

**PRO-ENVIRONMENTAL BEHAVIOR OF THE MARRIED FEMALE CONSUMERS.** Park Una, Rhee Kee Choon. Dep. of Consumer Studies and Management, Seoul National University, Seoul Kwanak-Gu Shillim-Dong 52, Korea.

The purposes of this study are to identify characteristics of the pro-environmental behavior(downward PEB), to examine the degree of PEB, and to investigate the factors which influence on the propensity for PEB. That is, this study derives from the following questions. First, what is the incentive which activate PEB? : Does consumer behavior pro-environmentally by ecological incentive? or for self - interest? And, consumers willingly submit to be inconvenient for environment affairs? Second, The consumer can be led to do PEB by offering proper resource? If so, which types of resource must be offered? The data used in this study is included 712 married female consumers living in Seoul and Kwangju. Statistics used for data analysis are reliability, frequencies, means, t-test, one-way Anova, and multiple regression analysis. The results can be summarized as follows. 1) The mean score of PEB was 67.35( 3.21 on the 5 point likert type scale), it means that consumers quite often behavior in pro-environmental way. 2) Two types of value orientation,that is, ecological and economic value orientation, predict PEB independently. 3) Consumers who have more resource, especially environmental resource rather than individual resource, tend to be pro-environmental. The result of this study could be attributed to develop the policy and education program. First, Economic and ecological approach toward the environmental affairs are not incompatible. PEB is based on ecological value, but economical incentive is important to activating PEB, too. Thus, this study presumes that both of two alternatives are useful. Second, Because environmental education is effectively related to PEB, life-education and systematic support must be provided. And social, physical and institutional surroundings of consumer should be improved.