

DEMOGRAPHIC SEGMENTATION OF SOCIALLY CONSCIOUS CONSUMER

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Abstract— *Changes in the life style of the people create improper management towards environment. Ecological issues such as environmental degradation, extraction of natural resources and others environmental problems are increase in all over the world. Now days, peoples are realizing the important of environment and starts to change their behavior towards environmental protection. Those issues have become more critical role in the market for sustaining of business. It is vital for every concern, to advertise their product for attracting the consumers. This paper tries to exemplify profile of the Socially Conscious Consumers. The findings and suggestion of this study would enable the companies and policymakers for their better decision making.*

Keywords— *Consumer, Environment, Quality, Segmentation, Corporate Social Responsibility*

INTRODUCTION

Trends and development in IT industry is rocket soaring day by day in all the fields and needs constant update of competencies and skills by the human resource pool involved in order to cope up with the business needs and sustain in the industry. And one predominant solution identified to meet these rapid business needs is Virtual trainings. It helps the associate to meet their training needs be it, 'Anything, Anytime and Anywhere' which is the most required in our current scenario. Hence there is a compulsive need of making the option of virtual training available to the employees so that they can enhance their knowledge and cope up with the demands and trends. Virtual training is only an emerging mode in India and still there are some major pitfalls with respect to getting the same effectively and efficiently delivered so that there is significant impact with respect to the employee and also value addition to the organization. And there has not been any significant study or research made in the area of focusing the employee's level of dissatisfaction with respect to the ways virtual training is implemented in India. This paper will also focus on the satisfaction points and suggests them as best practices to be followed. Attitude can be defined as evaluation of ideas, objects, events or people. Attitude are generally positive or negative but they can also be uncertain at times. Every attitude has 3 important components that is represented as ABC model of attitude: Affective- Refers to emotional reaction one has towards an attitude object, Behavior- The way one behave when exposed to an attitude object and Cognitive- Thoughts and beliefs one has over an attitude object. This paper is hence, based on these 3 components to analyze the attitude of employees on virtual training and the suitable quality enhancements that can be made to create a positive attitude among the employees.

In changing life, many people facing the experiences and heard news about both the poor management and handling of environment. It is increasingly apparent that environmental quality is being degraded (Stern, P. C., 1992). These situations insist every individual to change their behavior toward less exploitive in natural resources and increase socially conscious. The customers' perception is the base for shoppers' buying decisions. Quality and price of the product, and product fits into their culture, lifestyle and social consciousness are the values consider by customers (Chandra Bose. S & Vasanth, V., 2008). Many surveys have identified that the most common increase factor in customers' values are sustainability and socially conscious. (International Markets Bureau, 2012 and Priyanga, V.C., 2012). The increasing level of socially conscious consumers urges every organization for entering into implementation of ecofriendly technology (Vinayagamoorthi, V. et al., 2012). Likewise, public organizations are seeking to stimulate and serve the public interest in social issues. (Frederick, E. and Webster, J.R, 1975).

In the previous studies, the word Socially Conscious Consumer can be dealt under various tags. The term Socially Conscious is used interchangeably by Socially Responsible, Ethical, and Moral consumers (Caruana, 2007). It is defined as “the perceived effect of consumer choice on social, environmental and safety matters” (Leigh, Murphy, & Enis, 1988). In this study, socially conscious consumers / socially responsible consumers are used interchangeable.

REVIEW OF LITERATURE

Many reviews relate with Socially Responsible Consumers, Consumer Behavior, Green Marketing, Corporate Social Responsibility were considered as review of literature to this study.

Karen L.Becker-Olsen (2006) investigated the effect of corporate social responsibility on consumer behavior. For the purpose of analysis, the descriptive statistics, t – test, regression etc. were used. This study identified that high fit companies were better than low fit companies in directed the improvement in consumer belief, attitudes and intensions. Adamantios Diamantopoulos (2003) made an attempt to identify the relationship between socio – demographic variables. It was found that the combinations of socio-demographic variables are important for determining the characteristics of the products. Lois A. Mohr et al (2001) studied about buying behavior with response to corporate social responsibility of the company. The percentage analysis, descriptive and multiple regressions were used and summaries that the typology of consumers purchasing behavior gives response to corporate social responsibility.

