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Demographic & Personality Determinants of Green Consumer Behavior in Gujarat

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Abstract: It is an indisputable fact that consumers have an inarguable role in any country's sustainability index advancement. There is evidence that 30-40% percent of environmental degradation is caused by private household consumption activities. This prompted researchers endeavoring to profile the attributes of a green purchaser to encourage marketers in drawing up suitable green promoting techniques. Notwithstanding, what constitute the attributes of green purchasers and the impacts of these qualities on consumers' behavior to purchase green consumer durables are yet to be investigated in Gujarat. In this manner, the objective of this study is to decide the degree to which selected demographic characteristics and personality traits impact the consumers' behavior to buy green products. A survey is done in three major cities of Gujarat where 150 respondents were interviewed using structured questionnaires. In particular, hypotheses are developed concerning the connection between six demographic variables & six personality traits with six valid and reliable measures of green consumer behavior. Utilizing both descriptive and inferential statistics, findings are revealed. In light of these findings, some management implications have been drawn, including hints for future research.

Keywords: Demographic characteristics, Personality traits, Ecological consumer behavior, Green marketing strategies.

I. INTRODUCTION

From the most recent decade onwards individuals turned out to be more worried about their health because of which they are utilizing a greater amount of green products. Presently, green products can be expressed as having less of an effect on nature and are less harming to human wellbeing than traditional products, and subsequently are additionally called as sustainable or environment friendly product. Green products are made from recycled components, be fabricated in a more energy-conservative way, or be provided to the market with more environmental friendly way "(Ahmad and Juhdi 2010)". Thus, individuals are becoming more aware about the idea of environmental consciousness. This diminishes the use of customary or traditional items. Customary items are those fabricated in the conventional way. They are not being created remembering ecological contemplations. In the present competitive scenario green items are competing with the ordinary or customary (items produced by conventional methods). But, this utilization pattern isn't applicable to all parts of the society. Knowledge and awareness about the green items play an extremely imperative part in empowering the customers to utilize them. But, this awareness and knowledge don't exist, along these lines limiting the utilization of the green products.

John Elkington, Julia Hailes, and John Makower, in their book "The Green Consumer", examined a few attributes that a product must be viewed as a "green" product. They asserted that a green product should not endanger the health of people or animals, harm nature at any stage of its life, including manufacture, use, and disposal, devour an unbalanced amount of energy and other

resources during manufacture, use, or disposal, cause superfluous waste, either because of exorbitant packaging or a short useful life, include the unnecessary utilization of or cruelty to animals and utilize materials got from debilitated species or environments.

Green marketing is a business practice that considers customer concerns about the natural environment. Green advertising efforts feature the diverse environmental protection characteristics for a company's products and services "(Bamberg 2003)". The green marketing strategies incorporate lessened waste in packaging, expanded energy efficiency of the product being used, diminished utilization of chemicals in farming, or diminished release of toxic emissions and different pollutants in manufacturing. Companies have reacted to the developing client interest for environment-friendly products in a few ways, in this way making the various components of green marketing. These incorporate: 1) advancing the ecological qualities of items; 2) presenting new products for the customers worried about energy efficiency, waste diminishment, sustainability, and climate control, and 3) upgrading existing products to fulfill needs of these same consumers.

II. NEED OF THE STUDY

The present pasts have seen impelled scholastic enquiry into the worries about green consumption. This is confirm in the quantity of distributed articles in the region "(Bheda and Valente 2008; D'Souza et al., 2006; Chan He and Wang 2012; Sergio and Miranda 2009)". However, all the publications about ecologically consumption and green marketing are for the most part related to green product and even green production with no serious concern to investigate the demographic and socio-economic characteristics of those buyers who are environmentally friendly particularly in developing economies like India. This clearly was our essential motivation for this study.

Ecological awareness towards giving a safe and secured condition is the main point of green marketing concept and that is why it is the pivotal area in modern marketing research. Various analysts, for example, "(Gadenne et al., 2011; Lee 2009; Lee 2008; Leire and Thidel 2005)" had all examined the green marketing concept with a view to getting understanding into its various dimentions, yet an essential, however, frequently neglected challenge confronting marketers is the poor information of the demographic, socio-economic and personality profile of these buyers who are environmentally friendly in Gujarat. It is extremely apparent that a comprehension of the demographic, socio-economic and personality profile of this market piece would be to an incredibly important for marketing decisions. Thus, it is clearly very critical that the closer we are at recognizing the traits of these purchasers and the effect of such attributes on ecological consumer behavior, the better it will be for advertisers to outline sustainable green strategies that will appeal to this market section.

Today, in most current marketing literature, the idea of sustainable consumption is almost unlimited. Researchers in the previous decade "(Polosky 2011; Rahbar and Wahid 2011; Rashid 2009)" had all shown that consumers know and will make strides toward environmental friendliness if just the vital impetus for such conduct is given. However, there is limited empirical research which has inspected the connection between the sustainable consumption and customer's socio-economic, demographic and personality traits from developing economies like Gujarat. A significant number of the researches on green marketing have been done in developed economies. It must be acknowledge now that green marketing when viewed from the context of developing countries may likely be extraordinary.

Obviously, there have been floods of experimental research regarding this matter. Earlier research fundamentally centered around either psychographic or demographic qualities and gave bits of knowledge about predictors of ecological behaviors, however more essentially these exploration endeavors had been extremely conflicting in their findings. For example, "(Van Liere and Dunlap 1980)" said that environmentally friendly consumers are younger, more educated, belong to a higher income class and enjoy a higher occupational status which is been challenged by researchers like "Granzin and Olson (1991)".

For today's organization, ecological obligation has turned into a key to sustainable competitive advantage in the market place "(Ibok and George (2014)". As today's customers are more educated and proactive about ecological issues, propose that organizations and even the consumers be worried about whether their product or their packaging is biodegradable or

recyclable. In the light of this concern, it is pivotal to comprehend what attributes make green consumers and furthermore, what relationship exist between these characteristics and social responsible consumption behavior. Thus mixed findings of past studies and the requirement to reposition green marketing, this study endeavors to expand on existing body of knowledge with specific accentuation on developing economies like Gujarat.

III. LITERATURE REVIEW

Demographic variables and green purchase behavior: Researchers have considered the effect of demographic variables in making of perception. "Anderson and Cunningham (1972)" distinguished socially conscious consumption patterns based upon demographic variables. Their investigation uncovered exceptionally conscious social consumption behavior by highly educated, pre middle age women with above average socio-economic status. For the purpose of the study eight item SRS (Social Responsibility Scale) was utilized to recognize the respondents demographically and socio-psycho graphically. "Thomas, James and Sadrudin (1974)" in their work on ecological concern and demographic characters of green consumers considered the actual behavioral and attitudinal parameters that influence environmental awareness/concern and that assist in distinguishing ecologically concerned customers. Further Characteristics of the Socially Conscious Consumers" are represented by behavioral, socio-economic and demographic variables. The personality traits of an individual are better indicators of social conscious consumption "(Webster 1975)".

In conclusion, researchers have discovered that utilizing demographics alone to profile and segment green purchasers isn't as viable as expected. "Roberts (1996a)" asserted that the demographics profile does not have the ability to foresee socially responsible consumer behavior and recommends that marketers distinguish and incorporate relevant attitudes and behaviors, personality characteristics, and purchase intentions into their research.

IV. CONCEPTUAL FRAMEWORK OF RESEARCH

Considering research literature, the conceptual model below can be selected for the current study. This model measures the influence of psychological and demographic features on ecological conscious consumer behavior. In this model, psychological and demographic features have been considered as independent variables and ecological conscious consumer behavior has been seen as a dependent variable.
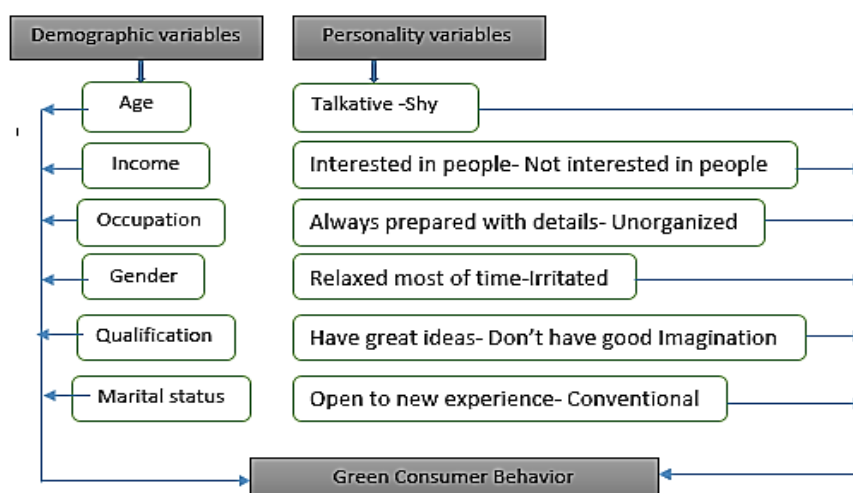

Figure: Demographic & Personality Determinants of Green purchase behavior

V. RESEARCH METHODOLOGY

This research adopted a conclusive research design. Specifically, this research used the descriptive research method. The major objective of descriptive research is to describe the data, usually to describe market characteristics or functions. In this research, demographic profile (gender, age, marital status, occupation, education and income) were investigated whether there are differences between the groups on consumers' green purchase behavior. Cross-sectional

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design was used as this research involved one-time collection of information from the Gujarat population. A structured questionnaire was used for data collection. It includes questions on consumer behavior and demographic & personality profile. The study covers 3 major cities of Gujarat i.e. Anand, Vadodara and Ahmedabad cities. A sample of 150 respondents was selected for administering the questionnaire (Anand-50, Vadodara-50 & Ahmedabad-50). Non-probability sampling technique which is convenient sampling was used in this research. After the survey of 150 households, 104 respondents responded. Both primary and secondary data are used in this study:

A. Primary Data: The required primary data were collected through questionnaire. Questionnaire was administered to respondents of Anand, Vadodara and Ahmedabad.

B. Secondary Data: The required secondary data were collected from various publications e.g. Census reports published by government of India, reports on consumer durable industry in India published by CCI (competition commission of India).

VI. OBJECTIVE

To study the relationship between demographic & personality variables and green purchase behavior.

VII. HYPOTHESIS

Based upon the research objectives, following hypotheses are formulated

1) There is no significant relationship between gender and green buying behavior.

2) There is no significant relationship between age and green buying behavior.

3) There is no significant relationship between marital status and green buying behavior.

4) There is no significant relationship between income and green buying behavior.

5) There is no significant relationship between educational qualification and green buying behavior.

6) There is no significant relationship between occupation and green buying behavior.

VIII. DATA ANALYSIS

A. Demographic Profile of Respondents

Refer table 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

Demography	No. of Respondents	Percentage (%)	Demography	No. of Respondents	Percentage (%)
Gender			**Income**		
Male	71	68.3	<25,000	24	23.1
Female	33	31.7	25,000-50,000	26	25.0
Age			50,000-100000	39	37.5
Up to 20	8	7.7	>100000	15	14.4
21-30 years old	58	55.8	**Occupation**		
31-40 years old	21	20.2	Businessman	8	7.7
41-50 years old	9	8.7	Professional	15	14.4
51-60 years old	8	7.7	Government job	17	16.3
60 years old above	0	0	Private job	14	13.5
Education			Student	48	46.2
H.S.C.	3	2.9	Homemaker	2	1.9
Graduate	37	35.6	**Marital status**		
Post graduate	49	47.1	Single	60	57.7
Doctorate	10	9.6	Married	44	42.3
Professional Course	5	4.8			

Based on table 1, the male respondents represented 68.3% (71 male respondents) of the total respondents while the female respondents represented 31.7% (33 female respondents) of the total respondents. The age of the respondents whereby 21-30 years old (55.8%) was the highest respondent's age group, followed by 31-40 years old (20.2%); 41-50 years old (8.7%) and over 51 years old (7.7%).

The marital status of respondents reveals that majority of them are single with 60 respondents (57.7%) while 44 of the respondents are married i.e. 44 (42.3%). In case of education level of the respondents the highest amount of respondents were post graduate with 49 respondents (47.1%), followed by graduates with 37 respondents (35.6%), doctorates are 10 respondents (9.6%), professional course holders are 5 respondents (4.8%) and the least respondents are H.S.C. pass out with only 3 respondents (2.9%).

Monthly income of respondents participated in this research shows that highest no. of respondents i.e. 39 (37.5%) earn 50,001-100000 per month. 26 respondents (25%) earn between 25,000-50,000 per month, 24 respondents (23.1%) earn less than 25,000 per month, 15 respondents (14.4%) earn between more than 100000 per month. In this study, mostly of the respondents are students with 46.2% and followed by government job with 16.3%. Then, 14.4% respondents are professionals, 7.7% are businessman and the least numbers are of homemaker with 1.9%.

