Abstract

Green Marketing:
An Attitudinal and Behavioral Analysis of Consumers in Pune

Submitted By

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Introduction

**Green marketing:** Environmentally responsible or "green" marketing refers to the satisfaction of consumer needs, wants and desires in conjunction with the preservation and conservation of the natural environment. Green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions.

**Green consumer:** Green consumer is one who is very concerned about the environment and therefore, purchases only those products that are environment friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are examples of eco-friendly products.

**Green Consumerism:** Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles which can be termed as green consumerism. The "organic" industry, which specializes in the sale of organically produced foods, health and nutritional supplements and other green lifestyle items promote green consumerism.

**Green Consumer Purchase Behavior:** In simple words, consumer behavior can be defined as, “the study of how people or organizations behave while obtaining, using and disposing off products and services by engaging in comparison while shopping for actual purchase of a product, for e.g. whether or not to purchase a product and, if so, which brand and where, while making purchase decision and their post purchase behavior.
**Green Consumer Conservation Behavior:** Limited use of scarce natural resources for the purposes of environmental conservation can be called as green consumer conservation behavior.

**Green Consumer Attitude:** An attitude is a way one thinks, feels, and acts favorably or unfavorably based on learning towards some aspect of market stimuli such as retail store, product, and brand.

Consumer attitudes are a composite of a consumer’s (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some “object”- within the context of marketing, usually a brand, product category, or retail store.

**Attitude and Behavior Linkage:** There is a linear linkage between behavior and attitude. They are discussed Research has discovered that there are several conditions that lead to a strong link between attitudes and behavior. These are discussed below

- **Attitude Specificity:** Some researchers believe that an attitude is only related to behavior if they are both on the same level of specificity in time, objects, scope and circumstances.
- **Attitude Strength:** Some attitudes are extremely important, there is high degree of attitudes like enthusiastic or horrible are strong attitudes and they correspond to behavior. While other attitudes are less central or amenable to change that may not lead to behavior.
- **Direct Experience:** Attitudes are often formed from our direct experience. Attitudes held with greater confidence, are more specific, more easily recalled, more resistant to change, and more likely to influence subsequent behavior.

**Review of Literature**

“Consumers the world over are turning “green.” In the US, outrage over the 1989 Exxon oil spill shifted the environmental movement from the radical fringe and placed environmental concerns squarely into the mainstream. During the past
decade in Western Europe, Green party members have moved into positions of power within local and national governments, and even the European Parliament in Strasbourg examines green consumption in the context of an increasing focus on sustainable lifestyles” said Ottman⁴ (1992), one of the rigorous writers on the topic. The author argued that green buying must be seen in the context of wider debates surrounding the development of sustainable ways of living that incorporate other environmental actions in a holistic conceptualization of sustainable lifestyles. This framework was operationalized in a study of environmental action in and around the home, in which 1600 households in Devon were asked questions concerning their everyday environmental actions. These results were manipulated so as to investigate how the different behaviors related to each other and also whether different groups of individuals could be identified, conforming to different lifestyles.

**Environmental Attitude:** Environmental attitudes (EA), a crucial construct in environmental psychology, are a psychological tendency expressed by evaluating the natural environment with some degree of favor or disfavor. There are hundreds of EA measures available based on different conceptual and theoretical frameworks, and most researchers prefer to generate new measures rather than to organize those already available.

Milfont and Duckitt’s³ (2010) research provided a cumulative and theoretical approach to the measurement of EA, in which the multidimensional and hierarchical nature of EA was considered. Based on three studies, they reported, development of a psychometrically sound multidimensional inventory to assess EA, cross-culturally and this Environmental Attitudes Inventory (EAI) shows that it has twelve specific scales that capture the main facets measured by previous research. The twelve factors were established through confirmatory factor analyses, and the EAI scales were shown to be uni-dimensional scales with high internal consistency, homogeneity and high test-retest reliability, and also to be largely free from social desirability.
According to Balderjahn\(^1\) (1988), Demographic, socioeconomic, cultural, personality, and attitudinal variables were specified to predict five different patterns of ecologically responsible consumption. He analyzed a casual model of ecologically concerned consumers by the LISREL (linear structural relations, is a statistical software package used in structural equation modeling) approach. The results suggested that each behavioral pattern has its own cluster of predictors, although the ecologically concerned consumer belongs to the upper social classes. The results presented can provide a foundation for market segmentation strategies and for educational programs of policy makers.

