact that there exist a strong positive relationship between distance and housing density mix, shows that as distance increases from the city center (core area) housing density mix also increases. The rate of immigration from the core to the periphery due to congestion increase land value and pressure on land. This will result in the spreading of slum development in the core to the zone. However, the implication of housing density mix is to ensure that, the right zone enjoy the right benefit to ensure balanced and liveable environment within the urban area. There is the need to develop schematic maps, such as masterplan and subject plan that will accommodate the existing developments and reorganized the bastardized areas to ensure good housing density across the three residential zones in urban area. It will enhance the serenity and organization of good density mix within the zones.

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PROSPECTS AND GROWTH OF POULTRY INDUSTRY IN SAUDI ARABIA – A STUDY

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ABSTRACT

In Saudi Arabia, poultry industry has made tremendous growth during the last few decades, which emerged from backyard ventures to a fully profitable industrial business.

Saudi Arabia is the biggest importer of the agricultural & food products among all other Gulf Cooperation Council (GCC) countries. The kingdom has approximately double population than other five GCC states I. e. UAE, Qatar, Bahrain, Kuwait and Oman.

Broiler meat production in Saudi Arabia has reached 670,000 MT in 2016. It is four percent higher than the previous year. Broiler production of Saudi is estimated to here after increase to 700,000 MT in 2017. This growth in local production is because of current modification in broiler meat the production operation by the 3 most important producers of Saudi poultry.

The import of boiler has decreased to 940,000 MT in 2016. There is a 2% decrease when compared the previous year. Brazil is the leading exporter with 85% of the Saudi broiler meat import market with 789,302 MT. The second is France with 14% share of market and 1 percent with the U.S. In the recent year, Saudi Arabia exported Broiler meat of 40,000 MT mostly to the countries of GCC.

The production of livestock has to be increased to provide the basic nutrients required for the balanced growth of human body. The government has to intervene and support the local production of feed and raw materials because of the increase in the demand of supply of livestock production. The sector needed feed supply to cater for the growing numbers of birds therefore cultivation, production and importation of feed-mill ingredients should be made available by the government.

Keywords: Poultry, Chicken, Livestock, Saudi Arabia

1. INTRODUCTION

The present research attempts to study the role of Poultry Industry in Saudi Arabia. Several studies at various national and international levels on different aspects of the industries have been conducted by researchers, academicians and institutional agencies. Therefore it is quiet relevant to review the available literature that has relevance in identifying the gaps that exist in the field of Poultry Industry.

Saudi Arabia, poultry industry has made tremendous growth during the last few decades, which emerged from backyard ventures to a fully profitable industrial business.

Saudi Arabia is the biggest importer of the agricultural & food products among all other Gulf Cooperation Council (GCC) countries. The kingdom has approximately double population than other five GCC states I. e. UAE, Qatar, Bahrain, Kuwait and Oman.

2. OBJECTIVE OF THE STUDY

- To study the poultry sector in Saudi Arabia.
- To study the growth of Poultry Industry in Saudi Arabia.
- To study the opportunities for Poultry Industry in Saudi Arabia.

3. LITERATURE REVIEW

According to **Bhardwaj et al. (1995)¹**, in a study on cost behavior and marketing margins of broilers, observed that cost of raising broilers varied according to the size of the poultry farms. In marketing broilers, the retailers earned maximum profits, whereas the producers' profit was only half of that of retailer.

Bhardwaj et al. (1996)², in a study of broiler in Haryana, concluded that the supply of broilers was affected by bird mortality and culling rate, which depended on bird age and size of poultry farms. The depletion rate decreased as the size of poultry farm increased. The study further showed that the marketing practices were influenced by the size of farms and seasons.

M.S. Ali and M.M. Hossain (2010)³ conducted study to determine broiler production performance, the relationship between management practices and broiler performance and the problems faced by farmers

involved with broiler production. The factors that had significant negative relationship with productive performance were education, land possession, annual family income, training exposure, broiler farming experience, broiler farm size, capital in broiler farming and extension contact for farmers. All had a significant bearing on performance, while credit needs, problem faced in broiler farming and feed conversion ratio.

Akanni (2007)⁴ opined that despite the poultry production importance it was characterized by low production level. This was due to limited finance for the procurement of basic poultry equipment and materials. The consequence of this was that many of the small-scale poultry farmers are not encouraged to increase their productivity. Moving from small-scale production to a large scale production by small-scale poultry farmers encountered hindrances in the poultry industry which could be detrimental to increase poultry production.