James A.Roberts and Donald R.Bacon (1997) researched about the ecological conscious consumer behavior in the market and suggested to improve ecological standard and efficiency by consider the recycled or packaged more efficiently. Florian G.Kaiser et al., (1999) explored that the attitude towards environmental is a powerful tool for the ecological behavior. This study found that only the 40 percent of the variance of ecological behavior has explained by knowledge and values of ecological and the general ecological behavior predicted 60 percent of the behavior. Tate (1995) identified that the cause-related marketing can be a useful tool for a company to differentiate themselves from their competitors, which improves the chances consumers will purchase their product. Alexander Grob (1995) made an attempt to identify the environmental attitudes and behavior of the people. This study provided the strongest effect on environmental behavior restricted from personal-philosophical values and emotions. Kay, (1993) identified that the many companies use CSR to gain a favorable reputation which sometimes allows them to ask a premium for their products and/or services.

STATEMENT OF THE PROBLEM

Extraction of natural resources and increasing level of pollutions are some of the main problem in this globe, currently. Socially Conscious Consumers are increasing due the awareness of environmental conditions. The knowledge about the environmental responsible activities is increasing among the individuals in their purchasing activities. In this situation, every organization is in the position to extend their environmental performance (Vasanth, V. et al., 2015) and identify the demographic profile of the Socially Conscious Consumers. For sustaining the field and increase the market value, it is important to fulfill the expectations of consumers. This study moves towards a step to identify the segments of the consumers most likely to support the social responsibility activities.

RESEARCH METHODOLOGY

The required data were collected in big bazar, shopping mall, departmental store etc. located in Virudhungar. This study deals with both the primary data and secondary data. The primary data was collected from 100 respondents by issuing questionnaire. Here the respondents were selected randomly. The secondary data were collected from articles, books, magazines, Internet etc. during the period covers from 25th August, 2016 to 10th October, 2016. For the purpose of analysis, the tools such as Percentage Analysis, Cross Tabulation, Graphical Representation, and Chi – Square Test.

OBJECTIVES OF THE STUDY

The main objectives of the study are

- To understand the normal buying behavior of the customer and
- To find the demographic profile of the socially conscious customer

HYPOTHESIS OF THE STUDY

NH01: There is no association between demographic factors and socially conscious consumers

LIMITATIONS OF THE STUDY

There were some unavoidable limitations as follows.

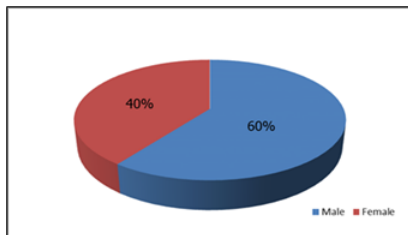
- Due to time constraint and cost, the study is restricted to only one city.
- The study is limited to the 100 responses of consumers in Virudhunagar.
- The period of the study is also limited.
- All the limitations associated with tool are also applicable

DATA ANALYSIS AND INTERPRETATION

Demographic Profile

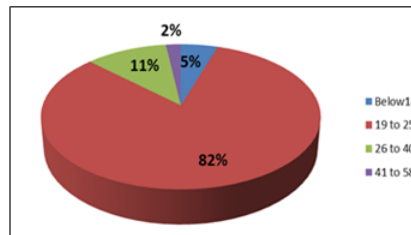
Chart 1 summaries gender wise details of the respondents. It epitomizes that among the total respondent 60% are male and 40% are female. Chart 2 pictured the age group of the respondents and explains that 82%, 11%, 5% and 2% of the respondents are belongs to the age group of 19 to 25, 26 to 40, below 18, and 41 to above respectively. The marital status of the respondents is demonstrated in Chart 3. It shows that 87% of respondents are single and 13% of respondents are married. The Educational Qualifications of the respondents are represented in Chart 4. It indicates that the 47% of respondents are Post Graduate, 25% of respondents are Under Graduate, 22% of respondents are Professionals and other few respondents are higher secondary (5%) and others (1%). Chart 5 illustrates that 72% of respondents are students, 18% of private employee and other self-employee and government employee respondents are few. From the Chart 6, the monthly income of the respondents can be understood. It represents that 41% of respondents are below the income level of Rs.7,500/- and 35% of respondent's monthly income between Rs.7,501/- to Rs.15,000/- and 15% of respondent's monthly income between Rs.15,000/- to RS.30,000/-

