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ENVIRONMENTAL CONSCIOUSNESS AND CONSUMER LIFESTYLE

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ABSTRACT

Identification and targeting of consumer segments who exhibit some kind of pro-environmental behavior in their use and consumption related activities is an important factor for considering environmental issues in business decisions. An extensive review of extant literature highlights the role of environmental consciousness in explaining pro-environmental behavior, thus, making it imperative to investigate the antecedents determining consumers' environmental consciousness. The investigation holds particular interest to the marketers as it suggests the market feasibility of eco-friendly product options on the basis of identification of profitable green segments. It is in this backdrop that the study attempts to examine environmental consciousness as a construct and identify lifestyle-based antecedents of consumers' environmental consciousness. The study has its implications for marketing practitioners and researchers who can employ the research findings to draw a clear and distinctive picture of environmentally conscious consumers. Moreover, the findings will help marketers to identify green consumer segments in terms of pattern of their lifestyle.

Key words: Environmental Consciousness, Consumer Lifestyle, Green Consumer, Environmental Attitude

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INTRODUCTION

Global environmental change and rapid depletion of natural resources of the world is alarming the severity of environmental degradation. The number of environmental problems stemming from human society's impact on the natural environment is rising constantly, and gaining public attention and concern for ecological issues (Axelrod & Lehman, 1993). Consumers assume key role in addressing the ecological concerns through their consumption choices and provide significant bases, apart from policy and regulatory requirements, for companies to adopt and integrate the concept of pro-environment or green movement in their businesses. Rising environmental concerns of the consumer have potential long term implications for firms to embrace an environmentally friendly approach in their business practices (Dembkowski & Hanmer-Lloyd, 1994). In a way it becomes imperative for businesses to guide the consumption choices to support their environmental policies and initiatives. Identification and targeting of consumer segments, who exhibit some kind of pro-environment behaviour in the backdrop of their consciousness towards environmental degradation, is therefore important for effective implementation of environmental policies and initiatives.

Past researches are largely directed towards identification and profiling of green consumer segment based on various sociodemographic measures (viz., like gender, age, education, income, and social class) and personality measures such as alienation, locus of control, conservatism and many others. Demographics based indicators generally used as the principal basis of market segmentation, although essential, yet these are found insufficient as they lack consistency and richness in explaining the complexities of differences in consumer behavior. Plummer (1974), Hustad & Pessemier (2011) among other researchers, clearly demonstrated the relative usefulness of considering inventory of activities, interests, and opinions (AIO Inventory) as compared to the use of demographic information only for the purposes of further improving and enriching target profile. People may resemble each other demographically with respect to their educational backgrounds, gender, and age, however, considering their leisure choices, it would be a mistake to assume similarity in their consumption choices as well, because each individual chooses products, services, and activities that help define a unique lifestyle (Solomon, 2004).

Present study aims to explore into lifestyle-based consumer segments exhibiting differences

in their environmental consciousness with an idea that pro-environmental behavior is an outcome of environmental consciousness, as advocated by Sharma & Bansal (2013). The study uses cluster-based analysis to find out consumer segments exhibiting differences in their environmental consciousness defining pro-environmental behaviour. The study will help the green marketers to better align their marketing strategies in the light of enriched profiling of consumer segments and to evoke desirable pro-environmental behaviour. Next section provides a view of dimensions of environmental consciousness followed by the discussion about its linkages with consumer lifestyle.

ENVIRONMENTAL CONSCIOUSNESS

The term 'environmental consciousness' though came out of political and everyday language has gained a lot of attention in academic circles and is used as one of the central constructs to explain pro-environmental consumer behavior. The past studies (Bohlen, Schegelmilch and Diamantopoulos, 1993; Schlegelmilch, Bohlen and Diamantopoulos, 1996) have conceptualized environmental consciousness as consisting of attitudinal, cognitive or knowledge, and behavioral components. Also, green purchase behavior, though, was treated as a consequence of environmental consciousness, the non-purchase related element of green behavior i.e., recycling and political action were subsumed as a constituent part of environmental consciousness. Moreover, researchers in the past have examined actual environmental commitment as a part of environmental concern, and consider pro-environmental behavior as a part of environmental consciousness. Environmental consciousness is, on the other hand, delineated as a 'mental state, multi-dimensional' construct consisting of attitudinal and knowledge components, and pro-environmental behavior as an outcome of environmental consciousness (Sharma & Bansal, 2013).