Gnanakumar P Baba (2007)⁵ studied about the financial feasibility of investment in country poultry farming in Tamil Nadu. The study was conducted by selecting data from nearly 50 integrated poultry randomly in Coimbatore district. The farmers were compelled to enter a contract because of the poor income and high market risk from tradition farming, water scarcity, labour crucial point and urge for stronger working capital.

Kanchan and Yeshodha Devi (2006)⁶ researched about the chicken consumption patterns and consumer's preference for processed chickens. The conducted their study in the Coimbatore district. They analyzed the problems of the live bird market as compared to the frozen products in the poultry. The cost and the other seasonal promises of the poultry farmers in that particular region can be reduced by supplementing the processed poultry products along with the live-bird market.

Begum (2005b)⁷ studied about the broiler profitability in relation with the different components of fixed and variable costs. The major expenditures under costs variable were, day-old chicks, feeds and vaccines-medicine. The major costs of the total cost were the variable costs. The total value of fixed cost per bird was less with respect to variable costs. Major part of total cash returns for the independent grower was obtained from the sale of broilers. Independent farmers could rear less number of birds per year when compared with the utilization of rearing capacity for batch for the birds.

4. POULTRY INDUSTRY IN SAUDI ARABIA

The domestic broiler meat production of Saudi Arabia has reached 670,000 MT in 2016. It is four percent higher than the previous year. Broiler production of Saudi is estimated to hereafter increase to 700,000 MT in 2017. This growth in local production is because of current modification in broiler meat the production operation by the 3 most important producers of Saudi poultry.

Local Poultry structure of Saudi Arabia

- There are 450 specialized farms in the kingdom.
- Around 300 farms produce Broiler chicken.
- Almost 100 specialize in Egg production.
- 10 – 12 significant produce value added processors.
- Around 27% of the country's Broiler production is in Qassim area.
- The Makkah region is the second largest producer.
- Riyadh is the third major center of production.
- The two largest poultry farms: Alwatania & Fakieh, together account for some 50% of total domestic poultry production, each with 100,000 metric Tons of production annually.
- Approximately 10 other poultry farms are classified as medium size producers with up to 17,000 metric Tons of production annually.

Following is the table showing the period during the year 2010 to 2017 Saudi Arabia's broiler meat production is

Table-Global Trade Atlas

Year	Production in MT
2010	425,499
2011	509,397
2012	566,495
2013	583,394

2014*	618,398
2015	648,000
2016*	670,000
2017*	700,000

Source: MEWA and * OAA/Riyadh projection

5. GROWTH OF POULTRY INDUSTRY IN SAUDI ARABIA

The rise in crude oil prices has led to the increased economic growth in the region. The rising affluence has led to a shift in consumption pattern from a carbohydrate-based diet to protein-based diet, thus increasing the demand for meat and meat products. Growing population is another factor responsible for increased consumption. Urbanization and growing popularity of retail format, together, are enhancing the consumption of processed food, milk, and meat. The government offers support in the form of direct subsidies for select food production equipment, duty-free imports of raw supplies, interest-free loans and highly subsidized benefits.

The Saudi government is focusing on poultry industry to meet the Kingdom's food security goals. The government is providing support to local poultry producers. It has helped with different types of production support like subsidies for animal feed, ease in the purchase of the purchase of poultry equipment by minimizing the interest rates. The Saudi Agricultural Development Fund (ADF) adopted a strategy to subsidize insurance for poultry production to allow new investments in this sector. It has also compensated farmers for losses related to finance. The major financial losses are due to outbreak of poultry diseases. Therefore, the government is providing a lot opportunities in the country for trade, food processing and infrastructure requirements.

The country's largest poultry producers are expanding operations.

Al-Watania Poultry Farm, the largest broiler farm in the Kingdom with 820,000 broiler production a day, is constructing a new mega poultry farm in Bisaita in Al-Jouf Province. The Bisaita's project, which is expected to be operational by 2020, will increase the company's total daily broiler meat production to one million broilers and its table eggs output to 3 million a day, respectively. Al-Watania currently produces about 1.5 million table eggs a day.

