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FACTORS AFFECTING SOCIALLY RESPONSIBLE CONSUMER BEHAVIOR AND THEIR RELATIVE IMPORTANCE IN SRI JAYEWARDENEPURA, KOTTE ELECTORATE.

BY
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Factors Affecting Socially Responsible Consumer Behavior and Their Relative Importance in Sri Jayewardenepura, Kotte Electorate.

By

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Thesis submitted to the University of Sri Jayewardenepura for the award of the degree of Master of Philosophy in Management on 19th November, 2008

The work described in this thesis was carried out by me under the supervision of Dr. B.N.F.Warnakulasooriya and a report on this has not been submitted in whole or in part to any university or any other institution for another Degree/ Diploma.

Signed by,

.....

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Certification

I certify that the above statement made by the candidate is true and that this thesis is suitable for submission to the university for the purpose of evaluation.

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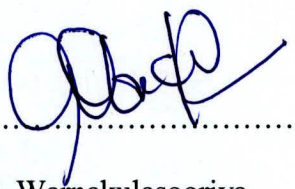

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List of Abbreviations

SRCB	-	Social Responsible Consumer Behavior
ECCB	-	Environmental Conscious Consumer Behavior
SCCB	-	Social Conscious Consumer Behavior
PCE	-	Perceived Consumer Effectiveness
EC	-	Environmental Concern

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Factors affecting socially responsible consumer behavior and their relative importance in Sri Jayewardenepura, Kotte electorate.

By

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ABSTRACT

Over the past three decades, the Social Responsible Consumer Behavior (SRCB) has increased in a progressive manner (Follows and Jobber, 2000). Despite evidence to suggest that society is increasingly sympathetic towards the environment (including society), many Environmental Friendly (EF) products have not achieved the expected level of market success (Wong *et al.*, 1996). Therefore it is beneficial to marketers in Sri Lanka to identify the factors affecting in socially responsible behavior of consumers and their relative importance. The factors that were assumed to be related with the SRCB were psychographic characteristics, environmental attitudes, and demographic characteristics of consumers. Sampling unit was taken as the households in Kotte electorate area. The unit of analysis is individual level. The person who buys consumer goods to the household was taken as the unit of analysis for the study; but in some households there were more than one decision maker for purchasing. Therefore the person who buys the highest amount of consumer goods in those households was taken as the unit of analysis for the study. The total sample size was randomly chosen and fixed at two hundred; But KMO and Bartlett's test was conducted to know the sample adequacy.

SRCB and environmental attitudes were measured by using four dimensions; Perceived Consumer Effectiveness, Environmental Concern, Liberalism, and Alienation. These dimensions were measured using scales developed by Roberts, (1995), and psychographic characteristics were measured by using two dimensions; Values and Lifestyle. Values were measured using the scales used by Fraj and Martinez, (2006) and Lifestyles were measured using the scale developed by Sanchez et al., (1998) quoted by Fraj and Martinez, (2006). Gender, age, marital status, education, occupation, and income were used to measure the demographic characteristics of consumers. A questionnaire was adopted for data collection. However, the validity and the reliability of the measurement scales were tested. The association between environmental attitudes and psychographic characteristics with SRCB was tested by using Pearson correlation. To test the relationship between demographic characteristics with SRCB, Independent sample T-Test and One way ANOVA test was conducted. The results disclosed that environmental attitudes have the highest association with SRCB (especially, Perceived consumer effectiveness and Environmental Concern shows strong correlation with SRCB and also Alienation shows positive but not strong association with SRCB). Psychographic characteristics also have a significant but not strong relationship with SRCB (especially, there is a positive relationship between knowledge consumers, ECOEV consumers, Alisana Consumers, SALUDEV consumers and SRCB) while some of the demographic characteristics show a significant relationship with SRCB. Especially, SRCB vary with age, marital status, education level, and income.