B. Descriptive Statistics

Table II: Descriptive Statistics

Statistics						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Valid	104	104	104	104	104	104
Mean	2.87	3.88	3.93	3.62	2.08	3.38
Std. Deviation	1.053	1.027	.927	.998	1.031	.978
Minimum	1	1	1	1	1	1
Maximum	5	5	5	5	5	5

The results of table 2 reveals the information that that the mean for green consumer behavior variables I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging, I prefer green products over non – green products when their product qualities are similar, I look at the ingredients label while purchasing and I never compromise with the environmental value when I go for purchase is more than 3 which indicates that majority of population are on agreement with this variable. But the remaining two variables I will purchase green products even though it's inconvenient/not easy to use. And I will purchase green products even if they are more expensive have got mean value less than 3 so consumers are on disagreement side with these variables.

C. Hypothesis Testing

1) Test of normality:

Table III: Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	.176	104	.000	.914	104	.000
Q_18_26_I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.	.247	104	.000	.846	104	.000
Q_18_27_I prefer green products over non - green products when their product qualities are similar.	.308	104	.000	.821	104	.000
Q_18_28_I look at the ingredients label while purchasing	.304	104	.000	.844	104	.000
Q_18_29_I will purchase green products even if they are more expensive.	.211	104	.000	.909	104	.000
Q_18_30_I never compromise with the environmental value when I go for purchase	.213	104	.000	.888	104	.000

a. Lilliefors Significance Correction

H_o: The distribution is normal

H_1: The distribution is not normal

An examination of the findings in table 3 reveals the results of test of normality giving value of p 0.000 which is less than 0.05 thus null hypothesis is rejected. Thus data are not normally distributed which instructs to use non-parametric test for analysis.

1) *Gender and green consumer behavior:*

H_0: There is no significant relationship between gender and green consumer behavior.

H_1: There is significant relationship between gender and green consumer behavior.

Table IV: Mann-Whitney U Test Test Statistics[a]						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Mann-Whitney U	1156.500	1116.500	1071.000	969.500	977.500	1048.000
Wilcoxon W	1717.500	3672.500	3627.000	3525.500	3533.500	3604.000
Z	-.109	-.405	-.763	-1.526	-1.421	-.914
Asymp. Sig. (2-tailed)	.913	.686	.445	.127	.155	.360
a. Grouping Variable: Q_19_I_d_Gender						

An examination of the findings in table 4 reveals the results of Mann Whitney U test for finding the relationship between gender and green consumer behavior, did not show any relationship as the value of p is greater than 0.05 in all 5 variables of green consumer behavior so null hypothesis cannot be rejected. Thus gender and green consumer behavior are indifferent to each other.

2) *Education and green consumer behavior:*

H_0: There is no significant relationship between education and green consumer behavior.

H_1: There is significant relationship between education and green consumer behavior.

Table V: Kruskal Wallis Test Test Statistics[a,b]						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Chi-Square	.399	1.196	.876	2.985	1.934	1.289
Df	2	2	2	2	2	2
Asymp. Sig.	.819	.550	.645	.225	.380	.525
a. Kruskal Wallis Test						
b. Grouping Variable: Q_19_I_b_Education						

An examination of the findings in table 5 reveals the results of Kruskal Wallis test for finding the relationship between education and green consumer behavior, did not show any relationship as the value of p in all 5 variables of green consumer behavior is greater than 0.05 so null hypothesis cannot be rejected. Thus education and green consumer behavior are indifferent to each other.

3) *Age and green consumer behavior:*

H_0: There is no significant relationship between age and green consumer behavior.

H_1: There is significant relationship between age and green consumer behavior.

TABLE VI: KRUSKAL WALLIS TEST Test Statistics[a,b]						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodeg radable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Chi-Square	.215	4.639	1.509	4.752	1.412	1.825
df	4	4	4	4	4	4
Asymp. Sig.	.995	.326	.825	.314	.842	.768
a. Kruskal Wallis Test						
b. Grouping Variable: Q_19_I_c_Age Group						

An examination of the findings in table 6 reveals the results of Kruskal Wallis test for finding the relationship between age and green consumer behavior, did not show any relationship as the value of p in all 5 variables of green consumer behavior is greater than 0.05 so null hypothesis cannot be rejected. Thus age and green consumer behavior are indifferent to each other.

4) *Occupation and green consumer behavior:*

H_0: There is no significant relationship between occupation and green consumer behavior.

H_1: There is significant relationship between occupation and green consumer behavior.