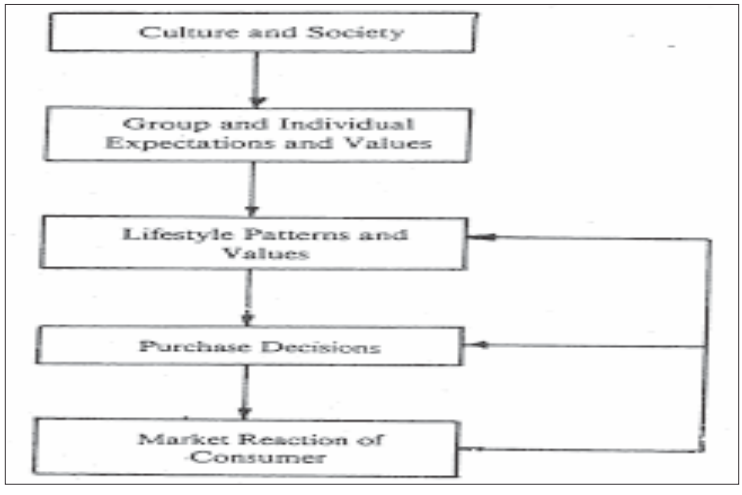
The literature on environmental consciousness and green consumer behavior are seemingly evident in the role played by *environmental attitude*. It seems to have a prominent role in the discussions on environmental consciousness, emanating from the fact that consumers' attitude must display their concern for ecology. General environmental attitude of consumers which is taken as an element of the construct environmental consciousness, might not help alone in explaining green consumer behavior. A more specific measure of environmental attitude i.e., attitude towards pollution and attitude towards conservation is thus expected to have better explanatory power than general attitude.

Another variable that has gained considerable importance in the literature on environmental consciousness is *New Environmental Paradigm*. It is a validated and popularly used measure of the ecological worldview which captures the shift or change in the attitude of people from the DSP -Dominant Social Paradigm- to NEP -*New Environmental Paradigm*. Keeping in mind the fresh view which NEP bought into the existing measures of environmentalism, it was deemed important to incorporate NEP as a measure of environmental attitude. Another dimension that is vital to the measure of environmental attitude is *perceived consumer effectiveness*. (Kinnear, Taylor, & Ahmed, 1974), firstly identified and conceptualized *perceived consumer effectiveness* as a measure of the extent to which a person believes that individual efforts can be effective in pollution abatement. It is believed that a person's ecological concern alone might not materialize into pro-environmental behavior since it is vital for people to believe that an action taken even at the individual level will contribute to the solution of the problem. Unless this belief exists, people may feel reluctant in displaying pro-environmental behaviors. Also, the beliefs about the role of society in mitigating environmental problems need attention, hence, a measure called *Social Environmentalism* was also considered in the measures of environmental consciousness. Additionally, *consumers' knowledge* of various environmental issues was also deemed important to consider the construct of environmental consciousness as a complete one.

CONSUMER LIFESTYLE

Lazer in 1963 introduced the concept of Lifestyle segmentation and talked about its relationship with marketing. Lifestyle pattern was defined as a "systems concept", referring to a unique mode of living in its aggregate and broadest sense. It relates to unique ingredients or qualities that delineate a cultures' or groups' style of life, thus, delineating it from others. It embodies the patterns that develop and emerge from the dynamics of living in a society. According to him, lifestyle combines the virtues of demographics with richness and dimensionality of psychological characteristics. He also proposed a lifestyle hierarchy suggesting the linkages of lifestyle with consumers' purchase decisions (Fig 1).

