



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF MARKETING ACTIVITIES ON CONSUMER BASED BRAND EQUITY - A CASE STUDY OF PAKISTAN'S MOBILE SERVICE SECTOR <i>SHAHZAD GHAFUOR & UZAIR FAROOQ KHAN</i>	1
2.	UNDERSTANDING THE RELATIONSHIPS OF CORPORATE IMAGE, EMOTION, VALUE, SATISFACTION, AND LOYALTY AMONG AIR PASSENGERS: A CONCEPTUAL MODEL AND EMPIRICAL EVIDENCE <i>DR. HAFEDH IBRAHIM</i>	13
3.	GAME THEORY AS ANOTHER PHILOSOPHICAL FOUNDATION OF POLITICAL MARKETING: EVIDENCE FROM NIGERIA'S ELECTORAL PROCESS <i>DR. ROWLAND E. WORLU</i>	23
4.	CORPORATE UNDERSTANDING OF TAKĀFUL <i>DR. WAHEED AKHTER, MR. HASAN AFZAL & MR. ALI RAZA</i>	30
5.	SMALL AND MEDIUM SCALE ENTERPRISES AS A SURVIVAL STRATEGY FOR EMPLOYMENT GENERATION IN NIGERIA <i>DR. AREMU, MUKAILA AYANDA & DR. (MRS.) ADEYEMI, SIDIKAT LARABA</i>	36
6.	A STUDY ON LABOUR WELFARE FACILITY (WITH REFERENCE TO AFT, PONDICHERRY) <i>S. POONGAVANAM</i>	40
7.	INTERNATIONALIZATION OF INDIAN RUPEE - AN EMPIRICAL STUDY <i>SHRINIVAS R. PATIL & DR. RAMESH R. KULKARNI</i>	45
8.	PROFITABILITY PERFORMANCE OF PUBLIC SECTOR BANKS-AN EMPIRICAL STUDY <i>M. RAJESH & DR. N R V RAMANA REDDY</i>	51
9.	GLOBAL INTEGRATION OF ORGANISATION IS EFFECTIVE THROUGH LEGISLATION: A PERSPECTIVE ON THE CURRENT ECONOMIC ENVIRONMENT <i>DR. S. P. RATH, PROF. BISWAJIT DAS & ANAND IYENGAR</i>	56
10.	NON-PERFORMING ASSETS: A STUDY OF SCHEDULED COMMERCIAL BANKS IN INDIA <i>DR. M. JAYASREE & R. RADHIKA</i>	60
11.	SOLVENCY ANALYSIS OF PUBLIC SECTOR UNDERTAKING: A CASE STUDY OF POWER FINANCE CORPORATION LIMITED (PFCL) <i>DR. S. K. KHATIK & TITTO VARGHESE</i>	64
12.	GLOBAL FINANCIAL CRISIS AND ITS EFFECT ON REAL ESTATE SECTOR IN INDIA <i>DR. SANMAN JAIN N & NISHI S JAIN</i>	71
13.	AN INTROSPECTIVE ON CONSUMER BEHAVIOR ON THE BASIS OF DEMOGRAPHY: A SURVEY (WITH SPECIAL REFERENCE TO FMCGS) <i>DR. B. CHANDRA MOHAN PATNAIK & PRAKASH KUMAR PRADHAN</i>	74
14.	PROFITABILITY ANALYSIS OF ICICI BANK <i>DR. K. MANIKANDAN, DR. S. MANIVEL & DR. R. VELU RAJ</i>	81
15.	WHAT SAVED INDIA FROM THE GLOBAL ECONOMIC MELTDOWN? <i>DR. S. RAGHUNATHA REDDY & DR. A. AMRUTH PRASAD REDDY</i>	86
16.	PERFORMANCE AND RISK ANALYSIS OF MONTHLY INCOME PLANS (MIP) OF SELECTED MUTUAL FUNDS <i>DR. ASHOK KHURANA & DR. BHAVET</i>	90
17.	CONSUMER BUYING BEHAVIOUR OF GREEN PRODUCTS <i>DR. H. C. PUROHIT</i>	94
18.	CORPORATE SOCIAL RESPONSIBILITY STRATEGIES FOR SUSTAINABLE DEVELOPMENT: INDIAN EXPERIENCE <i>DR. VILAS M. KADROLKAR</i>	98
19.	A STUDY ON MEASURING THE PERFORMANCE OF INDIAN BANKING SECTOR IN THE EVENT OF RECENT GLOBAL ECONOMIC CRISIS- AN EMPIRICAL VIEW <i>M. S. RAMARATNAM, R. JAYARAMAN & B. BALAJI SRINIVASAN</i>	106
20.	e-PROCUREMENT USING REVERSE AUCTIONS FOR CONSTRUCTION PROJECTS <i>T. BALADHANDAYUTHAM & DR. SHANTHI VENKATESH</i>	110
21.	PERFORMANCE ANALYSIS WITH SUSTAINABLE GROWTH RATE: A CASE STUDY <i>JAGADISH R. RAIYANI</i>	118
22.	TRANSFER PRICING- A STUDY OF TRANSFER PRICING METHOD USED BY SELECTED COMPANIES <i>MANU KALIA</i>	123
23.	FACTORS IN FACILITATING THE PROCESS OF OBTAINING FUNDS FOR SMES: AN EMPIRICAL STUDY ON VISAKHAPATNAM DISTRICT <i>DR. P. P. CHANDRA BOSE</i>	128
24.	EMPLOYEES' WORKPLACE EMOTIONS IN ORGANIZATIONS <i>R. GOPINATH</i>	133
25.	DISPARITIES IN INDUSTRIAL DEVELOPMENT IN INDIA – AN INTER-STATE ANALYSES <i>SUMAN RANI & SEEMA</i>	140
	REQUEST FOR FEEDBACK	144