Fakieh Poultry, the second biggest operator, expects its new farm to be operational by 2022. It is targeting a 300,000 daily increase in production from its current estimated 550,000 chickens.

The Saudi poultry meat market is cyclical. Demand rises dramatically in the winter, during the holy month of Ramadan and Hajj season (prior to Eid-al-Adha) - particularly in the cities of Makkah and Medina - when more than eight million visitors come to Saudi Arabia to perform Umrah and Hajj rituals. However, consumption declines in the summer months when millions of Saudis and expatriate workers leave the Kingdom for vacations. In recent years, poultry meat consumption has been steadily rising because of its affordability and the perception that it is healthier than red meat. While most poultry meat consumption is in the form of whole broilers, demand for chicken parts such as leg quarters and breast has been rising. This is due to increased demand by households of working-couples, rising demand for ready-to-cook poultry meals, and continued expansion of the food service sector. In addition, the continuing growth of hypermarkets and supermarkets throughout the Kingdom has helped increase the availability of different poultry varieties and boost the overall demand for poultry meat.

6. OPPORTUNITIES

The Saudi government has been targeting the poultry sector to help achieve the Kingdom's food security strategy goals, by offering local poultry producers with different types of production support that include subsidies for animal feed, interest-free loans and rebates on the purchase of poultry equipment. To reduce the risks associated with high mortality rates and encourage local investors, the Saudi Agricultural Development Fund (ADF) implemented a new cooperative plan to subsidize insurance for poultry production. The stated goals of this national scheme include establishing stricter bio-security programs for participating poultry farms, reducing average chicken mortality rate in the Saudi farms from 25% to 50%, and encouraging new investments in the poultry sector, by compensating farmers for the financial losses they may suffer in case of poultry diseases outbreak. Hence, there are a lot of opportunities in the country regarding trade, food processing and infrastructure requirements. As many importers in this region import live animals, there exist great opportunities for setting up slaughter houses and processing plants in the region.

Government Support

- A 30% cash subsidy on the imports of selected poultry equipment.
- A subsidy of SR 160 per metric ton on imported corn and soyabean meal.

- Protection against imports by way of 20% customs duty or SR. 1 per/kg whichever is higher on import products.

7. CONCLUSION

The existing poultry industry in Saudi Arabia is well placed with poultry companies and government agencies working in tandem to reach new heights. Poultry companies are expanding their facilities and government extending financial and non-financial benefits such as feed subsidies, 30 percent subsidy on imported poultry equipment. 20 percent custom duties on imported poultry products. The domestic production and the imports are at present are neck to neck which is very worrisome from Saudi poultry industry.

Health consciousness has prompted rise of poultry products in contrast to red meat. Domestic meat which is maintained chill is almost 20 percent costlier than frozen imported meat, however the consumers prefer fresh chill domestic meat. The poultry industry like any other faces cyclical demand issues. The growth is very prominent over the years.

Chicken Mortality rate, which extends from 25 percent to as high as 50 percent in some companies is an important issue for poultry industry in Saudi Arabia. Better hygiene, vaccination and proper temperature control are the key elements.

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EXPLORING COLLEGE STUDENTS' AWARENESS, ATTITUDES, AND BEHAVIORAL INTENTIONS TOWARD GREEN PRODUCTS: A STUDY IN EAST CHAMPARAN, BIHAR

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ABSTRACT

This study examines the awareness, attitudes, and purchasing behaviors of college students in East Champaran, Bihar, toward green products. Data were collected from 60 respondents using a structured questionnaire with a five-point Likert scale and analyzed using percentage methods. The findings reveal that while 77% of students claimed awareness of green products' benefits for health and the environment, their understanding often lacks depth. Accessibility is a significant factor, as 70% purchase green products only when available, while price sensitivity remains critical, with 60% comparing prices before purchasing.

Notably, 75% of respondents are willing to pay a premium for green products, citing health and environmental benefits, and 80% expressed a desire to participate in green movements. The study emphasizes the importance of advertisements and government-backed initiatives to raise awareness and promote green consumerism. These insights highlight the need for collaborative efforts to foster sustainable consumption among students.