Figure 1.Lazer's Lifestyle Hierarchy



Source:(Hustad & Pessemier, 2011)

Variedly expressed as *Psychographic Research*, *Life Style* Research, it aims at drawing recognizable human portraits (Hustad & Pessemier, 2011) of consumers. While demographics answer questions like who buys, psychographics focuses on why they do (Solomon, 2004). The study of consumer Lifestyle extends great support in understanding consumers as the kind of descriptive details that are provided by psychographic analysis bring a significant improvement over the meager demographic profiles of target customers. Lifestyle-based descriptions go beyond the plain and basic descriptions given by demographic indicators and give a more comprehensive profile of consumers that can be used to draw a more meaningful sketch of consumer behavior (Plummer, 1974). Moreover, lifestyle as a variable has also demonstrated its usefulness as a basis for segmentation since people within the same demographic group or the same background can exhibit very different psychographic profiles, and therefore demographics in itself would present an incomplete or even misleading picture.

Lifestyle as envisaged in various lifestyle segmentation based researches, tries to capture people's activities in terms of 1) how people spend their time 2) what are the areas of their interest 3) their outlook about themselves and the world around them. It gives a broad, everyday view of consumers. The concept of lifestyle based segmentation assumes greater

importance when viewed in terms of its benefits ranging from having a defined target market, better positioning, communication, to provide a new view of the market, etc. (Plummer, 1974). The most widely used approach to Life Style segmentation has been AIO ratings i.e., activities, interests, and opinions (Wells & Tigert, 1971).

CONSUMERS LIFE STYLE AND ENVIRONMENTAL CONSCIOUSNESS

Concerning the domain of environmental consciousness, a majority of the researches delved into Lifestyle based analysis of socially responsible/socially concerned/ socially conscious consumers. Since environmental consciousness is believed to have its roots in social consciousness/ social concerns (Antil,1984), therefore, the studies investigating the role of lifestyle in relation to social responsiveness have largely been taken as the bases to draw Lifestyle based profile of environmentally conscious consumers.

According to Berkowiz & Luttermen (1968), people of highly socially responsible personality have a higher interest in politics at both national and local level as compared to those individuals who score less on socially responsible personality scale. It suggests that socially responsible people are more inclined towards political affairs. Similarly, individuals scoring high on social responsibility scale can be identified and portrayed as the ones who are actively involved in community activities, showing great interest in local and national political events.

Belch (1982) used Lifestyle based analysis to establish a basis for segmentation of the market comprising of socially concerned consumers. Considering the type of activities socially concerned consumers engage in, it was observed that their activities are primarily consistent with a concern for personal and social well-being. They seem to be physically active, hardworking and safety conscious as well along with an inclination towards outdoor activities. Additional findings indicate that they are home-centric and get engaged in philanthropic activities.

The role of psychographics for the profiling of socially responsible consumers was also investigated in a study by Antil (1984), who reported that socially responsible are more concerned about the quality of goods and demand improved products. They are interested in culturally oriented activities, have confidence in personal abilities and are environmentally

concerned. Socially concerned consumers are more liberal in their opinions and express self-confidence both with themselves and their future. They are health and safety conscious, physically active with an inclination towards outdoor activities than those of the indoor variety. Also, they are likely to engage in philanthropic or church-related activities and are family oriented. They believe in active participation in church-related social organizations, volunteering activities and philanthropic activities(Belch, 1982).

In a study of Spanish consumers, Fraj & Martinez (2006) drawn a profile of the ecological consumers based upon their values and lifestyles, in addition to environmental attitude and environmental knowledge. Results pointed out that the ecological commitment represented by an attitude of real ecological commitment is mainly explained by those individuals who feel fulfilled by taking up new challenges and try out new things. Using AIO i.e., activities, interests and opinions inventory, Dansirichaisawat & Suwunnamek (2014) obtained Lifestyle based clusters of consumers buying electric appliances. What activities people indulge in, the interest they pursue, and the opinions they hold, thus, can provide useful insights to clearly delineate the segments differing in terms of their environmental consciousness.

The present study, thus, attempts to draw lifestyle-based consumer segments and to explore differences in their environmental consciousness defined as mental-state variable comprising multiple dimensions. The hypothesis, therefore, is:

H1: Environmental consciousness differs across different patterns of consumer lifestyle.