**Conservation Behavior:** A sustainable planet is not possible without patterns of conserving behavior. The resource-costly life-styles that are characteristic of the current scene present a historic challenge. Never before have so many behaviors needed to change in such a short time. More challenging is that they must stay changed. For many reasons the techniques commonly used to promote conservation behavior are more reliable at modulating short-term behavior than at achieving durable change. The perceived urgency of environmental problems tends to make immediate behavior change the major focus. But of equal importance is the stability of behavior once changed. Thus one goal of conservation behavior research is to discover techniques that change individual behavior while minimizing or eliminating the need for repeated intervention. Raymond\(^5\) (1993) categorized behavior change techniques first by their informational or motivational nature and second by the source of the change: derived from others or gained by direct personal involvement. He evaluated selected techniques using five proposed dimensions suggested why durable behavior change has been so hard to achieve.

**Corporate Initiative:** Kulkarni\(^2\) in Times of India (2008) opines that every year Pune witnesses at least 50 days during which ozone levels are dangerously high. These results are from Pashan, a semi-urban area in Pune. The situation could be even worse in the heart of the city, which is “wholly urban”. According to
scientists of Indian Institute of Tropical Meteorology (IITM), Ozone is the main ingredient of urban Particle Per Billion by Volume (PPBV). 60 ppbv is considered above permissible limits. This limit is even lower, in rural areas. So the situation is much more dangerous for agricultural crops

Concern about the nature and consequences of industrial progress had an increasing impact on industry. Roome and Hinnells⁶ (1993) said some commentators have suggested that environmental pressures will advance to the point where they cease to be one of the many strategic issues facing industry and become the very framework within which all other business issues were considered. As corporate concern about the environmental degradation is increasing, the author addressed the implications of evolving environmental concern over the management of product development. He developed a conceptual framework to analyze the process of managing product development while taking into account the environmental attributes of products. The paper moved on to consider the implications of such a conceptual framework against the empirical evidence emerging about product development in the white goods industry. Finally, conclusions were drawn and suggestions were made about the significance of the findings of the research to product development in other industries.

Not only corporate even the government has taken a few steps to make a greener economy, according to Sanyal⁷ in Economic Times. The government has asked corporate to communicate with their shareholders electronically in order to cut down on the use of paper. The move is a part of the latest green initiative by the ministry but could also help companies cut costs by obviating the need for paper communication.

The Economic Times Group on its 50th anniversary has initiated the green awards which are given to the corporate which has taken a green drive. As a part of its green drive, Global Group Enterprises has started a green tip of the day, a daily column in The Economic Times, to make people aware of small energy saving tips which can save a huge energy for the economy as a whole.
Research Methodology

Objectives of the Study

1. To assess the awareness of consumers regarding green products
2. To analyze the attitude and behavior of Indian consumers towards green products
3. To identify obstacles that respondents perceive to come in the way of adopting green lifestyle
4. To segment consumers in Pune according to their green lifestyle and to come up with five consumer segments:
   a) belonging to highly green group (True Blue Greens)
   b) belonging to moderately high green group (Green Backs)
   c) belonging to medium green group (Sprouts)
   d) belonging to low green group (Grousers)
   e) belonging to non green group (Basic Browns)

Pune being economically well developed city, has emerged as an education hub in India, there is nothing wrong in assuming that the city with considerably good literacy rate is well aware of the environmental degradation and its repercussions to the human race, thus hypothesis developed

**H1:** Environmental concern varies with age and income of respondents

**H2:** There is no relationship between consumer’s attitude and purchase behavior of green products.

**H3:** There is no relationship between consumer’s attitude and conservation behavior.

**H4:** Consumers of Pune city are well aware of environmental problems.

**Analysis Of Results:** The data was first presented in tabular and graphical form representing the different responses’ given by the consumers. Then analysis was done in four stages as follows:
Stage I- Demographic profile of the respondents was tabulated in a self explanatory manner. Percentage analyses were performed to find out exact number of people giving response in similar manner. Demographic categories of age and income level were then analyzed for each dependent variable (knowledge, attitude, behavior, and lifestyle) to find out how people of one demographic sub-category show their concern toward environment.

