

A STUDY OF THE PROCESS OF INTRODUCING ECO-JIZŌBON BASED ON THE GROUNDED THEORY APPROACH

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1. BACKGROUND AND OBJECTIVES

When people face to make a decision concerning environment-conscious behaviors, Hirose (1995) said that the decision making process by a group was different from by individual. The former is affected by emotional factors and the latter by a rational mind. Considering this fact, it would be important to clarify the factors of decision making activities by local communities in order to spread various actions/activities in which environment-conscious activities was taken in account. This study introduced the contents of “*Eco-Jizōbon*” proposed by the Citizens Environmental Foundation and focused on the process of introducing “*Eco-Jizōbon*” to several neighborhood associations in Kyoto city.

2. METHODOLOGY

This study was conducted based on the Grounded Theory Approach. This method is one of the qualitative analysis aiming to construct some theories grounded on the data. Figure. 1 shows the process of the method.

3. RESULT

This study has finally derived two hypothesis (grounded theories: GT) based on the Grounded Theory Approach as follows;

GT1: The important factors for introducing *Eco-Jizōbon* is that neighborhood associations should be informed of the detail of *Eco-Jizōbon* by the end of July.

Furthermore, if the project provides information on *Eco-Jizōbon* to neighborhood associations strategically, more neighborhood associations would join the project and the cases of *Eco-Jizōbon* will increase in the future.

GT2: The detailed information on the cases of other neighborhood associations, which already experienced *Eco-Jizōbon*, would be useful for newly introduction of *Eco-Jizōbon* by other neighborhood associations.

These results of this study would be directly effective for operations to involve more neighborhood associations and would contribute to develop another activities or theories concerning environment-conscious behaviors.

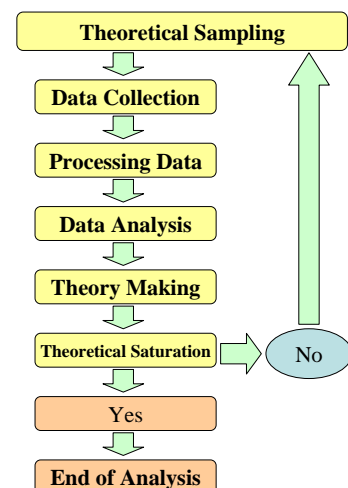


Figure.1 The process of Grounded Theory

REFERENECEES

Hirose, Y., 1995, *Social Psychology of Environment and Consumption – Dilemma between public and private benefits -*, The University of Nagoya Press.