THE STUDY

The present study is based on the sample survey of Indian consumers located primarily in the Metropolitan city of Delhi and the National Capital Region. In view of the nature and scope of the study, the non-probability sampling technique was used to conduct a survey of consumers. The data was collected using a structured non-disguised questionnaire which was distributed both online and personally to over 1000 respondents. After repeated follow-ups, in all 660 filled in questionnaires were received via both online and offline mode. The scale items for measuring environmental consciousness and consumer lifestyle are mainly adapted from past studies. The responses were obtained on a seven-point Likert scale ranging from 'strongly agree' to 'strongly disagree'.

ANALYSIS

The lifestyle scale aimed at measuring general as well as a green lifestyle uses an inventory of thirty- five lifestyle items dealing with both general and green lifestyle. On the basis of factor analysis of thirty five scale items resulting into ten factors with explained variance of 59.05%, four factors were finally retained on the basis of reliability analysis, using Cronbach's alpha (Table 1). Each of the four lifestyle factors used for further analysis are labelled as *Green Lifestyle, Adventurous, Organized and Political Interest*. The brief description of each factor is given below:

Green Life Style: It indicates active participation in environment-related campaigns, voluntary participation in community activities, extending support to environmental organizations, participation in environmental campaigns, and pro-active involvement in social activities.

*Adventurous***:** The factor reflects a drive for exploring new things, and inquisitiveness about things around. It also signifies an inclination towards art, culture, and history.

Organized: It signifies a lifestyle directed towards maintaining stress- free, balanced and organized/methodological way of living. The set of activities involved here include volunteering for regular health checkups, eating food without additives and maintaining a balance between work and life.

Political Interest: It signifies heightened interests towards matters relating to politics, economy, and society at large. Details of the final factors along with constituent items and reliability are reported in Table 1.

Reliability analysis of dimensions of environmental consciousness shows that except for *attitude towards conservation* Cronbach's alpha values are sufficiently high for all other dimensions Table 2. In view of the significance of *attitude towards conservation* as a dimension to gauge environmental consciousness, this dimension is, however, retained for further analysis. The scale items used for various dimensions of environmental consciousness are given in the Annexure. The ensuing sections showcase the results of the cluster-based analysis are explained for the purpose of extracting lifestyle-based consumer segments.

Table 1: Results of Factor Analysis and Reliability Coefficients (N=603)

Sl. No.	Item (Variables)	Factor Loadings	Explained Variance	Cronbach's's alpha
Factor 1	I actively participate in campaigns related to environmental issues. (L34)	0.860	10.60%	0.824
	Whenever possible, I try to participate in community cleanup efforts. (L32)	0.741		
	I volunteer for social activities at my workplace. (L33)	0.593		
	I always look forward to supporting the green movement. (L27)	0.593		
	I often visit museums and art exhibitions. (L35)	0.572		
	I often look up for the groups taking up pro-environmental issues. (L12)	0.516		
Factor 2	I like to learn about art, culture, and history. (L4)	0.790	17.58%	0.651
	I like the challenge of doing something that I have never done before. (L9)	0.693		
	I like to learn about things even if they may never be of any use to me. (L10)	0.536		
	I would like to understand more about how the universe works. (L11)	0.526		
Factor 3	I always try to reduce stress. (L 15)	0.715	24.52%	0.653
	I try to find a balance between work and my life. (L17)	0.665		
	I try to take an arranged and methodological life. (L16)	0.615		
	Voluntarily, I get my regular health checkups. (L14)	0.442		
	I try to eat food without additives. (L13)	0.436		
Factor 4	I always keep myself informed of the latest changes in politics & society at large. (L31)	0.850	30.63%	0.875
	I am interested in reading news on political and economic affairs. (L30)	0.825		
Factor 5	In a product, quality is more important. (L24)	0.714	36.54%	0.502
	I am always proud to have a close-knit family. (L26)	0.680		
	Once I decide to achieve something, I find myself able to achieve the same. (L29)	0.534		
Factor 6	I want to be considered fashionable. (L8)	0.776	42.62%	0.525
	I must admit that I like to show off. (L6)	0.636		
	My friends often come to me for advice regarding which brand to buy. (L28)	0.509		
Factor 7	I like a lot of variety in my life. (L1)	0.718	46.62%	0.223
	I prefer to spend the evening at home rather than going out with friends. (L23)	-0.449		
Factor 8	Working away from home helps me to fulfill myself. (L18)	0.718	50.99%	0.387
	Working alone, at home or elsewhere is best. (L20)	0.449		
Factor 9	Society has developed quickly and lost all good aspects of traditions. (L19)	0.731	55.06%	0.234
	I like being in charge of my group. (L3)	0.449		
Factor 10	When people give me a gift, I like if it is something useful. (L21)	-0.670	59.045%	0.255
	I love to make things I can use every day. (L2)	0.508		
	I like trying new and different things. (L25)	0.415		
TOTAL VARIANCE EXPLAINED: 59.05%				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy= 0.827, Bartlett's Test of Sphericity: Sig. (0.000)				

