QUESTIONNAIRE

Dear Respondent,

These days Customers are more and more concerned about environment and their health. Thus, they are beginning to change their habits of consumption and are demanding greener products whose manufacture has the least impact on the environment. Green products combine green concepts in the manufacturing and use-return process of these products while allowing the products to meet the same manufacturing regulations. Green products are the products which are sustainable, without the use of pesticides, made with recycled materials and simple packaging. Therefore, green consumers can be defined as those who focus on the purchase and consumption process especially as it relates to the production process and the disposal of products, as well as their impact on the ecological environment. In a broad sense, green consumers signify consumers who have chosen to purchase green products and who have tried to minimize the impact of these products on the environment. It is also important to note that the demands of traditional and green markets are quite different. Green marketing has emphasized a balance of quality, function, price and convenience with the least impact of these products on the environment.

You are requested to spare your precious time to fill up the questionnaire. Your views and answers are important to us. Please answer all questions as we cannot use the questionnaire if it is incomplete.

The information given by you will be kept confidential and will be used for the academic purpose only.

Ms. Pooja Mehta
Section – I

Demographic Profile

City:

Age: 18-25 Years ( )  26-40 Years ( )
       41-55 Years ( )  56 Years & above ( )

Gender: Male ( )  Female ( )

Educational Qualification: Under graduate ( )  Graduate ( )
                         Post graduate ( )  Doctorate ( )

Employment status: In service ( )  Own Business ( )
                   Student ( )    Homemaker ( )

Monthly income: Less than 10000 ( )  10001-25000 ( )
                25001- 50000 ( )  50001- 75000 ( )
                75001- 100000 ( )  More than 100000 ( )

Marital status: Married ( )  Unmarried ( )

Children: One ( )  Two ( )
           3 & above ( )  None ( )

Section – II

1) How would you describe your level of awareness about Green products?

- Very low
- Low
- Average
- High
- Very high
2) **How would you describe your level of awareness about following dimensions of green products?**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>Very Low</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
<th>Very High</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I am aware of the benefits of green products for health</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>I am aware of the benefits of green products for the environment</td>
<td></td>
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<td></td>
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<tr>
<td>3</td>
<td>I am aware of the point of purchase for green products</td>
<td></td>
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<tr>
<td>4</td>
<td>I am aware of various brands offering green products</td>
<td></td>
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<tr>
<td>5</td>
<td>I am aware of various symbols / certifications / other identifiers which declare the product as green product</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

3) **Please rank the following sources of awareness for their effectiveness in providing information regarding green products?** (assign ranks from 1-7, where rank 1 depicts most effective source of awareness and rank 7 depicts least effective)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Sources</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>T.V</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Magazines</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Internet Ads</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Friends/ Relatives</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Newspaper</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Seminars/Conferences</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Super Market staff</td>
<td></td>
</tr>
</tbody>
</table>
Section – III

4) Please indicate your level of agreement or disagreement with each of the statements on a five point scale as given below:

SD = strongly disagree
D = disagree
UD = undecided
A = agree
SA = strongly agree

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>UD</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Deterioration of the environment is a serious issue and Green products can contribute in saving the environment.</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>2</td>
<td>I prefer green products over non green products.</td>
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<tr>
<td>3</td>
<td>Manufacturing/Production of green products is totally environment friendly.</td>
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<tr>
<td>4</td>
<td>Environment deterioration is bound to happen and green products cannot help in protecting it.</td>
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<tr>
<td>5</td>
<td>Green products and non green products are alike.</td>
<td></td>
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<tr>
<td>6</td>
<td>Manufacturing of green products must be highly subsidized so that more companies can enter into manufacturing of green products.</td>
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<tr>
<td>7</td>
<td>Green products are true to their environment friendly claims.</td>
<td></td>
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<tr>
<td>8</td>
<td>Using green products gives a sense of satisfaction.</td>
<td></td>
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<tr>
<td>9</td>
<td>I want to be a part of green movement by using green products.</td>
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<tr>
<td>10</td>
<td>I am doubtful about the working performance of green products.</td>
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<tr>
<td>11</td>
<td>I would agree to pay even extra price for environment friendly products to save our environment.</td>
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<tr>
<td>Sr. No.</td>
<td>Statements</td>
<td>SD</td>
<td>D</td>
<td>UD</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>12</td>
<td>Claims of green products about health benefits are usually exaggerated.</td>
<td></td>
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<tr>
<td>13</td>
<td>State Governments should make rigorous efforts to promote manufacturing and marketing of green products.</td>
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<tr>
<td>14</td>
<td>Performance of green products justifies its price.</td>
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<tr>
<td>15</td>
<td>Paying premium price for green products is a mere wastage of money.</td>
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</tr>
</tbody>
</table>

