ABSTRACT
In this modern world most of the consumers concern about green products because of lots of environmental issues. In this study is going to investigate the relationship between buyer behavior dimensions and Consumer Attitude towards Green Products. The sample size of this study is 509 and data is collected using well structured questionnaires. The findings of the study show that majority of the consumer attitude towards green products is good and there is relationship between consumer attitude towards green products and buyer behavior.

Keywords: Environment, Buyer behavior, Green products, Consumer attitude.

INTRODUCTION:
Environmental issues have gained prominent in business as well as in public life throughout the globe and few academic restraints have integrated green issues into their literature. This is especially true of marketing and buyer behavior. A society becomes more concerned with the natural environment, business have begun to reverse their behavior in an endeavor to address society’s new concerns. Some businesses have been quick to avow concepts like environmental related fields and waste reduction and have integrated environmental issues into all organizational proceedings.

In the field of marketing, consumer attitudes have been frequently used in diverse past studies to predict ecologically conscious consumer behavior and usage of green products. Schlegelmilch et al. (1996) found that environmental attitude was most decisive in determining the pro-environmental purchase. Similarly, another famous study by Roberts (1996) confirmed the philosophical significance of attitudinal variables in explaining ecologically conscious consumer behavior. Majority of the consumers claim themselves to be green, the market share of green products as compared to other mainstream products is almost negligible. This tempo indicates a broad attitude behavior gap prevailing in the market of green products.

Buyer behavior is a study of how individuals make verdict to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service).

Ecological product: product that was manufactured using toxic free ingredients and environmentally friendly procedures, and which is certified as such by a recognized organization.

REVIEW OF LITERATURE:
Efthimia Tsakiridou et al (2007) identify the consumer’s attitudes and behavior towards organic products in Greece. Greek consumers' seem to be informed about environmental and health issues. They seek information about the nutritional value of food and demand more products free from chemical residues. The results show that most consumers' associate organic consumption mainly with fruit and vegetables. Although demographics seem to affect attitudes towards organics, their values in explaining actual behavior is minimal. The results confirm that health, and concern for the environment, animal welfare and support of the local economy are drivers of organic consumption.
However, there is an indication that the importance of motives and barriers may vary for different product categories. D’Souza et al. (2007) stated that demographics tend to play an important role in regards both the interest of green product and green certification. Trade & Development (2008) discussed that consumers is said to be changing their attitude and perception and profess a strong willingness in favor of eco-friendly environment. This concept helps us in realizing a fact that how much a consumer is conscious about their environment Cervellon et al. (2010) and Yiridoe at el. (2005) demonstrated that the demand of green products is increasing day by day all over the world and as such there is concern for understanding how green is a green product. One of the most important restraints to the development of green products is the lack of consumer trust and the lack of information. This shows us that consumer’s attitude and perception play an important role in promoting the green products.

METHODOLOGY:
Sample and Area:
The article presents the relationship between consumer attitude in green products and buyer behavior among the respondents. The study was carried out are Chennai, Tamil Nadu. Chennai has many organic shops and customers are comparatively aware about green products. The research was conducted over the ten shops in the sample area. This study consists of 509 samples, which were identified and data collected from them in the month of November 2015. Convenience sampling was administered for the purpose of this study. The data is collected by well-designed questionnaires.

Survey Instrument:
The data has been collected by distributing questionnaires to the sample selected for the study. The questionnaire consists of several close-ended questions and designed with three parts they are demographic profiles of respondents, buyer behavior questions and consumer attitude questions. Five point linker scale was used ranging from one two five, 1 is assigned for ‘Strongly disaree’, 2 for ‘disagree’, 3 for ‘not decide’, 4 for ‘agree’ and 5 for ‘strongly agree ‘was use for all variables.

Statistical tool used:
The collected data had been analyzed by using descriptive, one way ANOVA and correlation analysis.