TABLE VII: KRUSKAL WALLIS TEST Test Statistics[a,b]						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegr adable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Chi-Square	3.364	4.113	8.050	3.304	6.896	7.045
df	5	5	5	5	5	5
Asymp. Sig.	.644	.533	.154	.653	.228	.217
a. Kruskal Wallis Test b. Grouping Variable: Q_19_I_g_Occupation						

An examination of the findings in table 7 reveals the results of Kruskal Wallis test for finding the relationship between occupation and green consumer behavior, did not show any relationship as the value of p in all 5 variables of green consumer behavior is greater than 0.05 so null hypothesis cannot be rejected. Thus occupation and green consumer behavior are indifferent to each other.

5) *Income and green consumer behavior:*

H_0: There is no significant relationship between income and green consumer behavior.

H_1: There is significant relationship between income and green consumer behavior.

Table VIII: Kruskal Wallis Test Test Statistics[a,b]						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegr adable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase

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Chi-Square	3.805	2.407	5.039	4.001	13.144	1.628
df	3	3	3	3	3	3
Asymp. Sig.	.283	.492	.169	.261	.004	.653
a. Kruskal Wallis Test						
b. Grouping Variable: Q_19_I_h_Monthly Family Income Group						

An examination of the findings in table 8 reveals the results of Kruskal Wallis test for finding the relationship between income and green consumer behavior, did not show any relationship as the value of p in all 5 variables of green consumer behavior is greater than 0.05 so null hypothesis cannot be rejected. Thus occupation and green consumer behavior are indifferent to each other. Except in one variable of green consumer behavior i.e. "I will purchase green products even if they are more expensive" having value of p .004 thus rejecting the null hypothesis. Thereby concluding that income and green consumer behavior are not indifferent to each other.

6) *Marital status and green consumer behavior:*

H_0: There is no significant relationship between marital status and green consumer behavior.

H_1: There is significant relationship between marital status and green consumer behavior.

Table IX: Mann-Whitney U Test Test Statistics[a]						
	Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Mann-Whitney U	1260.000	1181.000	1123.500	1181.500	1261.000	1282.500
Wilcoxon W	2250.000	2171.000	2113.500	2171.500	2251.000	2272.500
Z	-.410	-.964	-1.406	-.986	-.407	-.262
Asymp. Sig. (2-tailed)	.681	.335	.160	.324	.684	.794
a. Grouping Variable: Q_19_I_e_Marital Status						

An examination of the findings in table 9 reveals the results of Mann Whitney U test for finding the relationship between marital status and green consumer behavior, did not show any relationship as the value of p in all 5 variables of green consumer behavior is greater than 0.05 so null hypothesis cannot be rejected. Thus marital status and green consumer behavior are indifferent to each other.

7) *Personality traits and green consumer behavior:*

TABLE X: PEARSON CORRELATION Correlations							
		Q_18_25_I will purchase green products even though it's inconvenient/not easy to use.	Q_18_26_I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.	Q_18_27_I prefer green products over non - green products when their product qualities are similar.	Q_18_28_I look at the ingredients label while purchasing	Q_18_29_I will purchase green products even if they are more expensive.	Q_18_30_I never compromise with the environmental value when I go for purchase
Q_19_II_1_Talkative & shy	Pearson Correlation	-.133	-.127	.045	.080	-.126	-.023
Q_19_II_2_Interested in people & not interested in people	Pearson Correlation	.049	-.149	.035	.208[*]	-.069	.063
Q_19_II_3_Always prepared with details & unorganized	Pearson Correlation	.117	-.109	.093	.047	.187	.116

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Q_19_II_4_Relaxed most of time & irritated	Pearson Correlation	-.059	-.106	.169	.057	-.086	.053
Q_19_II_5_Have great ideas & no imagination	Pearson Correlation	-.124	-.050	.108	.058	.027	.003
Q_19_II_6_Open to new experience & conventional	Pearson Correlation	-.053	-.041	.259**	.216*	-.119	.011

The table 10 findings show the correlation between personality traits and green consumer behavior. The higher score for personality traits indicates talkative, interested in people, always prepared with details, relaxed most of the time, have great ideas and open to new experiences negative attitude towards green consumer behavior.

The examination from the above table that the correlation between the personality variable talkative & shy and I will purchase green products even though it is inconvenient to use is -0.133. It can be interpreted that talkative personality give higher score to this variable and shy personality give lower sore to this variable.

It can be observed from the above table that the correlation between the personality variable talkative & shy and green consumer behavior variable I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.is -0.127. It can be interpreted that talkative personality give higher score to this variable and shy personality give lower sore to this variable.

