### I GENERAL INFORMATION

1) Name of the Respondent:  

2) Sex:  
   a) Male [ ]  b) Female [ ]  

3) Age (in years)  
   a) 15-20 [ ]  b) 21-30 [ ]  
   c) 31-40 [ ]  d) 41-50 [ ]  

4) Educational Qualification  
   a) Up to SSLC [ ]  b) HSC [ ]  
   c) Graduate [ ]  d) Post Graduate [ ]  
   e) Professional Courses [ ]  f) Others [ ]  

5) Are you employed?  
   a) Yes [ ]  b) No [ ]  

6) If yes, State your occupation  
   a) Government employee [ ]  b) Private employee [ ]  
   c) Businessmen/Women [ ]  d) Agriculture [ ]  

7) If No, State your category  
   a) Student [ ]  b) Housewife [ ]  
   c) Others please specify________________________  

8) Monthly income in Rs.  
   a) Below Rs.10,000 [ ]  b) Rs.10,000- Rs.20,000 [ ]  
   c) Rs.20,001- Rs.30,000 [ ]  d) Rs.30,001- Rs.40,000 [ ]  
   e) Rs.40,000 and above [ ]
II. Awareness on Green Marketing Practices

1) Are you concerned about Green practices?
   a) Yes [ ]  b) No [ ]

2) If no, State your reasons
   a) No Awareness [ ]  b) Not interested [ ]
   c) No time [ ]
   d) Others please specify____________

3) What practices constitute green practices more (Please rank them)
   a) Optimum utilization of resources [ ]
   b) Proper Waste reduction/ Management [ ]
   c) Purchase of green products [ ]
   d) Creating awareness on green practices [ ]

4) What is your opinion about green products?
   a) High Price [ ]  b) Eco-Friendly [ ]
   c) Not compatible [ ]  d) Good for Health [ ]

5) Do you prefer green products?
   a) Prefer [ ]  b) Not prefer [ ]

6) If not prefer, (state your reasons) why?
   a) High Price [ ]  b) Less Satisfaction [ ]
   c) Not compatible [ ]  d) Negative Reference [ ]
   e) Minimum choices [ ]  f) others [ ]

7) In what ways you receive/ get information about green products (please rank them)
   a) Advertisement [ ]  b) Friends and relatives [ ]
   c) Awareness programme [ ]  d) Personal Selling [ ]

8) Where would you like to buy green products?
   a) Organic Store [ ]  b) Departmental store/Ordinary shop [ ]
   c) Directly from manufacturer/farmers [ ]  d) Special agents [ ]
9) What green products generally would you like to buy?
   a) Everyday grocery items [ ]
   b) Health and beauty items [ ]
   c) Apparel [ ]
   d) Cleaning and household items [ ]
   e) Food items [ ]
   f) Paper products [ ]
   g) Electronic appliances/stationery [ ]
   h) Textiles [ ]
   i) Others [ ]

10) What green practices would you follow while shopping
    a) Using recyclable bags [ ]
    b) Avoiding plastic bags [ ]
    c) Prefer eco-friendly products [ ]
    d) Avoiding package goods [ ]

11) Are you motivated to use green products by retailers
    a) Yes [ ]
    b) No [ ]

12) If yes, How?
    a) Attractive display [ ]
    b) Awareness program [ ]
    c) Personal selling [ ]
    d) others [ ]

13) Are you charged extra amount for eco-friendly package
    a) Yes [ ]
    b) No [ ]

14) Are the retailers following green practices?
    a) Yes [ ]
    b) No [ ]

15) If yes what are they doing?
    a) Supplying recyclable bags to carry goods [ ]
    b) Following proper waste management system [ ]
    c) Optimum utilization of resources [ ]
    d) Provide good awareness to consumers [ ]
    e) Others [ ]

16) If No, what are the reasons for not following green practices?
    a) Law profit margin [ ]
    b) Non availability [ ]
    c) Less Duration [ ]
    d) Low awareness [ ]
    e) Others [ ]
17) What do you feel about the price of the green products?
   a) Low [ ] b) Moderate [ ]
   c) High [ ]

18) Would you like to purchase the green products even at high price?
   a) Yes [ ] b) No [ ]

19) If yes, Why
   a) To Support green practices [ ] b) Quality of the product [ ]
   c) Less hazardous to human [ ] d) Status symbol [ ]
   e) Convenience [ ]

20) Do you feel that the green product is worth for its price?
   a) Yes [ ] b) No [ ]