Stage II- As demographic variables are taken as independent, the dependency of other variables on demography was checked with the help of one way ANOVA (Analysis of Variance). ANOVA is a technique where the influence of one factor on another factor is checked. The researcher employed ANOVA for determining whether the responses of the sample depend on demographic variables or not. The results were in favor of demographics which mean that the responses given by the sample population was the outcome of sample belonging to different age, and income level. In other words, people belonging to different demographics show different concern about the environment.

Stage III- At this stage the data was segregated on the basis of responses given to various questions about variables under consideration. Each question of attitude was checked with all purchase behavior and conservation behavior questions with the help of Chi square test. This is done to test whether there is a potential relationship between attitude and behavior (Purchase and conservation). Chi square test is a non-parametric test of statistical significance for bivariate tabular analysis. Typically, chi-square test indicates whether or not, two different samples are differed enough in some characteristic or aspect and let us know the degree of confidence we can have in accepting or rejecting the hypothesis.

Stage IV- With the help of percentage analysis the whole sample was then divided into five major groups on the basis of their concern about the environment. This was done as per Roper’s green gauge73(1996) method. Roper had divided the US Population into 5 groups on the basis of the attitude, and behavior towards environmental, barriers to green living and environmental knowledge.
The identity of all environmentalists cannot be recognized as common. It depends upon their ways of conserving the ecology. The researcher divided the total sample population into three sub-categories namely, animal lovers, health fanatics, and planet passionate people. To do this, the percentage response given to each category was taken into consideration.

**Results and Discussions:** In order to visualize a better understanding of the basic profile of the sample surveyed and to obtain a description of distribution of responses, percentage to each variable were taken into consideration.

<table>
<thead>
<tr>
<th>Table 1: Demographic Characteristics of respondents</th>
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<tbody>
<tr>
<td><strong>S. No.</strong></td>
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In the study of consumer behavior, demographic characteristics play a vital role. It is being said that consumer attitude and behavior depends greatly on the demographic attributes they carry. Keeping in view the objective of finding out the relationship between demographic attributes and their respective
environmental concerns, the present study took up one way ANOVA test. In the test quantitative demographic variables such as age and income level of the respondents were separately taken to see the relationship between demographics and environmental concern.

ANOVA TABLE

Table showing the relationship between age and environmental concern

<table>
<thead>
<tr>
<th>Source of variance</th>
<th>SS</th>
<th>Df</th>
<th>MS</th>
<th>F-ratio</th>
<th>5% F-limit (from the F-Table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Samples</td>
<td>22891.69</td>
<td>(4-1)=3</td>
<td>7630.5633</td>
<td>15.773774</td>
<td>F(3,16)=3.24</td>
</tr>
<tr>
<td>Within Samples</td>
<td>7740</td>
<td>(20-4)=16</td>
<td>483.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>30631.69</td>
<td>(20-1)=19</td>
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</table>

Note: SS=sum of the squares, df= degree of freedom, MS=Mean square

Taking age as an independent variable and eco concern as dependent variables, the above table shows that, the calculated value of F is 15.77 (Aprox), which is more than the table value ie. 3.24 at 5% level with d.f. being v₁=3 and v₂=16. This could not have arisen because of chance but due to the difference in sample means. It proves the first part of the 1st hypothesis which states that “Environmental concern varies with age and income of respondents”.

Once, it was established that the age have an impact upon the attitude, behavior and their perception about adoption green lifestyle, percentage analysis was done to establish the nature of relationship between age of the respondents and their eco- concern.