Keywords: Green Product, Consumer attitude, Sustainable Consumption, College students, Behavioral intentions

INTRODUCTION

The concept of green products has been extensively explored in prior research. Nimse et al. (2007) define green products as those that utilize recyclable materials, minimize wastage, and reduce water and energy consumption, while generating fewer toxic substances. These environmentally friendly or ecological products are designed to have minimal adverse impacts on human health and the environment, offering long-term opportunities for sustainable social and economic development. Examples of green products include alternative fuel vehicles, hybrids, solar photovoltaic systems, organic agricultural produce, and eco-friendly personal care items and beauty products (U.S. Department of Commerce Economics and Statistics Administration, 2010). According to Takafumi (2002), green products provide both direct and indirect value to consumers. Direct value refers to tangible benefits, such as cost savings or improved safety, while indirect value stems from the belief that using such products contributes to environmental protection, even if the benefits are not immediately evident.

The rise of green consumers has been another focal point of research. Soonthonsmai (2007) defines green consumers as individuals who are deeply concerned about environmental issues and feel a sense of responsibility toward environmental care. Euromonitor (2008) expands on this by characterizing green consumers as those who consistently purchase products with minimal environmental impact, focusing on eco-friendly brands, fair-trade practices, or companies with strong environmental commitments, such as The Body Shop and Starbucks. Makower (2007) observed that green consumers tend to be younger, better educated, and more affluent compared to their non-green counterparts. Dodds and John (2006) highlight the transformative power of green consumerism, emphasizing how it can influence environmental changes by harnessing consumer demand.

However, challenges persist in the green marketing landscape. Hans and Jim (2007) point out that some marketers exploit consumer confusion by making exaggerated or false green claims, creating a fantasy of sustainability rather than genuine eco-friendliness. Furthermore, demographic factors play a crucial role in shaping interest in green products and certifications (D'Souza et al., 2007). Consumer trust and access to accurate information remain significant barriers to the growth of green product markets (Cervellon et al., 2010; Yiridoe et al., 2005). Despite these obstacles, Green Trade & Development (2008) highlights a positive shift in consumer attitudes, with an increasing willingness to support eco-friendly practices.

This study focuses on green products as a response to escalating environmental issues such as global warming, drought, ozone depletion, and other ecological concerns. The objective is to assess college students' awareness and attitudes toward green products in East Champaran, Bihar, while identifying factors influencing their perceptions. College students were chosen as the target group due to their pivotal role in educating society and promoting awareness through their extensive social networks.

Using a random sampling method, the study distributed 70 questionnaires, of which 60 were returned, resulting in a sample size of 60. A survey-based approach was employed with a close-ended questionnaire designed on a Likert scale. Preliminary findings indicate that many students are aware of green products and are enthusiastic about spreading awareness through themes or government initiatives. This paper seeks to contribute to the growing body of literature on green consumerism by analyzing the attitudes of a younger demographic in a region that holds significant potential for environmental advocacy.

OVERVIEW OF GREEN PRODUCTS

Green Products: Key Attributes

The term "green" is often associated with environmentally preferable qualities, but it is inherently vague and subject to various interpretations based on factors such as regional business practices, market structures, societal norms, politics, and government regulations. Due to this ambiguity, some government guidelines advise against the use of the term entirely. Baumann et al. (2002) and Reinhardt (1998) provide comprehensive reviews of green product development and differentiation from engineering, policy, and business perspectives.

A 2010 study on environmental claims in the North American market noted that the word "green" is "difficult, evocative, and powerful." It attracts consumers and companies but is ambiguous and can have different meanings depending on its use. The researchers ultimately defined green products as those "that claim to offer an environmental benefit" (TerraChoice, 2010).

The National Institute of Building Sciences Whole Building Design Guide offers a more specific definition of green products, stating that they should meet certain criteria (Amatruda, 2010). These include:

- Promoting good indoor environmental quality (IEQ), typically by reducing or eliminating VOC emissions.
- Avoiding highly toxic compounds and by-products during manufacturing.
- Being durable with low maintenance requirements.
- Incorporating recycled content (post-consumer or post-industrial).
- Being salvaged from existing or demolished buildings for reuse.
- Being made from natural or renewable resources.
- Having low embodied energy (energy required for production, including raw material extraction, manufacturing, and transport).
- Avoiding ozone-depleting substances like chlorofluorocarbons (CFCs) or halogenated CFCs (HCFCs).
- Sourcing materials and products locally.
- Employing sustainable harvesting practices for wood or bio-based materials.
- Being reusable, either as whole products or through disassembly.
- Enabling recycling in a closed-loop system, where products can be recycled into the same or similar products without losing quality.
- Being biodegradable.