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISORS

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

AMITA

Lecturer, E.C.C., Safidon, Jind

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **info@ijrcm.org.in** or **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

Dated: _____

The Editor

IJRCM

Subject: **Submission of Manuscript in the Area of** _____ **(Computer/Finance/Marketing/HRM/General Management/other, please specify).**

Dear Sir/Madam,

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore It has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name(s) as co-author(s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

Name of Corresponding Author:

Designation:

Affiliation:

Mailing address:

Mobile & Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain background, aims, methods, results and conclusion.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- Use endnotes rather than footnotes.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

Books

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

Contributions to books

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

Journal and other articles

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

Conference papers

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

Unpublished dissertations and theses

- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

Online resources

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

Website

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

CONSUMER BUYING BEHAVIOUR OF GREEN PRODUCTS

DR. H. C. PUROHIT

READER

DEPARTMENT OF BUSINESS ECONOMICS

FACULTY OF MANAGEMENT STUDIES

VBS PURVANCHAL UNIVERSITY, JAUNPUR – 222 001, U.P.

ABSTRACT

Environmental pollution is a buzz word in today’s business environment. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. The purpose of this study is to find out the relationship between consumer attitude towards green marketing and their buying intention. The design of the study is based on the literature review the consumer attitude toward green marketing was measured covering all the basic aspects of marketing mix. Buying intention was covering the price sensitivity and quality consciousness of the consumers. Consumer’s attitudes towards green marketing should be measured and included in the marketing plan of the firms and communicated truthfully to the consumers. Green marketing activity is to be followed by the marketers and manufacturers as the green awareness of the consumer is increasing day to day. An intensive research in the developing/underdeveloped nations is required more comparative and empirical support from the future researches. It will be helpful to the market practitioners and researchers to understand the buying intention of the young generation and apply the green marketing strategy not only for customer satisfaction but for winning the ongoing battle.

KEYWORDS

Green Product, Buying Intention, Green Consumer.