Percentage analysis reveals that consumer’s behavior changes with age. The present study testifies that the younger generation is more into saving the ecology then their older counterparts.

**Income wise classification of respondents**

Income enables purchases but does not generally cause or explain them. It is likely that the occupation and education directly influence the preferences for
products, thus one way ANOVA test was employed to test the relationship of income with environmental concerns

ANOVA TABLE

Table showing the relationship between Income and environmental concern

<table>
<thead>
<tr>
<th>Source of variance</th>
<th>SS</th>
<th>df</th>
<th>MS</th>
<th>F-ratio</th>
<th>5% F-limit (from the F-Table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Sample</td>
<td>4171.44</td>
<td>(5-1)=4</td>
<td>1042.86</td>
<td>6.416021</td>
<td>F(4,20)=2.87</td>
</tr>
<tr>
<td>Within Sample</td>
<td>3250.8</td>
<td>(25-5)=20</td>
<td>162.54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7422.24</td>
<td>(25-1)=24</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

The above table exhibits that the calculated value of F is 6.416 (aprox.), which is more than the table value of 2.87 at 5% level with d.f. being $v_1=4$ and $v_2=20$ and hence could have arisen because of difference in the sample mean and not because of chance. This analysis accepts the second part of 1st hypothesis of difference in sample means. It can therefore be concluded that the difference in opinion about different variables (Attitude, behavior and lifestyle etc.) is significant and because of difference in income level of the respondents.

Thus it was concluded that the overall concern of consumers towards ecology, to a great extent is driven by the age level they belongs to, and the income level of the consumers. It is very important to mention here, that the age is negatively related to eco concern (age increases, eco concern decreases) Income level has positive relation with the eco concern.

Attitude Behavior Relationship (Chi Square Test)

For establishing a relationship between attitude and both types of behavior ie. Purchase and Conservation, the Chi Square test was undertaken. For the sake of accuracy, the relation of each attitude question was checked with each behavior question.
The first attitude question (Column) was tested with all purchase behavior questions (Rows). The table value of $\chi^2$ for 9 d.f. at 5% level of significance as given was 16.9. The calculated value of $\chi^2$ in each case was much higher than the table value which means that, the calculated value cannot be said to have arisen just because of chance. It was found to be significant. Hence, the hypothesis holds good. This means that the attitude of considering oneself capable of doing something good to the environment portrayed by the respondents does not relate with the purchase behavior. **Thus Hypothesis 2 is partially accepted.**

For subsequent testing of 2nd hypothesis, a Chi Square test was performed on the data where second attitude question (Column) was tested with all purchase behavior questions (Rows). The table value of $\chi^2$ for 9 degrees of freedom at 5% level of significance is 16.9. The calculated value of $\chi^2$ in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis holds good. This means that the attitude that Municipal corporation can improve the environment as expressed by respondents does not relate with their purchase behavior. **Hypothesis 2 partially accepted.**

The second hypothesis, was again tested for its validity with the help of Chi Square test which was performed on the data where third attitude question (Column) was tested with all purchase behavior questions (Rows). The table value of $\chi^2$ for nine degrees of freedom at 5% level of significance is 16.9. The calculated value of $\chi^2$ in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis hold good. This means that the attitude towards plastic which has become a lifestyle of Pune is impossible to change, as answered by the respondents does not relate with their purchase behavior. **Hypothesis 2 partially accepted.**

Finally forth and the last attitude question (Column) was tested with all purchase behavior questions (Rows) the table value of $\chi^2$ for 9 degrees of freedom at 5%
level of significance is 16.9. The calculated value of $\chi^2$ in each case is much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis does hold good. This means that the attitude of respondents’ belief in the environmental information on the product does not relate with the purchase behavior. **Hypothesis 2 accepted.**

The third hypothesis which states: “There is no relationship between consumer’s attitude and conservation behavior”, was tested for its validity with Chi Square test where first attitude question (Column) was tested with all conservation behavior questions (Rows) The table value of $\chi^2$ for nine degrees of freedom at 5% level of significance is 16.9. The calculated value of $\chi^2$ in each case is much higher than the table value which means that, the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis hold good. This means that the attitude of considering oneself capable of doing something good to the environment portrayed by the respondents does not relate with the conservation behavior. **Hypothesis 3 partially accepted.**

The **3^{rd} hypothesis was again partially accepted** when the table value of $\chi^2$ for the second question of attitude when checked with behavior questions at nine degrees of freedom at 5% level of significance is 16.9. The calculated value of $\chi^2$ in each case was found to be much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It was significant. This means that the attitude of consumer, that Municipal Corporation can improve the environment portrayed by the respondents does not relate with their conservation behavior.