5) Please indicate your level of agreement or disagreement with each of the statements on a five point scale as given below:

SD = strongly disagree
D  = disagree
UD = undecided
A  = agree
SA = strongly agree

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>UD</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I prefer green products because the word ‘Green’ sounds good.</td>
<td></td>
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<tr>
<td>2</td>
<td>I prefer green products because I want to contribute in saving my planet earth.</td>
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<tr>
<td>3</td>
<td>While purchasing green products I thoroughly read label to see if contents are environmentally safe.</td>
<td></td>
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<tr>
<td>4</td>
<td>I prefer to buy products made or packaged in recycled materials.</td>
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<tr>
<td>5</td>
<td>I prefer to buy products in packages that can be refilled.</td>
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<tr>
<td>6</td>
<td>I avoid buying products from companies which are not environmentally responsible.</td>
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<tr>
<td>Sr. No.</td>
<td>Statements</td>
<td>SD</td>
<td>D</td>
<td>UD</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>7</td>
<td>Price of green product is the first thing I look into before taking decision to purchase it.</td>
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<tr>
<td>8</td>
<td>Before buying green products I compare its price with traditional products.</td>
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<tr>
<td>9</td>
<td>I would purchase green products if they are easily available.</td>
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<tr>
<td>10</td>
<td>I prefer to switch the store/retail outlet if green product is not available there, than not to buy or buy a substitute of it.</td>
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<tr>
<td>11</td>
<td>I buy green products, if they are available at the retail outlets I personally believe in.</td>
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<tr>
<td>12</td>
<td>I would pay extra for green products just because they are safe for my health.</td>
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<tr>
<td>13</td>
<td>Using green products is a status symbol.</td>
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<tr>
<td>14</td>
<td>I use green products because my friends and colleagues use the same.</td>
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<tr>
<td>15</td>
<td>I use green products because of pressure from family members.</td>
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<tr>
<td>16</td>
<td>I would prefer to buy green products if I have enough information, which confirms their greenness.</td>
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<tr>
<td>17</td>
<td>I use green products because my friends ask me to do so.</td>
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<tr>
<td>18</td>
<td>My culture/religion also affects my intention to buy green products.</td>
<td></td>
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<tr>
<td>19</td>
<td>I strongly consider the response of people about the performance of the product, who have already used the green products.</td>
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<tr>
<td>20</td>
<td>I buy green products of the brands which I rely upon.</td>
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<tr>
<td>21</td>
<td>While purchasing green products I consider specific features of the product like: its shape, color, convenience to use and maintenance required.</td>
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<tr>
<td>Sr. No.</td>
<td>Statements</td>
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<td>--------</td>
<td>---------------------------------------------------------------------------</td>
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<tr>
<td>22</td>
<td>Labels of green products should be self explanatory to explain its green content.</td>
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<tr>
<td>23</td>
<td>I prefer buying green products when price discounts are offered.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>24</td>
<td>I rely on those companies which are having environmental certifications.</td>
<td></td>
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</tr>
<tr>
<td>25</td>
<td>While purchasing a green product, one should spend enough time to read the label in order to ensure that the contents of the product are actually green.</td>
<td></td>
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<tr>
<td>26</td>
<td>I seek the help of retail staff to explain me information regarding its contents and benefits of the green product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>I use green products because I want to protect my family members from serious ailments.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>I believe in those green products manufacturing companies which are also involved in environment friendly practices.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>29</td>
<td>There must be some certification which confirms that the product is green.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>While buying a green product I look for some certification, which declares that the product is environmentally friendly.</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

6) How will you describe your usage of green products?

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Product Category</th>
<th>I use</th>
<th>I don’t use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organic food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Organic clothes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cosmetics and personal care products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Electrical appliances</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7) If you use green products, what is your motive? Rank motives as per the importance? (attempt if you use green products)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Motive</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Concern for Health</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Concern for status</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Concern for the environment</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>To use better quality products</td>
<td></td>
</tr>
</tbody>
</table>

8) From where do you prefer to buy green products? Rank the point of purchases as per your preference? (attempt if you use green products)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Point of Purchase</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Retail Malls</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Local shops</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Teleshopping</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Specialized shops/units</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Factory Outlet</td>
<td></td>
</tr>
</tbody>
</table>

9) How frequently do you buy Green products? (attempt if you use green products)

- Once a Week
- Once a Fortnight
- Once a Month
- Once a Year
- Regularly when needed
10) Do you repeat your purchase of Green products? (attempt if you use green products)
   - Not at all
   - Some times
   - Often
   - Always

11) How will you describe your level of satisfaction regarding green products? (attempt if you use green products)
   - Very Much dissatisfied
   - Dissatisfied
   - Neutral
   - Satisfied
   - Very Much satisfied

12) How would you express your willingness to recommend green products to friends and relatives? (attempt if you use green products)
   - Very much Unwilling
   - Willing
   - Neutral
   - Willing
   - Very much willing

13) If you don’t use Green products please rate your reasons for non usage

   SD  = strongly disagree
   D   = disagree
   UD  = undecided
   A   = agree
   SA  = strongly agree
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>UD</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lack of awareness about green products.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Green products are very expensive.</td>
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<tr>
<td>3</td>
<td>Green products are not promoted properly.</td>
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<tr>
<td>4</td>
<td>Lack of confidence in the performance of green products</td>
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<tr>
<td>5</td>
<td>Green products are not available in full range of variety</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>6</td>
<td>Green products are not easily available in shopping outlets</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>Labels of green products are not informative, they don’t fully inform about their greenness.</td>
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</tr>
</tbody>
</table>

14) **If you don’t use green products. Will you consider using green products in the future?**

- Not at all
- Intend to consider
- Consider but not in the immediate future
- Consider to use sometimes
- Consider to use always

**Section – IV**

15) **Which of the following marketing strategies used for green products is more effective in influencing your behavior as a consumer of green products. Please rank the strategies given as per your opinion:**

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Marketing strategies</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertisements using Green Themes</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Self Explanatory Labels</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Educational Campaigns</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Certifications</td>
<td></td>
</tr>
</tbody>
</table>
16) For the marketing strategies to be more effective in influencing your behavior as a consumer of green products what is your response to these statements. Please indicate your level of agreement or disagreement with each of the statements on a five point scale as given below:

SD  = strongly disagree  
D   = disagree  
UD  = undecided  
A   = agree  
SA  = strongly agree

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>UD</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ads with green themes and message about saving the environment are good for making people aware about green products.</td>
<td></td>
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<tr>
<td>2</td>
<td>Product labels are good source of information to see the green contents of the product.</td>
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<tr>
<td>3</td>
<td>Ads conveying message about health and safety benefits of green products generate awareness regarding how green products are better for health as well as environment.</td>
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<tr>
<td>4</td>
<td>Green labels explaining the greeness of the product is good way of creating awareness about a green product.</td>
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<tr>
<td>5</td>
<td>Educational campaigns are good strategy to spread information about green products.</td>
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<td>6</td>
<td>Products advertised in the ads using green themes are trustworthy.</td>
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<td>7</td>
<td>Ads should tell how the product is green.</td>
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<td>8</td>
<td>Green products should be marketed in environment friendly manner i.e. No print ads, no hoardings, recycled packaging.</td>
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<td>9</td>
<td>Information given on product label is trustworthy.</td>
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<td>10</td>
<td>Using educational marketing messages regarding greenness of the product on the label helps in building consumer’s confidence in the product.</td>
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<td>11</td>
<td>While marketing the green product information about the performance of the green product should also be given along.</td>
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<td>12</td>
<td>Ads promoting green products only talk about the greenness of the product not about how they perform.</td>
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<td>13</td>
<td>Taking certifications which declare a product as green is a good way of marketing green products.</td>
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<td>14</td>
<td>I have more confidence in unadvertised green products than in advertised ones**.</td>
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<td>15</td>
<td>People should be educated about the green products through some public forums.</td>
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<td>16</td>
<td>In the marketing communication I expect to be informed about how the product is environment friendly.</td>
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