Green products are designed to reduce environmental impacts by emphasizing sustainability and eco-friendliness in their production, usage, and disposal. Nimse et al. (2007) describe green products as those that utilize recyclable materials, minimize wastage, and reduce the consumption of water and energy while generating fewer toxic substances. These products, also referred to as environmentally friendly or ecological products, aim to mitigate harmful effects on human health and the environment while promoting long-term social and economic sustainability.

Examples of green products are diverse, ranging from alternative fuel vehicles and hybrids to solar photovoltaic systems, organic agricultural products, and green or organic personal care and beauty items (U.S. Department of Commerce Economics and Statistics Administration, 2010). Such products not only embody sustainability but also provide value to consumers in unique ways. According to Takafumi (2002), green products offer both direct and indirect benefits. Direct benefits are tangible, such as reduced costs or improved safety, while indirect benefits stem from the consumer's belief that their purchase contributes to environmental preservation, even in the absence of immediate personal gain.

The demand for green products is driven by growing consumer awareness and environmental concerns. Cervellon et al. (2010) and Yiridoe et al. (2005) observe a steady increase in the global demand for green products, highlighting the need for further exploration of what constitutes a truly "green" product. Despite this rising demand, challenges such as a lack of consumer trust and inadequate information about green products hinder their adoption. Hans and Jim (2007) note that some marketers exploit consumer confusion by exaggerating or falsely advertising the eco-friendliness of their products, thereby undermining the credibility of green marketing efforts.

Demographic factors also influence consumer interest in green products and certifications. D'Souza et al. (2007) emphasize the role of demographics in shaping consumer attitudes and preferences. Green Trade & Development (2008) notes that consumer attitudes are evolving, with many individuals demonstrating a strong willingness to adopt eco-friendly practices. This shift is supported by the increasing focus on brands with environmentally sustainable practices, such as The Body Shop and Starbucks, which integrate fair trade and eco-friendly packaging into their business models (Euromonitor, 2008).

Makower (2007) adds that green consumers are often younger, better educated, and more affluent than their non-green counterparts, highlighting the role of socio-economic factors in the adoption of green products. Moreover, Dodds and John (2006) emphasize the importance of consumer power in driving environmental change, suggesting that the green consumer movement has the potential to influence critical mass and reshape the marketplace.

In summary, green products represent a vital response to environmental challenges, offering both direct and indirect benefits to consumers while fostering sustainable development. However, the widespread adoption of green products requires overcoming barriers such as misinformation and a lack of trust, alongside educating consumers to make informed decisions about their purchases.

LITERATURE REVIEW

The term "green products" often lacks a consistent definition, with its meaning varying across business practices, societal norms, and government regulations. This ambiguity affects consumer awareness and attitudes towards green products. While some researchers, such as Baumann et al. (2002) and Reinhardt (1998), have explored green product development from policy and business perspectives, others focus on consumer perceptions.

The rise of interest in green marketing can be traced back to the 1970s, gaining momentum in the 1980s and 1990s (Hess & Timen, 2008). During this time, consumer demand for environmentally friendly products grew, and many were willing to pay a premium for such goods (Gurau & Ranchhod, 2005; Prothero, 1997). However, studies like Crane (2000) and Peattie and Crane (2005) highlighted that, by the mid-1990s, the actual market share of green products lagged behind consumer concerns, reflecting a gap between intention and action.

A holistic approach to green marketing evolved, emphasizing the need to integrate environmental considerations across all stages of the marketing process, including product design, production, logistics, packaging, and promotion (Hess & Timen, 2008; Ottman, 1992; Wasik, 1996). Ottman (2008) asserted that marketers play a pivotal role in promoting cleaner products and fostering sustainable lifestyles. Rex and Baumann (2007) suggested that green marketing could benefit from conventional marketing strategies by targeting broader consumer segments, refining positioning strategies (price, place, and promotion), and actively creating new markets.

Research has further explored factors affecting consumer attitudes toward green products. For example, Chang and Fong (2010) found that product quality and corporate image significantly influence customer satisfaction and loyalty. Ali et al. (2011) revealed that while many consumers express a positive intention to purchase green products, high prices and lower quality compared to non-green alternatives often deter them. Rao et al. (2011) argued that offering affordable and high-quality eco-friendly products could increase green product adoption.