INTRODUCTION

The Oxford English Dictionary (2008) defined that green marketing is “the marketing of products on the strength of their environmental friendliness”. Consumers who make a special effort to buy green, consider themselves to be opinion leaders, defined by Shrum, McCarty & Lowry (1995). Marketing function can be categorized as per the basic components of the marketing mix as under:

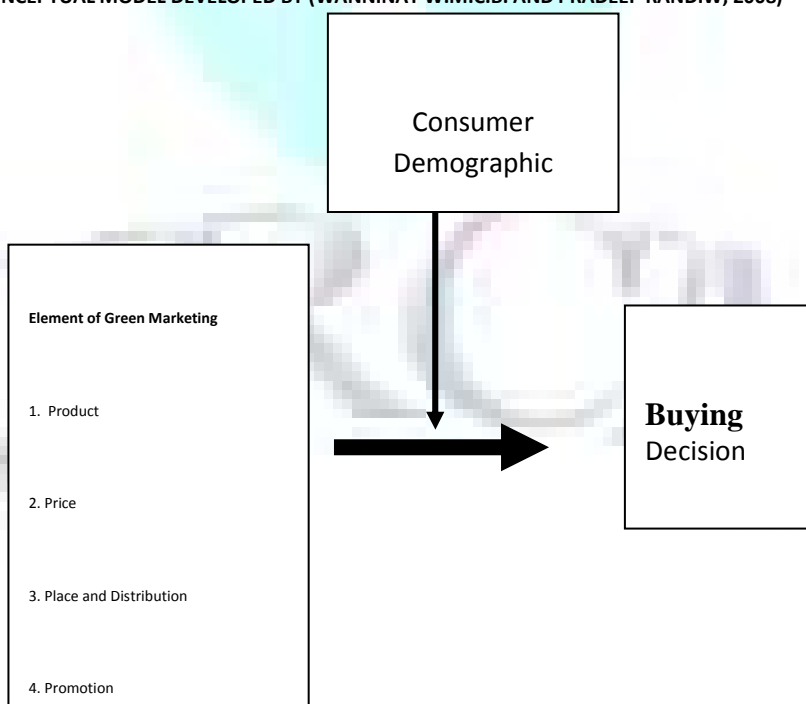
Product: The product strategy, marketers can identify customers’ environmental needs and develop products to address this issue, produce more environmentally responsible packages. (Recycle, biodegradable, reuse), and ensure that products meet or exceed the quality expectations of customers, suggested by W.M.C.B. Wanninay and Pradeep Randiw (2008). Females tend to be more environmentally responsible positive attitudes toward the green products, Diana L. Haytko and Erika Matulich (2008).

Price: W.M.C.B. Wanninay and Pradeep Randiw (2008), found that the Marketers can charge high price with highlighting eco friendliness of the products. Consumers are willing to pay more for these types of products.

Place; Distribution, obtaining dealer support to green marketing practice is essential, and also, the location must differentiate from competitors, reported by W.M.C.B. Wanninay and Pradeep Randiw (2008).

Promotion: W.M.C.B. Wanninay and Pradeep Randiw (2008) suggested that to promote the eco-friendly attributes of a product in-store promotions and displays by using recycled materials organization can reinforce environmental credibility by using sustainable marketing and communications such as public relations and creative advertising associated with green issues. Females tend to be more environmentally responsible and have more positive attitudes toward the advertising viewed as being “green”, reported by Diana L. Haytko and Erika Matulich (2008).

CONCEPTUAL MODEL DEVELOPED BY (WANNINAY W.M.C.B. AND PRADEEP RANDIW, 2008)



BUYING BEHAVIOUR: Samdahl and Robertson (1989) reported that demographic variables like; income and educational level were not very reliable for predicting environmental concern or buying behavior, but psychology of a consumer can influenced the buying decision of a consumer. (Kassey, 2001) found

that green marketing is an emotional issue for some consumers when purchasing products and services. Mandese, (1991) found that the emerging green market does not necessarily indicate that consumers would attempt to purchase environmentally friendly products for higher prices. Price factor are contradictory affects on willingness to pay more for green products. Green consumers have been identified as extremely price-sensitive when it comes to buying environmentally friendly products.

GREEN CONSUMER PROFILE: Hannilyne Todemann (2010) has categorized consumer profile into following segments:

DEMOGRAPHIC: The most common approaches are segmentation according to demographics, socio-economic, geographic or psychographic (Belch and Belch, 2003). All four segmentation analyses have also been applied to the green consumer market and to date it remains unclear which segmentation approach has been proven to be most useful.