Chi Square test was then performed on third attitude question (Column) and all conservation behavior questions (Rows). The table value of $\chi^2$ for nine degrees of freedom at 5% level of significance is 16.9. The calculated value of $\chi^2$ in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It was significant. Hence, the
hypothesis holds good. This means that the group of consumers who agree that plastic has become a lifestyle of Pune is impossible to change, even after knowing the fact are not necessarily behaving in the manner to conserve the scarce resources. Thus **Hypothesis 3 partially accepted.**

The results of Chi Square test which was performed on the data where forth attitude question (Column) was tested with all conservation behavior questions (Rows) the table value of $\chi^2$ for nine degrees of freedom at 5% level of significance was 16.9. The calculated value of $\chi^2$ in each case was much higher than the table value which means that the calculated value cannot be said to have arisen just because of chance. It is significant. Hence, the hypothesis was proved correct. This means that the attitude of respondents’ belief in the environmental information on the product does not relate with the conservation behavior. **Hypothesis 3 accepted.**

**Segmentation of Pune’s Population**
With one of the objectives to classify Pune consumers into five categories, the researcher classified the consumers as per Roper’s green gauge survey as a basis for segmentation that segmented the total population of US into the following five categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Environmental Attitudes</th>
<th>Environmental Behaviors</th>
<th>Barriers to Green Living</th>
<th>Environmental Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>True Blue Greens</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Green Backs</td>
<td>High</td>
<td>Moderate</td>
<td>Moderately Low</td>
<td>Moderate</td>
</tr>
<tr>
<td>Sprouts</td>
<td>Moderately Low</td>
<td>Moderate</td>
<td>Moderate</td>
<td>Moderately Low</td>
</tr>
<tr>
<td>Grousers</td>
<td>Low</td>
<td>Moderately Low</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Basic Browns</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
</tbody>
</table>
On the basis of above mentioned criteria a percentage analysis was conducted on the data collected to find out the number of people belonging to different categories. Results of Percentage analysis for consumer segmentation are presented below:

- TRUE BLUE GREENS 20 (4%)
- GREEN BACKS 36 (7.2%)
- SPROUTS 163 (32.6%)
- GROUSERS 4 (0.8%)
- BASIC BROWNS 277 (55.4%)

The percentage analysis shows that major population of Pune lies in basic brown group which have low environmental attitude and behavior but portray high barriers in adaptation of green lifestyle. The 4th hypothesis is hereby proved incorrect as the major (277 or 55.4%) of the sample population does not possess proper knowledge about environmental degradation and the ways to uplift the present state of environment. In other words the 4th hypothesis which states that Pune people are well aware of the environmental degradation does not hold good here as more than half sample population does not have proper knowledge about the environment.

But the good news is that, the sample consisted of 163 (32.6%) sprouts who although have somewhat low information about the environment and having moderately low environmental attitude, still there is a great chance of converting them to the green back and finally into True blues as they are behaving in the direction of environmental conservation and show little barriers in adopting eco friendly lifestyle.

Only 0.8% of Pune’s (Sample) population falls under the category of grousers which is quite a good sign for ecology as only 4 people out of 500 show low concern about the environment in four variables except for behavior.

4% and 7.2% of the population was True blue greens and green backs respectively which were the most concerned environmentalists. Although the
number was less but if given proper chance they can prove to be change leaders who can convert sprouts into green backs.

All environmentalists cannot be said to belong to one single category, because people working for environment have their own motives like saving the planet, conserving animals or simply protecting their own health. The population is further sub divided into 3 groups on the basis of criteria mentioned below.