Chart 1
Gender of the Respondent



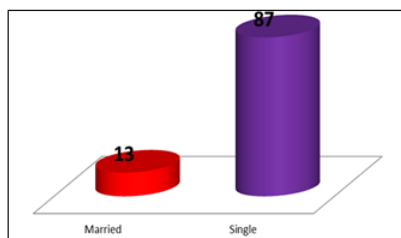
Source: Primary data and created using MS Excel

Chart 2
Age of the Respondent



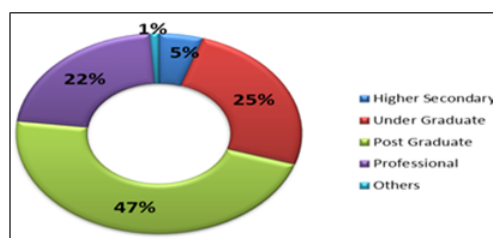
Source: Primary data and created using MS Excel

Chart 3
Marital Status of the Respondent



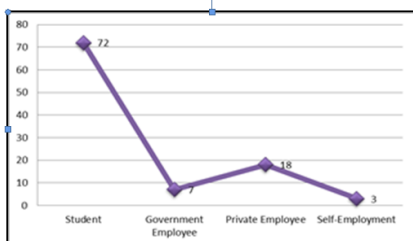
Source: Primary data and created using MS Excel

Chart 4
Educational Qualification of the Respondent



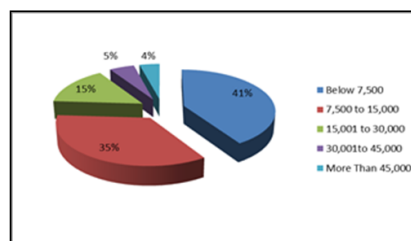
Source: Primary data and created using MS Excel

Chart 5
Occupation of the Respondent



Source: Primary data and created using MS Excel

Chart 6
Monthly Income of the Respondent



Source: Primary data and created using MS Excel

Demographic Profile and Shopping Behaviour

i) Shopping Frequency

Table 1 presents the shopping frequency and selected demographic factors such as Occupation, Educational Qualifications and Age of the respondents. It shows that most of respondents' (52) shopping frequency is once in less than 15 days. Next to this, it mentioned that majority of the respondents did shopping once in 30 days. In other words, only few respondents are involved in shopping once in more than 30 days. It shows that most of Post Graduate respondents did shopping once in less than 15 days. It is understood that the frequent visitors to the shop is post graduate respondents. Further, it is to be noted that the respondent under the age group of 19 to 25 are involved in shopping once in less than 15 days.

ii) Amount spend for shopping

Amount spends for shopping in a month and the selected demographic profile (Age, Occupation, and Marital Status) are explain in Table 2. It is identified that most of the respondents (10 and 87%) in age 19 to 25 are spend less than Rs. 1000/- in a month. Likewise, 27 respondents in age of 19 to 25 (84.4% of 19 to 25 age) bought the good worth of Rs. 1,000/- to Rs. 2,000/-. At the same time, most of the students are involved in shopping for less than Rs. 1000/- per month. Further, it is to be noted that 25% and 37.5% of Government employee respondents and private employee respondents are spend more than Rs. 4000/- in a month. Also, the Table shows the marital status and amounts spend for shopping in a month of the respondent. It shows that majority of the unmarried respondents (single) did shopping for less than Rs. 1,000/- per month.

Demographic factors and Social Consciousness

i) Major sources of awareness on Green Products

Table 3 represents the sources of awareness about the green products and selected demographic factors such as Monthly Income, Age, and Educational Qualifications of the respondent. It shows that when compare with other media of information Newspaper and Television are the major source of getting awareness about the green products when compare with level of monthly income. The respondents whose monthly income are below Rs.7,500/- are mostly got green product awareness from Television. At the same time, Rs. 7,500/- to Rs. 15,000/- monthly income respondents are favor in Newspaper for awareness about green product. Likewise, majority of Post Graduate respondents (19) and Professionals (14) are receiving awareness through Television and Newspaper respectively