Source: Authors' Calculation

Table 2: Reliability Analysis of Dimensions of Environmental Consciousness

Dimensions of Environmental Consciousness	Cronbach's Alpha
General Environmental Attitude	.715
Attitude Towards Pollution	.710
Attitude Towards Conservation	.460
Perceived Consumer Effectiveness	.723
NEP	.667
Social Environmentalism	.735
Environmental Knowledge	.917

Source: Authors' Calculation

Cluster Analysis: Lifestyle based Segmentation

Cluster analysis technique was employed to partition the sample respondents into two or more groups based on the similarity with respect to the lifestyle dimensions, viz*., green lifestyle, adventurous, organized/health conscious and political interests*. As suggested by Hair, Anderson, Tatham, & Black (2005), a combination of both hierarchical and non-hierarchical methods has been employed to identify the number of clusters in the data set. Using the hierarchical procedure first, the appropriate number of clusters was identified, and then these clusters were fine-tuned using non-hierarchical procedures.

Hierarchical Cluster Analysis

In hierarchical cluster procedure, Ward's method was used as the clustering method to minimize within cluster differences and squared Euclidean distance was used as the distance measure. The number of clusters being formed was decided with the help of agglomeration coefficient and the percentage change in coefficient value was traced to identify a number of clusters. The percentage change in the agglomeration coefficient from four to two clusters has been highlighted in Table 3 to enable the assessment of relevant change in cluster homogeneity. Agglomeration schedule given in Table 3 shows a large increase in agglomeration value in moving from a three to two cluster solution (1834.610-1481.751= 158.905) as well as from a two to one cluster solution (2812.730-1834.610= 352.859).

Table 3: Analysis of Agglomeration Coefficient for Hierarchical Cluster Analysis

Number of clusters	Agglomeration Coefficient	Differences in the co-efficients
4	1322.846	---------
3	1481.751	158.905
2	1834.610	352.859
1	2812.730	978.12

Source: Authors' Calculation

Since the largest change in the value of the coefficient occurs in moving from two to one cluster, and also from three to two clusters, therefore, both cluster solutions were independently assessed to make a judgment regarding the number of clusters to be finally considered for further analysis. Using hierarchical cluster analysis procedure, Table 4 summarizes mean scores of lifestyle factors in the case of each cluster solution.

Table 4: Clustering Variables Profile for the Two-cluster Solution

(Hierarchical Cluster Analysis)

Cluster S o-lution	No. of Clusters	N	Green Lifestyle	Adventurous	Organized/ Health Conscious	Political Interests
2 Cluster Solution	Cluster 1	437	5.09	5.73	5.39	5.91
	Cluster 2	127	4.00	5.09	4.78	3.08
3 Cluster Solution	Cluster 1	313	5.43	5.98	5.75	6.00
	Cluster 2	124	4.25	5.08	4.46	5.68
	Cluster 3	127	4.00	5.09	4.78	3.08

Source: Authors' Calculation

Results of hierarchical cluster analysis for two and three-cluster solution as shown in Table 4 suggests differences in lifestyle mean scores across clusters 1 and 2, out of which cluster one has higher mean scores of all cluster variables. The number of cases in clusters one and two is 427 and 137 respectively. A three-cluster solution, which appears like a split of cluster one (of 2 cluster solution) into two clusters of size 313 and 124 respectively gives a more comprehensive and refined picture of the grouping of respondents as compared to a two-cluster solution (Table 4). Even the differences in mean scores are much distinctive for the dimensions*: green lifestyle* and *political interests*. A three-cluster solution reflects an

improved and distinct structure over the two cluster solution as there is more variation in terms of the mean scores of clustering variables. The three cluster solution was, therefore, further tested using ANOVA (one way) to assess the statistical significance of the differences in mean scores of the clustering variables across the three clusters. Results reported in Table 5 are indicative of the significant differences across clusters for all the lifestyle dimensions.