21) Do you expect to reduce the price of the green product?
   a) Yes [ ] b) No [ ]

22) Is the quality of the green product superior than ordinary product?
   a) Yes [ ] b) No [ ]

23) Do you see any green advertisement?
   a) Yes [ ] b) No [ ]

24) Do you feel that, the green advertisement is enough?
   a) Yes [ ] b) No [ ]

25) Which media is more suitable for green advertisement? (Please rank them)
   a) TV [ ] B) Radio [ ]
   c) Internet [ ] d) Neon light Display [ ]
   e) Window dressing [ ] f) Newspaper/magazine [ ]

26) As per your opinion, which green product needs more green and advertisement? (List out the products)
   a) Everyday grocery items [ ] b) Health and beauty [ ]
   c) Apparel [ ] d) Cleaning and household [ ]
   e) Pet products [ ] f) Meat/ fresh/ poultry [ ]
   g) Paper products [ ] h) Electronic appliances [ ]
   I) Others [ ]
27) Do you distinguish green brand from ordinary brand?
   a) Yes [ ] b) No [ ]

28) Do you receive any special concession/ offer/ gift for green products?
   a) Yes [ ] b) No [ ]

29) If yes! What are they?
   a) Discount [ ] b) Free Gift [ ] c) Contest [ ] d) Premium [ ]

30) If no, do you expect?
   a) Yes [ ] b) No [ ]

31) Are you satisfied with the packing of products?
   a) Yes [ ] b) No [ ]

32) Is the package eco friendly?
   a) Yes [ ] b) No [ ]

33) If no, what is your reaction?
   a) Reject the product [ ] b) Give the suggestion to use green package [ ] c) Carry with own bag [ ] d) Others [ ]

34) Are you provided carry bag for your purchases?
   a) Yes [ ] b) No [ ]

35) Is the carry bag is recyclable?
   a) Yes [ ] b) No [ ]

36) Are you charged for carry bag?
   a) Yes [ ] b) No [ ]

37) Do You Know eco label?
   a) Yes [ ] b) No [ ]

38) If yes, list out the products?
   a) Everyday grocery items [ ] b) Health and beauty [ ] c) Apparel [ ] d) Cleaning and household [ ] e) Pet products [ ] f) Meat/ fresh/ poultry [ ] g) Paper products [ ] h) Electronic appliances [ ] i) Others [ ]
39) Do you feel that effort(s) taken by retailers/ manufacturers towards green practices is/ are enough?
   a) Yes [ ]  b) No [ ]

40) If no, what is your expectation?
   a) Production of more eco friendly products with varieties [ ]
   b) Use eco friendly package [ ]  c) Suggest green products to other consumer [ ]
   d) Take steps to reduce price [ ]  e) Update green technologies [ ]
   f) Avoid charging extra for package [ ]

41) State your opinion about the role of government in green marketing practices?
   a) Satisfactory [ ]  b) Not Satisfactory [ ]

42) If not, satisfied, what will the government do?
   a) Instruct the manufactures/ retailers to follow green practices strictly [ ]
   b) Take severe action against green violation [ ]
   c) Conduct awareness programme for green practices [ ]
   d) Give Cash awards to good followers [ ]
   e) Ban anti-green activities [ ]

### III. Consumers’ Thoughts on Green Marketing Practices

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>VSA</th>
<th>SA</th>
<th>A</th>
<th>DA</th>
<th>SDA</th>
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<tbody>
<tr>
<td>1</td>
<td>I Know Green Products</td>
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<td>2</td>
<td>I am always using organic products</td>
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<td>3</td>
<td>I am buy environmentally friendly products with my friends</td>
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<td>4</td>
<td>I always share information regarding eco-friendly products with my family members</td>
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<td>5</td>
<td>Supporting environmental protection makes me more</td>
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<td>6</td>
<td>I am intended with switch over to other brand for ecological reasons</td>
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<td>7</td>
<td>When I want to buy a product, I look at the ingredient label to see if it contains that are environmentally damaging</td>
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<td>8</td>
<td>I prefer green products over non-green products where their product qualities are similar</td>
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<td>9</td>
<td>I buy green products even if they are more expensive than the non green ones</td>
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<td>10</td>
<td>I often urge my friends to use products that advertised as being green</td>
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<td>11</td>
<td>I would be willing to stop buying products from companies guilty of harming the environment even though it might be inconvenient</td>
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<td>12</td>
<td>I refuse to buy products from companies accused of being pollution</td>
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<td>13</td>
<td>I buy products in refillable containers</td>
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<td>14</td>
<td>I read labels to see if contents are environmentally safe</td>
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<td>15</td>
<td>I avoid to buy the products in aerosol containers</td>
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<td>16</td>
<td>I believe recycling will reduce pollution</td>
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<td>17</td>
<td>Recycling is important to save natural resources</td>
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<td>18</td>
<td>I am always separating and maintaining biodegradable wastes from non degradable wastes</td>
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<td>19</td>
<td>I don’t throw non biodegradable waste in the open areas surroundings</td>
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<td>20</td>
<td>I would like to watch green advertisements more</td>
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<td>21</td>
<td>I know the most of the green companies</td>
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<td>22</td>
<td>I am a dark green consumer ( always buying green products or using Green Services )</td>
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<td>23</td>
<td>I bring my own shopping bags instead of using plastic bags or paper sacks offered by sellers</td>
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</tbody>
</table>

**Notation:**

- **VSA** – Very Strongly Agree
- **SA** – Strongly Agree
- **A** – Agree
- **DA** – Dis Agree
- **SDA** – Strongly Dis Agree
APPENDIX B

A STUDY ON GREEN MARKETING PRACTICES IN
VIRUDHUNAGAR DISTRICT
Interview Schedule for Retailer

I) Profile of the Retailer:

1. Name of the Retailer:

2. Area of Retailer Shop
   a) Urban [ ] b) Rural [ ]

3. Gender
   a) Male [ ] b) Female [ ]

4. Age
   a) Less than 30 [ ] b) 30 – 40 [ ]
   c) 40 – 50 [ ] d) 50 and above [ ]

5. Educational Level
   a) No formal education [ ] b) School level [ ]
   c) Under Graduate [ ] d) Post Graduate [ ]
   e) Professional [ ]

6. Which Income group do you belong? (Rs. per Month)
   a) Less than Rs.10,000 [ ] b) Rs.10,000 – Rs.20,000 [ ]
   c) Rs.20,000 – Rs.30,000 [ ] d) Above Rs.30,000 [ ]

II. About the Business

1. What type of retail shop (or) business do you have?
   a) Medical shop [ ] b) Stationary shop [ ]
   c) Mobile phone shop [ ] d) Textile shop [ ]
   e) Hotel and restaurants [ ] f) Paper store [ ]
   g) Vegetable shop [ ] h) Grocery shop [ ]
   i) Others ________________
2. Type of Ownership
   a) Sole trader     [ ]  b) Partnership     [ ]
   c) Joint Stock Company [ ]  d) Co-operative   [ ]
   d) Others   [ ]

3. How long you run this business?
   a) 1 to 5 years     [ ]  b) 6 to 10 years  [ ]
   c) 11 to 15 years   [ ]  d) 16 to 20 years  [ ]

4. Volume of your business (per annum)
   a) Up to Rs.5,00,000     [ ]  b) Rs.5,00,000 to Rs.10,00,000[ ]
   c) Rs 10,00,000 to Rs.15,00,000 [ ]  d) Rs.15,00,000 to Rs.20,00,000[ ]
   e) Rs.20,00,000 above  [ ]

III. Awareness of Retailers on Green Marketing Practices

1. Do you have knowledge on green marketing?
   a) Yes     [ ]  b) No     [ ]

2. If yes, please mention the level of your understanding
   a) Fully understand     [ ]  b) Somewhat understand   [ ]

3. If yes, how do you know about green marketing practices? (Please rank them)
   a) Trade Association     [ ]  b) Consumer whole selling     [ ]
   c) Media Government effects [ ]  d) Manufacturer orientation [ ]
   e) NGO Initiatives       [ ]
   f) Through Whole seller and Manufacturer     [ ]
   g) Others           [ ]

4. If No, State the reason
   a) No Time     [ ]  b) No Interested     [ ]
   c) Difficult to understand     [ ]  d) Others  _________

5. Could you offer green product to your customers?
   a) Yes     [ ]  b) No     [ ]

6. If yes, state the reason
   a) To save nature     [ ]  b) More demand for them     [ ]
   c) Government /NGOs pressure     [ ]  d) Increase the Value of the business     [ ]
   e) Earn more profit     [ ]  f) others  _________
7. If No, state the reasons
   a) High price [ ]
   b) Shortage of supply [ ]
   d) Consumers are not willing to buy [ ]
   e) others _________

8. Do you aware green brand?
   a) Yes [ ]
   b) No [ ]

9. If yes, what is green brand?
   a) Sustainable brand [ ]
   b) Cost saving brand [ ]
   c) Competitive brand [ ]
   d) Easy adoptability brand [ ]
   e) Others please specify _________

10. Would you motivate the buyer to purchase green branded products from your shop?
    a) Yes [ ]
    b) No [ ]

11. If yes, rank the reasons behind your motivation
    a) Edge over competition [ ]
    b) Environmental safe [ ]
    c) More profit margin [ ]
    d) Market expansion [ ]
    e) Future prosperous [ ]
    f) Goodwill [ ]

12. If No, rank your reasons
    a) Lack of awareness on green brand [ ]
    b) High price [ ]
    c) No Scope for development [ ]
    d) Short supply [ ]
    e) Others please specify _________

13. As a middlemen, what do you think about the price of green products?
    a) Very high [ ]
    b) High [ ]
    c) Moderate [ ]
    d) Low [ ]
    e) Very low

14. Are you ready to sacrifice a portion of your profit to save the environment?
    a) Yes [ ]
    b) No [ ]

15. If yes, mention the percentage of margin you are ready to sacrifice
    a) 0.5% [ ]
    b) 1% to 2% [ ]
    c) 2% to 3% [ ]
    d) 3% to 4.5% [ ]
16. If no, state the reason?
   a) I get low profit
   b) I don’t care about the environment
   c) Having lack of finance
   d) I have started my recently started my business
   e) Others please specify

17. Are your suppliers allowing any discount (or) price reduction for green products?
   a) Yes
   b) No

18. As per your opinion, are all your suppliers having green thoughts?
   a) Yes
   b) No

19. If yes, state their level of understanding
   a) Highly understand
   b) Somewhat understand

20. If no, rank the reasons
   a) Not interested
   b) Low awareness
   c) Low demand
   d) Low profitability
   e) High initial in cost
   f) others

21. Did you make any promotional campaign for green products?
   a) Yes
   b) No

22. If yes, mention the strategy adopted by you
   a) Advertisement
   b) Discount
   c) Gift
   d) Word of mouth influence
   e) Special contest
   f) others

23. Which promotional campaign is more powerful for marketing green products?
   a) Advertisement
   b) Discount
   c) Gift
   d) Word of mouth influence
   e) Special contest
   f) others

24. State the frequency of the promotional campaigns organized by you?
   a) Continuously
   b) Occasionally
   c) Frequently
   d) Rarely

25. Do you use green packaging?
   a) Yes
   b) No
26. If yes, state the type of green package used for your sales?
   a) Jute and cloth material package [ ]
   b) Package cover produced from recyclable material [ ]
   c) Card board box [ ]
   d) Others [ ]

27. Are you follow the green packaging method, while purchasing from the supplier?
   a) Yes [ ]  b) No [ ]

28. Do you motivate your customers to bring bag for shopping?
   a) Yes [ ]  b) No [ ]

29. If yes, mention the types of bags brought by you your customers?
   a) Dotted cloth bag [ ]  b) Jute Bag [ ]
   c) Cardboard box [ ]  d) Plastic bag/ Carry bag (plastic) [ ]
   e) Others [ ]

30. Are you able to purchase recyclable bags?
   a) Yes [ ]  b) No [ ]

31. If yes, where do you purchase them?
   a) From Manufacturer [ ]  b) From Whole seller [ ]
   c) From Dealer [ ]  d) Others [ ]

32. If No, State the reasons
   a) Shortage of Supply [ ]  b) High price [ ]
   c) Inconvenience [ ]  d) Less durability [ ]

33. What do you think about the cost of recyclable bags?
   a) Very high [ ]  b) High [ ]
   c) Moderate [ ]  d) Low [ ]
   e) Very low [ ]

34. What is your opinion about the cost of green package?
   a) Very high [ ]  b) High [ ]
   c) Moderate [ ]  d) Low [ ]

35. Are you provide recyclable bags for your customers at free of cost?
   a) Yes [ ]  b) No [ ]
36. If yes, state your reasons
   a) Promotion of green packaging
   b) Creation of good image for the shop
   c) Attraction of customers
   d) To maintain Sustainability

37. Are you using plastic bag for your sales?
   a) Yes  [   ]  b) No  [   ]

38. If yes, is it reusable?
   a) Yes  [   ]  b) No  [   ]

39. Do you know the environmental impact of using plastic bags?
   a) Yes  [   ]  b) No  [   ]

40. Are all your customers using recyclable bags for their shopping?
   a) Yes  [   ]  b) No  [   ]

41. If no, mention the volume of customers using recyclable bags
   a) Half of the customers  [   ]  b) Few customers  [   ]
   c) Nobody else  [   ]  d) All customers  [   ]

42. Do you know eco-label?
   a) Yes  [   ]  b) No  [   ]

43. If yes, how did you know?
   a) Through Suppliers  [   ]  b) Advertisement  [   ]
   c) Reading package  [   ]  d) Government / NGOS  [   ]
   e) Through other retailers  [   ]  e) Others _________

44. Do you follow waste management policy regularly?
   a) Yes  [   ]  b) No  [   ]

45. Are regularly and correctly separate and manage the bio degradable waste and non bio durable waste?
   a) Yes  [   ]  b) No  [   ]
### IV. Factors Affecting Attitude of Retailers towards Green marketing Practices

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>VSA</th>
<th>SA</th>
<th>A</th>
<th>DA</th>
<th>SDA</th>
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<tbody>
<tr>
<td>1</td>
<td>Following green technology in the promotion mix</td>
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<td>2</td>
<td>Using low-electronic application in my shop</td>
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<td>3</td>
<td>Always follow the post purchase packaging method in my shop</td>
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<td>4</td>
<td>Green house gas emissions are minimized</td>
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<td>5</td>
<td>Purchase the goods from only green companies and green suppliers</td>
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<td>6</td>
<td>Familiar about the bio-degradable wastes and non biodegradable Wastes</td>
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<td>7</td>
<td>Bio degradable wastes are properly sent to recyclable Industries</td>
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<td>8</td>
<td>Non bio degradable wastes are minimized</td>
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<td>9</td>
<td>Government and NGOS are always giving suggestion to follow</td>
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<td>10</td>
<td>Green practices in their business routine</td>
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<td>11</td>
<td>Carbon foot print is minimized in my business</td>
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<td>12</td>
<td>Solid waste reduction system is followed</td>
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<td>13</td>
<td>Familiar about green product, green brand and green label</td>
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<td>14</td>
<td>Regularly provided orientation on green practices to our customer</td>
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<td>15</td>
<td>Proper training is given to our employees about the eco-friendly business method</td>
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<td>16</td>
<td>The principles of sustainable business of reduce and reuse and recyclable are continuously followed in my daily practices</td>
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<td>17</td>
<td>Customer are compelled to bring green bags for the shopping</td>
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<td>18</td>
<td>Willing to invest more amount for green practices</td>
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<td>19</td>
<td>Potentially for high sake of green product in future</td>
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<td>20</td>
<td>Giving suggestion to our neighbour retailer to follow green marketing practices in this day to day operation</td>
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<td>21</td>
<td>Our building is a green building (more Natural light and air filled with in building)</td>
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<td>22</td>
<td>Fuel saving environmental friendly vehicles are used for our purchase and supply chain(transportation)</td>
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</tbody>
</table>

**Notes:**
- **VSA** - Very Strongly Agree
- **SA** - Strongly Agree
- **A** - Agree
- **DA** - Dis Agree
- **SDA** - Strongly Dis Agree
# APPENDIX C

## A STUDY ON GREEN MARKETING PRACTICES IN VIRUDHUNAGAR DISTRICT

### Interview Schedule for Manufacturers

### I. BUSINESS PROFILE

1. Name of the Company:

2. Address of the Company:

3. What type business do you have?
   - a) Fireworks [ ]
   - b) Match works [ ]
   - c) Printing industries [ ]
   - d) Oil mills [ ]
   - e) Textile mills [ ]
   - f) Chemical industries [ ]
   - g) Flour mills [ ]
   - h) Others

4. Type of ownership
   - a) Sole trader [ ]
   - b) Partnership [ ]
   - c) Joint stock company [ ]
   - d) Co-Operative [ ]
   - e) Government company [ ]
   - f) Others

5. How long you run this business?
   - a) Below 5 Years [ ]
   - b) 5 – 10 Years [ ]
   - c) 10 – 15 Years [ ]
   - d) 15 – 20 Years [ ]
   - e) 20 – 25 Years [ ]
   - f) More than 25 Years [ ]

6. State your Volume of your business
   - a) Below Rs.50 Lakhs [ ]
   - b) Rs.50 Lakhs – Rs.1 Crore [ ]
   - c) Rs.1 Crore – Rs.1.5 Crore [ ]
   - d) Rs.1.5 Crore – 2 Crore [ ]
   - f) Above Rs.2 Crore [ ]

7. State your net worth of your business
   - a) Below Rs.1 Crore [ ]
   - b) Rs.1 Crore - Rs.2 Crore [ ]
   - c) Rs.2 – Rs.3 Crore [ ]
   - d) Rs.3 – Rs.4 Crore [ ]
   - e) More than Rs.3 Crore [ ]
## II. Factors Affecting the Attitude of Manufacturers towards Green Marketing Practices

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>DA</th>
<th>SDA</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Our company have thought on environment</td>
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<td>2.</td>
<td>We have the objectives to make the business environmentally</td>
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<td>3.</td>
<td>Purchase the raw materials only from green suppliers</td>
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<td>4</td>
<td>We have proper material handling system</td>
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<tr>
<td>5</td>
<td>We have separate storage facilities for raw materials, work-in- progress and for finished goods</td>
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<td>6</td>
<td>We follow green technology in the production process</td>
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<td>7</td>
<td>Eco-friendly machines are used for production purpose</td>
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<td>8</td>
<td>We encourage our customer to buy green products more</td>
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<td>9</td>
<td>Machines and equipments are properly maintained</td>
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<td>10</td>
<td>Our buildings are green buildings</td>
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<td>11</td>
<td>Workers are properly trained about green practices</td>
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<td>12</td>
<td>Wastages are minimised</td>
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<td>13</td>
<td>Biodegradable wastes and non biodegradable wastes are properly separated</td>
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<td>14</td>
<td>Biodegradable wastes are properly disposed</td>
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<td>15</td>
<td>Non-biodegradable wastes are always send to recyclable industries</td>
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<td>16</td>
<td>We have separate machines for recycling of wastes</td>
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<td>17</td>
<td>Water resources are effectively used</td>
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<td>18</td>
<td>Liquid waste is properly disposed and it is not mixed with the main water sources (river, tank etc.)</td>
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<td>19</td>
<td>There is no air and soil pollution in our factories</td>
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<td>20</td>
<td>We always follow green principles (reduce, recycle, reuse) with our business practices</td>
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<td>21</td>
<td>We follow proper pollution control measures</td>
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<td>22</td>
<td>We use green package for our products</td>
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<td>23</td>
<td>We have green advertisement practices</td>
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<td>24</td>
<td>We have green sales promotion tools</td>
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<td>25</td>
<td>Conduct frequent awareness program about green practices/ green products</td>
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<td>26</td>
<td>Our sales people are continuously practiced about green sales practices( asked to use common transport rather than using single vehicle for meeting customer and they advised to use e-note book rather than using papers)</td>
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<td>27</td>
<td>Eco-friendly vehicles are used for product delivery purpose</td>
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<td>Description</td>
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<tr>
<td>28</td>
<td>Vehicles are properly serviced</td>
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<tr>
<td>29</td>
<td>Our vehicles have eco-care certificate</td>
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<tr>
<td>30</td>
<td>We use energy saving electronic goods in our office</td>
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<tr>
<td>31</td>
<td>We reduce the paper usages in our office</td>
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<td>32</td>
<td>Eco-friendly stationeries are used in my office</td>
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<td>33</td>
<td>Willing to invest more amount for green practices</td>
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<td>34</td>
<td>Office employees are trained about the green practices</td>
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<td>35</td>
<td>The suggestions given the government and NGOs are followed</td>
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<td>36</td>
<td>We have collaboration with NGOs activities regarded with green practices</td>
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<tr>
<td>37</td>
<td>Giving suggestion to our neighbour companies to follow green marketing practices in their day to day operations</td>
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<tr>
<td>38</td>
<td>We try to get ISO 14000 certification for our green practices</td>
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<tr>
<td>39</td>
<td>We have received award / recognition for our green practices</td>
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<td>40</td>
<td>We have the plan for future green activities</td>
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<td>41</td>
<td>We plant trees in our campus</td>
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<td>42</td>
<td>We provide financial support to environmental protection schemes</td>
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<tr>
<td>43</td>
<td>We take care of the environment of our town/region</td>
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**SA** - Strongly Agree  
**A** - Agree  
**NO** - No Opinion  
**DA** - Disagree  
**SDA** - Strongly Disagree