It is evident from the above table that the correlation between the personality variable talkative & shy and green consumer behavior variable I will purchase green products even if they are more expensive is -0.126. It can be interpreted that talkative personality give higher score to this variable and shy personality give lower sore to this variable.

It can be observed from the above table that the correlation between the personality variable talkative & shy and green consumer behavior variable I never compromise with the environmental value when I go for purchase is -0.023. It can be interpreted that talkative personality give higher score to this variable and shy personality give lower sore to this variable.

It can be seen from the above table that the correlation between the personality variable Interested in people & not interested in people and green consumer behavior variable I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/non-biodegradable packaging is-0.149. It can be interpreted that those who are Interested in people give higher score to this variable and those who are not interested in people give lower sore to this variable.

The examination from the above table that the correlation between the personality variable Interested in people & not interested in people and green consumer behavior variable I will purchase green products even if they are more expensive is -0.069. It can be interpreted that those who are Interested in people give higher score to this variable and those who are not interested in people give lower sore to this variable.

It can be observed from the above table that the correlation between the personality variable always prepared with details & unorganized and green consumer behavior variable I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.is -0.109. It can be interpreted that those who are always prepared with details give higher score to this variable and those who are unorganized give lower sore to this variable.

It can be seen from the above table that the correlation between the personality variable Relaxed most of time & irritated and I will purchase green products even though it is inconvenient to use is -0.059. It can be interpreted that those who are Relaxed most of time give higher score to this variable and irritated people give lower sore to this variable.

It can be observed from the above table that the correlation between the personality variable relaxed most of time & irritated and green consumer behavior variable I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.is -0.106. It can be interpreted that those who are Relaxed most of time give higher score to this variable and irritated people give lower score to this variable.

It is evident from the above table that the correlation between the personality variable Relaxed most of time & irritated and green consumer behavior variable I will purchase green products even if they are more expensive is -0.086. It can be interpreted that those who are Relaxed most of time give higher score to this variable and irritated people give lower sore to this variable.

This is clear from the above table that the correlation between the personality variable Have great ideas & no imagination and I will purchase green products even though it is inconvenient to use is -0.124. It can be interpreted that those who have great ideas give higher score to this variable and those who have no imagination give lower sore to this variable.

It can be observed from the above table that the correlation between the personality variable Have great ideas & no imagination and green consumer behavior variable I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.is -0.050. It can be interpreted that those who have great ideas give higher score to this variable and who have no imagination give lower score to this variable.

The examination from the above table that the correlation between the personality variable Open to new experience & conventional and I will purchase green products even though it is inconvenient to use is -0.053. It can be interpreted that those who are open to new experience give higher score to this variable and conventional people give lower sore to this variable.

It can be observed from the above table that the correlation between the personality variable Open to new experience & conventional and green consumer behavior variable I will purchase a product in recyclable/biodegradable packaging than in nonrecyclable/ non-biodegradable packaging.is -0.041. It can be interpreted that those who are open to new experience give higher score to this variable and conventional people give lower score to this variable.

It can be observed from the above table that the correlation between the personality variable Open to new experience & conventional and green consumer behavior variable I will purchase green products even if they are more expensive is -0.119. It can be interpreted that those who are open to new experience give higher score to this variable and conventional people give lower sore to this variable.

IX. CONCLUSION AND FINDINGS

The current research found no statistical basis for the relationship between all demographic factors such as age, gender, education, occupation and marital status with green consumer behavior. Except income which is positively related with green consumer behavior. The Personality profile analysis of the respondents reveal dominance of talkative, relaxed mood, and having great ideas. Thus a person who is talkative, relaxed most of the time and has great ideas employs green consumer behavior than others comparatively. Thus only income and personality traits (talkative, relaxed mood, and having great ideas) can be used to segment and profile the green consumer. But psychological factors though realized as important antecedents for green consumer behavior are not studied in details may be due to its complexity. These research findings are quite different from previous findings. The unique outcomes of this study can be used by marketers to choose target markets and configure marketing campaigns.

Nevertheless, there are many others dimensions of green consumption which are major influencers but are beyond the scope of this study. For illustration; other conceivable elements that may clarify green consumer behavior are consumer orientation of the need for environmental safety and protection, structural facilities (infrastructure), institutional framework, friendliness of logistic services and the role of government and suppliers. Therefore, all the economic agents' producers, government, distributors and even the customers need to successfully assume their individual role, so that green companies can enhance their performance and accomplish the much desired green environment that will be sustainable.

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