SOCIO-ECONOMIC: Two additional variables that have also been carefully explored are 'education' and 'income', which fall under the category of socioeconomic. Education is normally thought to be positively linked to environmental awareness and concern. This means the higher the educational level of an individual, the more likely he/she is to display a sense of responsibility for the environment.

GEOGRAPHIC: Several studies investigated if the variable 'place of residence' was connected to environmental attitudes and behavior. For these studies, results have been fairly consistent as most researchers found that there was a positive correlation between these two

PSYCHOGRAPHIC: Ottman (2003) maintains for instance that "the green consumer is really a psychographic rather than a demographic". Besides these basic segmentation variables of a consumer a new variable is now to be considered as a possible aid in understanding the green market. The respective concept that investigates the effects of regulatory foci is known as 'Regulatory Focus Theory' (RFT) and is originally derived from the hedonic concept that people are attracted to pleasure and circumvent pain (Higgins, 1997). Over the past fifteen years, it has become a popular research tool, Aaker and Lee, (2004). Zhao and Pechman, (2007), studied the RFT as a Means for Understanding the Green Consumer Nature effects of antismoking advertisements and other health-related messages have eagerly applied RFT in their studies.

OBJECTIVES

On the basis of the findings of the above studies the objectives of the study are as follows:

- 1- To study consumer attitude towards green marketing.
- 2- To analyze the role of marketing 4ps in the buying intention of a consumer.
- 3- To study the relationship between consumer attitude towards green marketing and buying intention

METHODOLOGY

The Attitudes toward green Marketing was measured with the help of eight items. Buying Intention of the consumers was measured on four dimensions; high cost-low cost, good quality-inferiority product on a seven-point Likert-type scale ranging from "Strongly Agree --- --- --- --- --- --- --- Strongly Disagree". 238 students of post graduate courses were personally interviewed for the purpose, and their profile was also prepared. More than half (52%) of the respondents were male, more than half (56%) of the respondents were from science stream followed by management 29%. A great majority (77%) of the respondents were from younger age group i.e. 20 to 25 years, and 20% of the respondents were from teen age group i.e. up to 20 years of age. More than half (57%) of the respondents were from middle income families i.e. more than Rs.10,000 to Rs.30,000 monthly income, while one third of the respondents were from low income group, their monthly income was less than Rs.10000. Less than half (46%) of the respondents were from service class families, around one fourth (24%) of the respondents were from business families and rest 30% of the respondents belongs to farmer or other professional occupation. Almost all (93%) of the respondents were unmarried, and more than half (54%) of the respondents were belonging to large family size i.e. more than five members in their family, while a very low number (9%) of the respondents were from small families i.e. three or less than three members in their family.

RESULTS

ATTITUDES TOWARD GREEN MARKETING

Attitude of the consumers towards green marketing was measured on the all basic component of marketing mix i.e. product, price, place and promotion. The result obtained from the survey is presented in table-1.

1- GREEN PRODUCTS

almost all (96%) of the respondents reported that they are agree with the statement 'Green Products are valuable to society', with 89% strongly agree. The mean value of the item is 6.71, S.D. is .982 and S.E. is .064 (Table-1).

2- WILLINGNESS TO PAY

An overwhelming majority (92%) of the respondents are agree with the statement that 'I am ready to pay more prices of eco-friendly products', with 6.42, 1.41 S.D. and .091S.E.

3- ENVIRONMENTAL PROMOTIONAL CAMPAIGN

Almost all (96%) of the respondents are agree with the statement that 'I will prefer promotion campaign that protect environment', with 88% strongly agree, the mean value of the item is 6.71, S.D. is .956, and S.E. is .062.

4- POLLUTION FREE DISTRIBUTION CHANNELS

A great majority (88%) of the respondents are agree with the statement that 'I will prefer those places/ distribution channels which are not cause to environment pollution', with 82% strongly agree. The mean value of the item is 6.40, with 1.50 S.D. and .097 S.E.

5-PRODUCT QUALITY OF ECO-FRIENDLY PRODUCT

A great majority (80%) of the respondents are agree that 'I will buy eco-friendly products which are lower in quality in comparison to alternative products', with 5.70 mean and 2.12 S.D. and S.E. of the item is .137.