Marketing strategies also play a critical role. Chase and Smith (1992) found that 70% of purchase decisions are influenced by environmental protection messages in advertisements and labeling. However, Kangun and Polonsky (1995) highlighted that consumers often fail to understand eco-labels like "biodegradable" or "sustainable," leading to confusion about which products are genuinely eco-friendly. This confusion underscores the importance of clear, accessible information for consumers.

In the context of consumer behavior, Maheshwari and Malhotra (2011) noted that consumers often shift environmental responsibility onto industries and governments, whereas Patra and Joshi (2009) emphasized the importance of individual responsibility. Aryal (2009) and Sachdev (2011) found that while some consumers are

willing to pay a premium for green products, the level of acceptability varies, with most consumers seeking price parity with traditional products.

These insights provide a foundation for analyzing the attitudes of college students in East Champaran (Bihar) toward green products and the factors influencing their perceptions and behaviors. This understanding is essential to address the gap between consumer intention and actual green product adoption, thereby fostering sustainable consumption practices.

RESEARCH METHODOLOGY

Sample of the Study

The research was conducted with a sample size of **60 college students** from East Champaran, Bihar. The participants were selected to represent the demographic and attitudinal diversity within the target group.

Types of Data

1. **Primary Data:** The primary data was collected specifically for this study, ensuring that it is fresh and relevant to the research objectives.
2. **Secondary Data:** Secondary data was sourced from existing reports, research studies, and projects to provide background information and support the analysis.

METHOD OF DATA COLLECTION

The primary data was gathered using a structured **questionnaire** as the instrument for data collection. The questionnaire included **closed-ended questions** designed with a **five-point Likert scale**, offering options ranging from **Strongly Disagree** to **Strongly Agree**. This format allowed for a standardized and quantifiable measurement of the respondents' attitudes toward green products.

The questionnaire was distributed among the college students of East Champaran, Bihar, either physically or electronically, to ensure broad participation. Responses were collected and analyzed to understand the attitudes and factors influencing the perceptions of green products among the participants.

DATA ANALYSIS:

1. Awareness Factor (Q1–Q4)

Question	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Q1: Aware of health benefits of green products	2%	0%	12%	58%	28%
Q2: Aware of point of purchase for green products	3%	5%	18%	54%	20%
Q3: Aware of green product symbols	2%	10%	25%	53%	10%
Q4: Aware of environmental benefits of green products	2%	2%	8%	61%	27%

Interpretation:

- A majority of students (86%) agree or strongly agree that they are aware of the **health benefits of green products** (Q1).
- 74% of students acknowledge being aware of the **point of purchase** for green products (Q2).
- However, awareness about **symbols identifying green products** is relatively lower, with 35% being neutral or disagreeing (Q3).
- Awareness of **environmental benefits** of green products is high, with 88% agreeing or strongly agreeing (Q4).

2. Reasons Factor (Q5–Q9)

Question	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Q5: Claims of health benefits are exaggerated	3%	10%	50%	28%	9%
Q6: Green products can save the environment	0%	5%	17%	57%	13%
Q7: Product label information is trustworthy	2%	18%	38%	30%	12%
Q8: Manufacturing of green products is eco-friendly	5%	15%	40%	27%	13%
Q9: Consider product features before purchasing	5%	3%	40%	39%	13%

Interpretation:

- Half of the students (50%) are neutral about claims of **health benefits being exaggerated**, showing mixed perceptions (Q5).
- A majority (70%) agree or strongly agree that green products can contribute to **saving the environment** (Q6).
- Trust in **product labels** is moderate, with 50% being neutral or disagreeing (Q7).
- Responses about the **eco-friendliness of manufacturing processes** are split, with only 40% agreeing or strongly agreeing (Q8).
- 52% of students prioritize **specific product features** when purchasing green products (Q9).

3. Advertisement Factor (Q10–Q12)

Question	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Q10: Green-themed ads spread awareness	0%	2%	20%	45%	33%
Q11: Expect information on environmental benefits in ads	0%	3%	8%	50%	39%
Q12: Governments should promote green products	2%	2%	20%	33%	43%

Interpretation:

- Advertisements with **green themes** are perceived positively, with 78% agreeing or strongly agreeing (Q10).
- A significant majority (89%) expect marketing communication to include information on **environmental benefits** (Q11).
- 76% strongly agree or agree that **government efforts** are necessary to promote green products (Q12).