Table 1 - Cross Tabulation between Frequency of Shopping and Demographic Profile

<i>Demographic Factors</i>		<i>Frequency of Shopping</i>		<i>Less than 15 days</i>	<i>15 to 30 days</i>	<i>31 to 45 days</i>	<i>46 to 60 days</i>	<i>> 60 days</i>	<i>Total</i>
Occupation	Student		38	25	7	1	1	72	
			73.10%	65.80%	87.50%	100.00%	100.00%	72.00%	
	Government Employee		4	3	0	0	0	7	
			7.70%	7.90%	0.00%	0.00%	0.00%	7.00%	
	Private Employee		9	9	0	0	0	18	
			17.30%	23.70%	0.00%	0.00%	0.00%	18.00%	
	Self-Employment		1	1	1	0	0	3	
			1.90%	2.60%	12.50%	0.00%	0.00%	3.00%	
Total		52	38	8	1	1	100		
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%		
Educational qualification	Higher secondary		1	3	1	0	0	5	
			1.90%	7.90%	12.50%	0.00%	0.00%	5.00%	
	Under graduate		7	12	4	1	1	25	

Demographic Segmentation of Socially Conscious Consumer

	Post graduate	13.50%	31.60%	50.00%	100.00%	100.00%	25.00%
		28	16	3	0	0	47
	Professional	53.80%	42.10%	37.50%	0.00%	0.00%	47.00%
		15	7	0	0	0	22
	Others	28.80%	18.40%	0.00%	0.00%	0.00%	22.00%
		1	0	0	0	0	1
	Total	1.90%	0.00%	0.00%	0.00%	0.00%	1.00%
		52	38	8	1	1	100
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Age of the respondent	Below18	2	0	0	1	2	5
		4.30%	0.00%	0.00%	16.70%	25.00%	5.00%
	19 to 25	40	27	8	4	3	82
		87.00%	84.40%	100.00%	66.70%	37.50%	82.00%
	26 to 40	3	4	0	1	3	11
		6.50%	12.50%	0.00%	16.70%	37.50%	11.00%
	41 to 58	1	1	0	0	0	2
		2.20%	3.10%	0.00%	0.00%	0.00%	2.00%
	Total	46	32	8	6	8	100
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Primary Data and Computed in SPSS – 20

Table 2 - Cross Tabulation between Amount Spend for Shopping and Demographic Profile

<i>Demographic Factors</i>		<i>Amount spend</i>					
		< Rs. 1,000	Rs.1,000 to Rs.2,000	Rs.2001 to Rs.3000	Rs.3001 to Rs.4000	> Rs.4000	Total
Age of the respondent	Below18	2	0	0	1	2	5
		4.30%	0.00%	0.00%	16.70%	25.00%	5.00%
	19 to 25	40	27	8	4	3	82
		87.00%	84.40%	100.00%	66.70%	37.50%	82.00%
	26 to 40	3	4	0	1	3	11
		6.50%	12.50%	0.00%	16.70%	37.50%	11.00%
	41 to 58	1	1	0	0	0	2
		2.20%	3.10%	0.00%	0.00%	0.00%	2.00%
	Total	46	32	8	6	8	100
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Occupation	Student	41	22	5	2	2	72
		89.10%	68.80%	62.50%	33.30%	25.00%	72.00%

	Government employee	1	2	0	2	2	7
		2.20%	6.20%	0.00%	33.30%	25.00%	7.00%
	Private employee	4	6	3	2	3	18
		8.70%	18.80%	37.50%	33.30%	37.50%	18.00%
	Self-employment	0	2	0	0	1	3
		0.00%	6.20%	0.00%	0.00%	12.50%	3.00%
Total	46	32	8	6	8	100	
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Marital status	Married	3	4	0	2	4	13
		6.50%	12.50%	0%	33.30%	50.00%	13.00%
	Single	43	28	8	4	4	87
		93.50%	87.50%	100.00%	66.70%	50.00%	87.00%
	Total	46	32	8	6	8	100
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Primary Data and Computed in SPSS – 20

Table 3 - Cross Tabulation between Green Product Awareness and Demographic Profile

<i>Demographic Factors</i>		<i>Source of Awareness</i>				
		<i>TV</i>	<i>Newspaper</i>	<i>Friend / family</i>	<i>Internet</i>	<i>Total</i>
Monthly income	Below 7,500	19	11	7	4	41
		54.30%	29.70%	63.60%	23.50%	41.00%
	7,500 to 15,000	7	15	3	10	35
		20.00%	40.50%	27.30%	58.80%	35.00%
	15,001 to 30,000	5	8	1	1	15
		14.30%	21.60%	9.10%	5.90%	15.00%
	30,001 to 45,000	2	2	0	1	5
		5.70%	5.40%	0.00%	5.90%	5.00%
More than 45,000	2	1	0	1	4	
	5.70%	2.70%	0.00%	5.90%	4.00%	
Total	35	37	11	17	100	
	100.00%	100.00%	100.00%	100.00%	100.00%	
Age of the respondent	Below 18	0	3	0	2	5
		0.00%	8.10%	0.00%	11.80%	5.00%
	19 to 25	31	27	11	13	82
		88.60%	73.00%	100.00%	76.50%	82.00%
	26 to 40	4	6	0	1	11

		11.40%	16.20%	0.00%	5.90%	11.00%
	41 to 58	0	1	0	1	2
		0.00%	2.70%	0.00%	5.90%	2.00%
	Total	35	37	11	17	100
		100.00%	100.00%	100.00%	100.00%	100.00%
Educational qualification	Higher secondary	2	1	2	0	5
		5.70%	2.70%	18.20%	0.00%	5.00%
	Under graduate	9	11	1	4	25
		25.70%	29.70%	9.10%	23.50%	25.00%
	Post graduate	19	10	8	10	47
		54.30%	27.00%	72.70%	58.80%	47.00%
	Professional	5	14	0	3	22
		14.30%	37.80%	0.00%	17.60%	22.00%
	Others	0	1	0	0	1
		0.00%	2.70%	0.00%	0.00%	1.00%
Total	35	37	11	17	100	
	100.00%	100.00%	100.00%	100.00%	100.00%	

Source: Primary Data and Computed in SPSS – 20

ii) Association between Demographic factors and Socially Consciousness

Table 4 depicts the result of Chi Square analysis between selected demographic factors (Age, Gender, Educational Qualifications, and Occupation) and factors of Socially Consciousness (societal reason, annoyed feel about Govt., Environmental Safety, and Ecological Reasons).

The Chi Square results of age and societal reason summaries that the p value is 0.378, the calculated value is higher than table value which means null hypothesis is accepted. Further, Table summing up, the result of Chi square analysis between gender and annoyed feel about Government. It reveals that the P value is 0.579, the calculated value is higher than table value. It implies that the null hypothesis is accepted. The results of Chi square test between educational qualification and safety for the environment reveals that P value is 0.234, the calculated value is higher than table value which means null hypothesis is accepted. The chi square test between occupation and ecological reasons to buy the product summaries P value is 0.275, the calculate value is higher than table value which means null hypothesis is accepted. Hence, the framed Null Hypothesis, H_{01} : **There is no association between demographic factors and socially conscious consumers** are accepted.

FINDINGS, SUGGESTIONS AND CONCLUSION

From the above findings, it is noted that in this study, most of the respondents are male. Further, it is identified that 82% of the respondents belong to the age group of 19 to 25 and most of the respondents are post graduate. It is observed from the study that most of respondents buying product in every 15 days (twice a month). On an average, most of the respondents spend the more around Rs.1000/- for a month for shopping. It is important to note that in this study there is no significant connection between demographic factors and their social consciousness.

From the above findings, it is summarized that the results of this study was based on the selected respondents, sampling areas and applied analytical tools. Further, the demographic factors are randomly compared with the factors of social

conscious consumers. This study insists the corporates to involve in social activities and label it on their product, to attract the socially conscious consumer and induce to buy product companies should. At the same time, Government should take measures to ensure the quality of the products and social contribution of the companies.

Table 4 – Results of Association Test with Demographic factors and Socially Consciousness

<i>Demographic Factors</i>	<i>Results</i>	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Societal Reason	Pearson Chi-Square	12.883 ^a	12	0.378
	Likelihood Ratio	14.344	12	0.279
	Linear-by-Linear Association	0.33	1	0.566
	N of Valid Cases	100		
a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .08.				
Annoyed Feel about Government	Pearson chi-square	2.874 ^a	4	0.579
	Likelihood ratio	2.935	4	0.569
	Linear-by-Linear Association	0.387	1	0.534
	N of Valid Cases	100		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .80.				
Safety for the environment	Pearson Chi-Square	10.468 ^a	8	0.234
	Likelihood Ratio	12.858	8	0.117
	Linear-by-Linear Association	6.012	1	0.014
	N of Valid Cases	100		
a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .09.				
Ecological reasons	Pearson Chi-Square	14.410 ^a	12	0.275
	Likelihood Ratio	14.715	12	0.257
	Linear-by-Linear Association	0.164	1	0.685
	N of Valid Cases	100		
a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .06.				

Source: Primary Data and Computed in SPSS – 20

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