RESULTS AND DISCUSSIONS:
Table-1: Level of Buyer Behavior dimensions:

<table>
<thead>
<tr>
<th>Level</th>
<th>Decisions Making</th>
<th>Green Customer Satisfaction</th>
<th>Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number Of Respondents</td>
<td>Percentage</td>
<td>Number Of Respondents</td>
</tr>
<tr>
<td>Low</td>
<td>85</td>
<td>16.7</td>
<td>91</td>
</tr>
<tr>
<td>Medium</td>
<td>323</td>
<td>63.5</td>
<td>385</td>
</tr>
<tr>
<td>High</td>
<td>101</td>
<td>19.8</td>
<td>33</td>
</tr>
<tr>
<td>TOTAL</td>
<td>509</td>
<td>100</td>
<td>509</td>
</tr>
</tbody>
</table>

Table 1 explains the level perceived by the respondents about the dimensions of buyer behavior it is found that 19.8 percent of the respondents have high level of decision making, 16.7 percent of the respondents have low level of decision making and 63.5 percent of respondents have medium level of decision making. This indicate that majority of the respondents are interested have to take decision making.

Regarding green customer satisfaction among the respondents, it is seen that 6.5 percent of the respondents have high level of Green Customer Satisfaction, 17.9 percent of the respondents have low level of Green Customer Satisfaction and 75.6 percent of respondents have medium level of Green Customer Satisfaction. This indicate that high level of the respondents are felt the customer Satisfaction.
It’s also describes the level of Perception among the respondents. It shows that 91.2 percent of the respondents have medium level of Perception, 08.8 percent of the respondents have low level of Perception and none of the respondents have high level of Perception. This indicates that more of the respondents are interested have Perception.

Table -2. Levels of consumer attitude towards green products:

<table>
<thead>
<tr>
<th>Consumer attitude towards green products</th>
<th>Number Of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>95</td>
<td>18.7</td>
</tr>
<tr>
<td>Medium</td>
<td>289</td>
<td>56.8</td>
</tr>
<tr>
<td>High</td>
<td>125</td>
<td>24.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>509</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 2 explains the level of Consumer attitude towards green products among the respondents. The Consumer attitude towards green products is found to be high among 24.6 percent of respondents, moderate among 18.7 and low among 56.8 percent of respondents. The result show that the low level of attitude is more.

Table-3 Relationship between Buyer Behavior and consumer attitude towards green products:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Decision Making</th>
<th>Green Customer Satisfaction</th>
<th>Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>r-value</td>
<td>P-value</td>
<td>r-value</td>
</tr>
<tr>
<td>Consumer Attitude Towards Green Products</td>
<td>0.360**</td>
<td>0.000</td>
<td>0.309**</td>
</tr>
<tr>
<td></td>
<td>0.396**</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

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

Table.3 reveals that relationship between the buyer behavior dimensions and Consumer Attitude towards Green Products.

**H0:3:1:** There is significant relationship between Decision Making and Consumer Attitude towards Green Products.

**H0:3:2:** There is significant relationship between Green Customer Satisfaction and Consumer Attitude towards Green Products.

**H0:3:3:** There is significant relationship between Perception and Consumer Attitude towards Green Products.

In order to verify hypothesis Correlation test was applied. The r-value is found to be 0.360 for decision making, 0.309 for Green Customer Satisfaction and 0.396 for perception so r-value shows that there is +ve relationship between buyer behavior and Consumer Attitude towards Green Products. P-value is < 0.001 for all buyer behavior dimensions. So there is significant relationship between buyer behavior and Consumer Attitude towards Green Products of the respondents since the r-value is significant. From these all the hypothesis gets accepted at 1 percent level. The result reveals that buyer behavior is correlated with Consumer Attitude towards Green Products of the respondents.
FINDINGS:

- Observing the buyer behavior dimensions indicates that 63.5 percent of respondents have a moderate level of decision making towards the purchase of green products and 19.8 percent of the respondents in high level.
- Customer satisfaction shows that 75.6 percent of respondents are satisfied while using green products at medium level and 17.9 percent of respondents are satisfied at low level.
- Perception indicates that 91.2 percent of respondents have a moderate level perception towards green products and 8.8 percent of respondents in low level but none of them is high level towards green products.
- 56.8 percent of the respondents have a moderate level of attitude towards green products and 24.6 percent of respondents have a high level attitude towards green products.
- It reveals that majority of the respondents have a moderate and above level of perception, attitude and satisfaction towards green products.
- By Correlation analysis we came to know that there is a relationship between consumer attitude towards green products and buyer behavior.

CONCLUSION:

It is concluded that buyer behavior dimensions such as decision making, satisfaction and perception of respondents are at moderate level towards green products. Their attitude towards green products also moderate and there is significant positive relationship between consumer attitude towards green products and buyer behavior.

REFERENCES: