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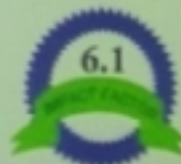
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Review of Literature

"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 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.

Mifont 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.

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.

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 Vellore district according to their green lifestyle and to come up with five consumer segments:
 - a) belonging to highly green group
 - b) belonging to moderately high green group
 - c) belonging to medium green group
 - d) belonging to low green group
 - e) belonging to non green group

Vellore district 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 Vellore 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 variety tabular analysis.

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 gauge 73(1996) method. Roper had divided the Vellore District Population into 5 groups on the basis of the attitude, and behavior towards environmental, barriers to green living and environmental knowledge.

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 -1 : Demographic Characteristics of respondents

S.No	General Information	Total Number	Percentage
1	Age in Years		
	a 19-29	387	77.4
	b 30-39	94	18.8
	c 40-49	12	2.4
	d 50 and above	7	1.4
2	Gender		
	Male	285	57
	Female	215	43
3	Household Income per month		
	Under- 15000	111	22.2
	15000- 30000	175	35
	30000- 50000	119	23.8
	50000- 75000	43	8.6
	75000 and above	52	10.4
4	Educational Qualification:		
	Graduate	310	62
	Post Graduate	190	38
5	Occupation:		
	Students	205	41
	House wife	40	8
	Business	93	18.6
	Service	162	32.4