<table>
<thead>
<tr>
<th>Planet Passionate</th>
<th>Health Fanatics</th>
<th>Animal Lovers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Use Paper products made from recycled paper</td>
<td>1. Use products made from natural raw material</td>
<td>1. Boycott tuna, ivory and fur</td>
</tr>
<tr>
<td>2. Use Biodegradable Household cleaning products, Laundry detergent, Lawn/garden products</td>
<td>2. Use sun screen lotion</td>
<td>2. Check if products are Cruelty free</td>
</tr>
<tr>
<td>3. Use Biodegradable diapers Cars with alternative fuel engines</td>
<td>3. Use bottled water</td>
<td>3. Likely to be Vegetarian</td>
</tr>
</tbody>
</table>

On the basis of question asked to the consumer the result shows that against the common guess of planet passionate most of the people are interested in their own health (206), 152 people shown their inclination towards saving the planet. Only 139 people found to be animal lovers.

**SUB DIVISION OF ECO FRIENDLY CONSUMERS**

- **Planet Passionate** 152
- **Health Fanatics** 206
- **Animal Lovers** 139
Some important suggestions as given by respondents to improve the natural environment are listed below

• Using eco-friendly products
• Regular vehicular pollution check ups
• Avoid using plastic
• Gather and spread environmental information
• Tree plantation
• Enforcement of law
• Water harvesting
• Proper treatment and disposal of industrial and household waste
• Improve public transport system
• NGO should come forward for environmental protection
• Recycling scrap

From the study it is evident that, even the self declared green consumers were not equipped or motivated enough to make decisions regarding the most significant issue for each purchase, and alter their purchase accordingly. In addition, they did not have the time for research, information interpretation and product search required for green purchasing. Our results showed that green consumers can use their buying power to make a difference, but at a high cost in terms of effort and time, which is a significant barrier.

Conclusion: The main purpose of the study was to assess the link between variables specific to environmental consciousness and pro-environmental purchase and conservation behaviors. From the demographic analysis of the sample data it was established that, Pune environmentalists were likely to be male of young age, belonging to higher middle income group, having post graduate degree. These green people were business class people. On the other hand non environmentalists were older people belonging to lower/ middle income group. As far as education is concerned, all of them were well educated as only graduate and above people were included in the sample.
The study of consumer concerned about the environment revealed that, consumers were concern about the environment, but not highly, in fact not sufficiently. There exists inconsistency in consumer attitude and behavior towards environment. The implication was that “if consumer is not highly concerned with environmental issues, they are less likely to behave green”. An attitude of indifference or just a feeling towards the environment is not sufficient to drive consumers to behave in a green manner. This shows there is a great need to educate consumers and raise their level of concern about the problems that mankind is facing. The passive concern needs to be converted into active concern.

**Recommendations:** The study comes up with a number of specific measures to be used as a strategy to promote green lifestyle.

**Suggestions to Marketers:** *Firstly* Marketers can utilize the great untapped market for health care products (as revealed by the study). *Secondly* Eco friendly alternatives should be linked with the rewards. *Thirdly* using a wide range of media in combination to communicate eco friendly approach and. *Finally* marketers should deliver what they promise.

**Suggestions to Consumers:** *Firstly* consumer must take a lead and make others understand the benefits of organic food, minimize use of scare natural resources, recycle the recyclable waste material. *Secondly* It is also suggested to use social networking sites to influence on sustainable consumer behavior

**Suggestions to Government and other bodies:** *Firstly* It is strongly recommended to further enrich the environmental education syllabus for school students. *Secondly* Improvement in present government transport system so as to reduce use of personal vehicles for local travelling establishment. *Thirdly* Establishing plastic bag collection centers at various locations at convenient distance from residents which can collect all types of plastic bags for safe dispose and recycling. *Finally* NGOs should come forward to clean up the water bodies as far as possible.
Bibliography

7. Souvik Sanyal “Shareholder to get E-mails now as part of green drive” The Economic Times 28 April 2011.