Table 5: Results of ANOVA Analysis for Significance Testing of Differences between Clusters for Three Cluster Solutions

Variables	Cluster Mean Score	Df	F	Sig.
Green Lifestyle	Cluster 1 - 5.43	2	648.477	0.000
	Cluster 2 - 4.25			
	Cluster 3 - 4.00			
Adventurous	Cluster 1 - 5.98	2	151.646	0.000
	Cluster 2 - 5.08			
	Cluster 3 - 5.09			
Organized	Cluster 1 - 5.75	2	104.689	0.000
	Cluster 2 - 4.46			
	Cluster 3 - 4.78			
Political Inte r-ests	Cluster 1 - 6.00	2	71.379	0.000
	Cluster 2 - 5.68			
	Cluster 3 - 3.08			

Source: Authors' Calculation

Based on a preliminary investigation of data for multicollinearity, outliers, and examination of the cluster profiles for both 2 and 3 cluster solutions, it was decided to retain a three-cluster solution, and to use it as an input (seed point) for non-hierarchical cluster analysis.

Nonhierarchical clustering procedure

The Nonhierarchical clustering procedure was based on the initial seed points that were taken from the hierarchical analysis. Table 6 provides the centroid mean value for each clustering variable. Univariate F ratios and levels of significance comparing the differences between the cluster means are also shown in Table 6. Each of the clusters identified through the clustering procedure, thus, represents a set of respondents who have some commonality with regard to underlying lifestyle factors and which differ from the respondents in other clusters.

The cluster one is named '**Advents'** as it signifies an adventurous and organized lifestyle.

Respondents in cluster two appear to be relatively more interested in political and economic affairs, followed by an interest in exploring new things, therefore, it is named as '**Politically Actives'.** Lastly, cluster three which carries relatively higher mean scores on all lifestyle factors is named as **'Active Lifers'.**

Across cluster, the comparison reveals that the respondents belonging to cluster three are more inclined towards community activities, and tend to participate in campaigns related to green issues, etc. Additionally, they showcase an adventurous spirit as evident from their liking towards the challenge of doing something they have never done before. They tend to live a more organized and methodological life. Also, they try to reduce stress, eat food without additives, and try to maintain a work-life balance. Besides, they have a relatively higher inclination towards economic, political and social affairs, thus, keeping themselves informed about the latest changes in politics and society at large. Iteration history, initial cluster centers, and the distance between final clusters are reported in Appendix II.

Table 6: Mean Score on Lifestyle Dimension Using Nonhierarchical Cluster Analysis with Initial Seed Points from the Hierarchical Results

Final Clusters Number	Cluster Name	No. of cases	Green Life-style	Adven-turous	Orga-nized	Politi-cal In-terests
Cluster 1	Advents	83	3.78	4.93	4.69	2.47
Cluster 2	Politically Actives	201	4.27	5.26	4.71	5.40
Cluster3	Active Lifers	280	5.59	6.01	5.81	6.02
F			276.77	73.654	149.783	637.04
p-value*			0.000	0.000	0.000	0.000
Note: * Sig. at $p < 0.05$						

Source: Authors' Calculation

LIFESTYLE BASED DIFFERENCES IN THE ENVIRONMENTAL CONSCIOUSNESS

The results of ANOVA (one way) based analysis to test the hypothesized relationship (H1) are shown in Table 7. Comparison of mean scores of dimensions of environmental consciousness across three clusters shows that there is strong *general attitude* of

respondents belonging to 'Active Lifers' followed by respondents in cluster two of 'Politically Actives'. They also display a strong *attitude towards pollution* and the conservation of resources. Mean scores for *social environmentalism* and *environmental knowledge* are substantially high. It is with respect to perceived consumer effectiveness and new environmental paradigm only that no significant differences in environmental consciousness mean scores are evident across the three lifestyle based segments, despite that 'Active Lifers' appear to have a strong belief in the efficacy of their pro-environmental actions. Overall, the results largely support the proposition made in the context of lifestyle based differences in consumer's environmental consciousness, and therefore, hypothesis (H1) is accepted.