4. Availability Factor (Q13–Q14)

Question	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Q13: Would purchase green products if available	1%	7%	10%	55%	27%
Q14: Prefer switching outlets if green products are unavailable	1%	7%	35%	43%	13%

Interpretation:

- A majority (82%) would **purchase green products** if they are easily available (Q13).

- However, 35% remain neutral about **switching outlets**, suggesting convenience could be a barrier (Q14).

5. Price Factor (Q15–Q18)

Question	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Q15: Price is the first consideration	7%	25%	15%	41%	12%
Q16: Compare price with traditional products	7%	10%	18%	50%	15%
Q17: Will pay extra for health benefits	2%	10%	15%	41%	32%
Q18: Will pay extra to save the environment	2%	7%	17%	48%	27%

Interpretation:

- Price remains a significant consideration, with 66% agreeing or strongly agreeing they compare prices with **traditional products** (Q16).
- A notable proportion (73%) are willing to pay extra for **health benefits** (Q17), while 75% are willing to pay extra for **environmental benefits** (Q18).

6. Other Factors (Q19–Q20)

Question	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Q19: Want to join the green movement	2%	7%	17%	51%	23%
Q20: Manufacturing should be subsidized	0%	3%	12%	47%	38%

Interpretation:

- 74% of respondents express a desire to be part of the **green movement** (Q19).
- 85% believe **green manufacturing** should be subsidized to encourage more companies to produce green products (Q20).

FINDINGS

1. Among the 60 students surveyed (35 male and 25 female), **21% strongly agreed** and **56% agreed** with statements related to awareness of green products. This indicates that a majority of students are aware of the benefits of green products for health and the environment and recognize symbols associated with green products. Similar findings are noted in studies emphasizing the growing awareness of eco-friendly products among young consumers (Ali et al., 2011).
2. Regarding advertisements, **38% agreed** and **42% strongly agreed** that advertising could significantly enhance awareness of green products. Respondents supported the idea that government initiatives and green-themed advertisements with clear messages can effectively promote green products. Previous research by Kumar (2016) also highlights the role of marketing campaigns in raising awareness about sustainability.
3. **70% of respondents indicated** that they buy green products when they are available but may switch to substitutes if not. This suggests that students are interested in green products but are not yet consistent or "hardcore" customers. Availability plays a critical role in influencing their purchasing behavior (Chaudhary & Bisai, 2018).
4. When purchasing green products, **60% of respondents compare prices with traditional alternatives**, and **75% are willing to pay extra** for green products because they are safer for health and the environment. This aligns with studies showing that price sensitivity is a key factor for green product adoption (Rao et al., 2011).

5. The study also revealed that **80% of students expressed a strong desire to be part of a green movement**. This indicates a significant level of concern and willingness to contribute toward environmental sustainability. Research by Patra and Joshi (2009) supports the finding that young consumers view themselves as active participants in environmental protection.

CONCLUSION

Green products can be defined as those with minimal environmental impact and reduced health risks compared to traditional alternatives. This study was based on primary data collected through a structured questionnaire distributed among 60 college students of East Champaran, Bihar. The analysis reveals that while a majority of respondents claim awareness of green products, their understanding is often superficial or overestimated. Despite this, the respondents acknowledge that purchasing green products contributes to environmental protection. This highlights the importance of creating deeper and more practical awareness about what constitutes green products and their benefits. The findings suggest that students exhibit strong environmental concern and a desire to take action. However, they rely heavily on government initiatives, marketers, and environmental agencies to promote and support green product adoption. Effective advertisements, government subsidies, and stakeholder collaboration are essential to bridge the gap between awareness and action. As suggested by Kangun and Polonsky (1995), educating consumers through clear labeling and promotional strategies is vital for fostering informed decision-making. Marketers should address these concerns by incorporating effective promotional strategies to educate consumers about green products, their usage, and their impact on environmental protection. By doing so, they can enhance their goodwill and build a strong brand image. Additionally, the government and environmental stakeholders must play an active role in educating the public to cultivate green consumer behavior. This collaborative approach will not only drive the adoption of green products but also contribute significantly to environmental sustainability.

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