

**THE POSSIBILITY OF SOCIAL MARKETING'S ADAPTION ON ENVIRONMENTAL PROBLEMS: AN EVALUATION ON THE POLICIES OF NPOs & ADMINISTRATION---**

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**ABSTRACT**

**Purpose and model-** This research is intended to clarify how social marketing affects the continuation of consumer's pro-environment behavior (PEB) and three types of PEB (energy-saving, garbage-decreasing, recycling) will be adopted in this research.

**Methodology-** Based on the model mentioned above, the hypotheses of the research (H1-H11) were set and tested through an online questionnaire investigation of 1030 people is used, which is offered by NTT Com Online Marketing Solutions Corporation. Both cross tabulation analysis and covariance structure analysis are used in this research to test the model.

**Findings-** The results of cross tabulation show us some truth reflecting actual situation of Japan such as 1) women engage in housework in many cases 2) for the result related to the age, consumer might increase their sense of ownership toward environment problem as they age. What is more, the result of the covariance structure analysis shows that the goodness of fit of the model shows some small value. However, if we consider that this model measures the evaluation for the marketing activities of NPO and administration that is usually not so familiar with, the result of verification might show the difficulty of the activity that is full of impact. A further discussion and limits about this research will be omitted here.

**Academic implication-** While the solve of environmental problems and the formation of sustainable society are needed, our study pay attention to the continuity of pro-environmental activity that is the field there is less past research, and we try to make clear it's factor. We introduce the viewpoint of social marketing when we decide the outline of analysis. As a result, we make comprehensive model that enables us to see the

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effect of people's evaluation towards the policy of NPO and administration on each three pro-environmental activity. The information got from the analysis with this model would give some implication to future research.

**Practical implication-** Firstly, the significance of NPO and administration considering three activities as pro-environmental activities is accepted sufficiently by the general public. Secondly, the pecuniary, temporal, and psychological burden for consumer to continue pro-environmental activity is still strong. Thirdly, product evaluation could reduce the consumers' burdens in all analysis. In the case of our first finding, It elevates their sense of responsibility. Accordingly, NPO and administration have to spread those ideas by associating with the policy like distribution or promotion. For example, showing the amount of CO2 reduction that we could reduce by raising the preset temperature of air conditioner in exact number and visualizing the effect by announcing the amount of CO2 emission in news could be effective to make people understand how small activity could contribute to solve the environmental problems.

**Keywords:** Social marketing, Environment, NPO, Administration, PEB

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