Table 7: Lifestyle based Consumer Segments and their Environmental Consciousness: Results of ANOVA Analysis

EC Dimensions	Advents	Politically Actives	Active Lifers	F	p-value*
	Mean (Std. Dev.)	Mean (Std. Dev.)	Mean (Std. Dev.)		
GEA	6.15 (.739) N=83	6.03(.846) N=201	6.36 (.609) N=279	12.434	0.000
ATP	5.61(.935) N=78	5.64(.721) N=198	6.04(.590) N=260	23.284	0.000
ATC	5.91(1.03) N=82	5.85(.923) N=201	6.18(.736) N=278	9.644	0.000
PCE	5.06(1.15) N=82	5.07(1.13) N=200	5.24(1.14) N=558	1.590	0.205
NEP	5.28(.723) N=76	5.16(.595) N=196	5.27(.711) N=263	1.477	0.229
SENV	5.67(.744) N=80	5.73(.680) N=198	5.93(.667) N=271	6.991	0.001
EK	3.81(.614) N=83	3.84(.684) N=198	4.14(.655) N=274	15.682	0.000

Legend: *EC=Environmental Consciousness, GEA=General environmental attitude, ATP= Attitude towards Pollution, ATC= Attitude towards Conservation, PCE=Perceived Consumer Effectiveness, NEP= New Environmental Paradigm, SENV=Social Environmentalism, EK=Environmental Knowledge*
Note: ** Significant at p<0.05*

Source: Authors' Calculation

Differences in environmental consciousness occurring across lifestyle-based consumers' segments, thus, add a new facet to the characterization of the environmentally conscious consumer. It provides a more elaborate and rich profile of environmentally conscious consumers' by means of adding more specific lifestyle-based details in terms of their activities, interests, and opinions, over and above the simple descriptions that can be obtained using demographic characteristics.

CONCLUSION AND IMPLICATIONS

An assessment of consumer environmental consciousness based on differences in lifestyle is suggestive of interrelationship between these two. *Active lifers* have the highest mean scores in relation to all the dimensions of environmental consciousness. The *Active lifers*, who exhibit heightened interests towards matters related to politics, economy, and society at large; participate in community activities; try to live an arranged and methodological life seem to be more environmentally conscious as reflected in their *general environmental attitude, attitude towards pollution and conservation, social environmentalism, and environmental knowledge*. They are significantly different from *Advents and Political Actives.* Findings of the present study are somewhat consistent with the study of Belch (1982) who outlined that a socially concerned consumer is likely to be more concerned for her personal and social well-being. Moreover, they are physically active, hardworking and safety conscious. The present study portrays environmentally conscious consumers as having an inclination towards art, culture, and history, in addition to concern for health. Antil (1984) also portrayed socially responsible consumers in a somewhat similar manner and reported them as being more concerned about health. They were also found to have higher engagement in physical activities. The also exhibited interests in culturally oriented activities. Berkowiz & Luttermen (1968) reported that a highly socially responsible personality tend to display greater interest in politics at both national and local level as compared to individuals who score less on the socially responsible personality scale. In their study of environmentally conscious consumers, Fraj & Martinez (2006) pointed out that such consumers like to explore the unexplored, and are always keen to learn new things. It was further supported by the argument that ecological commitment represented by an attitude of real ecological commitment is mainly displayed by those who feel fulfilled by taking up new challenges and try out new things. The findings of the present study suggest

the usefulness of lifestyle-based antecedents and provide impetus to researches for using lifestyle as a key variable in the studies of environmental consciousness. It also clearly appears that pro-environmental purchase behavior which is driven by one's environmental consciousness (Sharma and Bansal, 2013) can be understood through a person's lifestyle. Understanding Life Style provides enriched insights as compared to demographic factors and marketers of green products can better strategize in case segments are targeted on the basis of their lifestyle. Those who are organized, adventurous, health conscious and more exposed to the external ongoing can be targeted for marketing green products. It has further implications for decisions relating to advertising strategies, in terms of ad appeals, an advertising medium, etc.

Study of environmentally conscious consumers in terms of their activities, interest, and opinions delivers very relevant insights for effective segmentation of markets for green products. The study clearly presents lifestyle-based segments differing for dimensions of their environmental consciousness, and thus combining the Lifestyle profile of the target segment with its environmental profile may enable the marketers to draw rich insights for the purposes of drawing more appropriate marketing strategies. It also clearly appears that pro-environmental purchase behavior which is driven by one's environmental consciousness can be better influenced by effecting Lifestyle variables related to activities, interests, and opinions.

The study draws its limitations in regard to use of scale measuring dimensions of environmental consciousness. In view of low reliability scores for *attitude towards conservation* content analysis of scale items is suggested for future studies. Further, cluster analysis results can be better enriched if more lifestyle-based factors are used to draw the clusters. Present study dropped six factors out of ten due to their week psychometric results. There is a scope for future studies to explore scale development for measuring consumer lifestyle specific to their consumption decisions showcasing their consciousness towards the environment.

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ANNEXURE

Constructs	Final Scale Items
General Environmental Attitude	1. Courses focusing on the conservation of natural resources should be the part of curriculum in schools. 2. The environment is one of the most important issues facing societies today. 3. One should contribute in every possible way towards preserving the environment. 4. Environmental issues do not concern me (R).
Attitude Towards Pollution	1. I become incensed when I think about the harm being done to plant and animal life by pollution. 2. When I think of the ways industries are polluting, I feel angry and frustrated. 3. All consumers should be interested in the pollution aspects of products they purchase. 4. Pollution is presently one of the most critical problems faced by nations. 5. I think we are not doing enough to encouraging manufacturers to use recyclable packages.
Attitude Towards Conservation	1. Natural resources must be preserved even if people need to do without some resources. 2. Switching off lights when not in use greatly contributes towards preserving natural resources. 3. In my daily life, I do not bother about conserving neither water nor power. (R)
Perceived Consumer Effectiveness	1. There is not much that the one individual can do about the environment (R). 2. The conservation efforts of one person are useless as long as other people refuse to conserve. (R) 3. It is worthless for the individual consumer to do anything about pollution. (R) 4. Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do. (R) 5. Behaviour of each consumer can have a positive effect on society if they purchase the products sold by socially responsible companies.

NEP	1. We are approaching the limit for the number of people the earth can support. 2. People have the right to modify the natural environment to suit their needs. (R) 3. When people interfere with nature, it often produces disastrous consequences. 4. Humans are severely abusing the environment. 5. Plants and animals have as much right as humans to exist. 6. The balance of nature is strong enough to cope with the impact of modern Industrial nations. (R) 7. The so called ecological crisis facing human kind has been unduly exaggerated. (R) 8. The earth is like a spaceship with very limited rooms and resources. 9. Humans were meant to rule over rest of the nature. (R) 10. The balance of nature is very delicate and get easily upset. 11. People will eventually learn enough about how nature works to be able to control it.(R) 12. If things continue on their present course, we will soon experience a major ecological catastrophe.
Social Environmentalism	1. Lack of enforcement of laws is a major cause for environmental problems in any society. 2. Government can do a lot to sustain the environment. 3. I feel sorry that government does not do more to help control environmental pollution. 4. I think government should devote more money towards supporting conservation and environmental programs. 5. A substantial amount of money should be devoted to environmental protection. 6. Immediate global measures will help to halt the environmental degradation.
Environmental Knowledge	1. Acid rain 2. Sea/river pollution 3. Global warming 4. Ozone Layer depletion 5. Radiation from storage of nuclear waste 6. Alternative energy sources 7. Low phosphate detergents 8. Species Preservation 9. Green House Gases 10. Destruction of the rain forests 11. Deforestation 12. Pollution of drinking water 13. Chlorofluoro carbons 14. Depleting ground water levels 15. Pollution from pesticides/insecticides 16. Air pollution from power stations