6-BIODEGRADABLE PRODUCTS

An overwhelming majority (92%) of the respondents are agree with the statement that 'Biodegradable products are useful to the society', with 87% strongly agree, mean value of the item is 6.63, S.D. is 1.09 and S.E. is .070.

7- RECYCLED PRODUCTS

A great majority (70%) of the respondents are agree that 'I will purchase recycled products even they are more expensive', the mean value of the item is 5.28, S.D. is 2.32 and S.E. is .150.

8- ENVIRONMENTAL VALUE

A great majority (76%) of the respondents are agree with the statement that 'I never compromise with the environmental value when I go for purchase of domestic products', with 5.47 mean value, 2.30 S.D. and .149 S.E.

CONSUMER BUYING INTENTION

Consumer buying intention was measured on two broad dimensions i.e. price sensitivity and brand consciousness in a 7-point scale and the results obtained from the survey are as follows: (Table-2).

1-PURCHASE OF COSTLY PRODUCTS

A overwhelming majority (88%) of the respondents are agree that 'I would like to purchase those products which are costlier but causing less environmental pollution', with 76% strongly agree. The mean value of the item is 6.29; S.D. is 1.57 and .101 S.E.

2-PURCHASE OF CHEAP PRODUCTS

A great majority (70%) of the respondents are agree with the statement that 'I would not like to purchase those products which are cheap but causing environmental pollution', the mean value is 5.25, S.E. is 2.45 and S.E. is .158.

3- PURCHASE OF INFERIOR QUALITY PRODUCTS

A great majority (74%) of the respondents are agree that 'I would like to purchase those products which are inferior in quality but causing less environmental pollution', the mean value of the item is 5.54 with 2.10 S.D. and .136S.E.

4- PURCHASE OF QUALITY PRODUCTS

More than half (59%) of the respondents are agree with the statement that 'I would not like to purchase those products which are good in quality but causing environmental pollution', the mean value of the item is 4.76 and S.D. is 2.55 with .165 S.E.

RELATIONSHIP BETWEEN CONSUMER ATTITUDE TOWARDS GREEN MARKETING AND BUYING INTENTION

The results of the study confirms the findings of Heidt Tania von der, and Rose Firmin (2009) willingness to pay more (WTP) study, as the item 'I am ready to pay more prices of eco-friendly products' was having significant correlation with the buying intention of the consumers, at 0.01 level. The item 'Green Products are valuable to society' was not having any relationship with the buying intention of the consumers.

Green promotion is having significant relationship with the buying intention of the consumers, as the item 'I will prefer promotion campaign that protect environment' was having significant correlation with the buying intention of costly products which are causing less environmental pollution.

On the other hand the item 'I will prefer those places/ distribution channels which are not cause to environment pollution' was having significant correlation with the buying intention of cheap products, this indicates that the distribution of these products should not be very costly.

The purchase decisions of eco-friendly products were also found significant relationship with the buying intention of the consumers as the item 'I will buy eco-friendly products which are lower in quality in comparison to alternative products' was having significant correlation with cost component of the product.

Biodegradable products are useful to the society; the item was found significant relationship with buying intention of cheap products causing environmental pollution.

I will purchase recycled products even they are more expensive, having significant relationship with the buying intention of costly products. I never compromise with the environmental value when I go for purchase of domestic products was having significant negative relationship with the buying intention of inferiority products.

TABLE-1: ATTITUDES TOWARD GREEN MARKETING

S.N.	Name of the Items	Agree (%)	Neutral (%)	Disagree (%)	Mean	S.D.	S.E
1	Green Products are valuable to society	96	1	3	6.71	.982	.064
2	I am ready to pay more prices of eco-friendly products	92	3	5	6.42	1.41	.091
3	I will prefer promotion campaign that protect environment	96	2	2	6.71	.956	.062
4	I will prefer those places/ distribution channels which are not cause to environment pollution	88	5	7	6.40	1.50	.097
5	I will buy eco-friendly products which are lower in quality in comparison to alternative products	80	6	14	5.70	2.12	.137
6	Biodegradable products are useful to the society	92	5	3	6.63	1.09	.070
7	I will purchase recycled products even they are more expensive	70	9	21	5.28	2.32	.150
8	I never compromise with the environmental value when I go for purchase of domestic products	76	5	19	5.47	2.30	.149

TABLE-2: CONSUMER BUYING INTENTION

S.N.	Name of the Items	Agree (%)	Undecided (%)	Disagree (%)	Mean	S.D.	S.E.
1	I would like to purchase those products which are costlier but causing less environmental pollution	88	6	6	6.29	1.57	.101
2	I would not like to purchase those products which are cheap but causing environmental pollution	70	6	24	5.25	2.45	.158
3	I would like to purchase those products which are inferior in quality but causing less environmental pollution	74	11	15	5.54	2.10	.136
4	I would not like to purchase those products which are good in quality but causing environmental pollution	59	9	32	4.76	2.55	.165

TABLE-3: CORRELATION BETWEEN ATTITUDES TOWARD GREEN MARKETING AND BUYING INTENTION

Name of the Items	Costlier less pollution	Cheap causing pollution	Inferior quality causing less pollution	Good quality causing pollution
Green Products are valuable to society	.026	.100	-.015	.080
I am ready to pay more prices of eco-friendly products	.301**	.229**	.146*	.177**
I will prefer promotion campaign that protect environment	.247**	.107	.165*	.047
I will prefer those places/ distribution channels which are not cause to environment pollution	.092	.306**	.123	.153*
I will buy eco-friendly products which are lower in quality in comparison to alternative products	.222**	.225**	.118	.099
Biodegradable products are useful to the society	.107	.172**	.114	.101
I will purchase recycled products even they are more expensive	.204**	.053	.086	.079
I never compromise with the environmental value when I go for purchase of domestic products	.047	.007	-.179**	.087

* Correlation is significant at the 0.05 level (2-tailed).

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

CONCLUSIONS

The finding of the study shows that consumers are ready to pay more prices for the products which are causing less environmental pollution. They also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment. The marketers should include consumer attitude measurement programme in their marketing plan and adopt all aspects of green marketing then only they can achieve their goal and fulfill the social responsibility aspect of a business concern.

REFERENCES

- Aaker, J., & Lee, A. (2004). Bringing the frame into focus: The influence of regulatory fit on processing fluency and persuasion. *Journal of Personality and Social Psychology*, 86(2), 205-218.
- Hannylyne Todemann (2010) "An Application of Regulatory Focus Theory As A Means For Understanding The Green Consumer Nature", Thesis Final.
- Haytko Diana L. and Erika Matulich (2008), "Green Advertising and Environmentally Responsible Consumer Behaviors: Linkages Examined", *Green Advertising and Environmentally Journal of Management and Marketing Research*, Volume 1.
- Higgins, E. (1997). Beyond pleasure and pain. *American Psychologist*, Vol. 52(12), 1280-1300.
- Kassey, W (2001) Green dilemma. *Marketing Intelligence and Planning*, 19, pp444-455.
- Mandese, J. (1991). New study finds green confusion. *Advertising Age*, 62(45), 1, 56.
- Ottman, J. (2003). "Know Thy Target". In *Business*. Vol 25 Issue 5, 30-32.
- Oxford English Dictionary Online (2008). Retrieved from UM library Database.
- Samdahl, D and Robertson, R (1989) Social determinants of environmental concert: Specification and test of the model. *Environment and Behaviour* 21 (1) pp 57-81.
- Shrum, LJ, McCarty, JA & Lowry, TM (1995), "Buyer characteristics of the green consumer and their implications for advertising strategy", *Journal of Advertising*, Vol. 24, no. 2, pp. 71-82.
- Tania von der Heidt, Rose Firmin, (2009), "A consumer perspective of green event performance", ANZMAC.
- Wanninay W.M.C.B. and Pradeep Randiw (2008), "Consumer Attractiveness towards Green Products of FMCG Sector: An Empirical Study", *Oxford Business & Economics Conference Program*, Oxford UK.
- Zhao, G., & Pechmann, C. (2007). "The impact of regulatory focus on adolescents' Response to antismoking advertising campaigns". *Journal of Marketing Research*, Vol.11 Issue 4, 671-687.

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. info@ijrcm.org.in or infoijrcm@gmail.com for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator