Appendix-I

Nashik City Map

(Source: Maps of India.com)
Appendix-II

Representative Block from 20 geo-clusters

(Source: Market Research Inc.)
Appendix-III

Questionnaire

Respected Respondent,
We are carrying out research to understand Eco conscious attitude and behavior in response to Green Marketing as part of Ph.D. coursework at Pune University. This is a burning issue today and will help Govt., Companies and other stakeholders to serve the community better. We kindly request you to spare your 15 mins. for answering the following fields. The information is been taken purely for research purposes and will be kept confidential.

I. Demographic Information:

I.a) Name:

I.b) Address:

I.c) Contact No.:  
I.d) email:


I.f) Age Group: 1. 15-20 yrs. □ 2. 21-40 yrs. □ 3. 41-60 yrs. □ 4. Above 61 yrs. □

I.g) Gender: Male/ Female I.h) Marital Status: Married/ Unmarried

I.i) Members in Family: 1. 1-3 □ 2. 3-6 □ 3. Above 6 □


I.k) Religion: 

I.l) Family Income Group: 1. Upto 1 lacs □ 2.1-3 lacs □ 3. 3-5 lacs □ 4. 5-15 lacs □ 3. Above 15 lacs □

II. Describe About yourself as closely as possible (Circle the appropriate position):

1. Extrovert 1—2—3—4—5—6—7—8—9—10 Introvert
2. Interested in people 1—2—3—4—5—6—7—8—9—10 Not interested in people
3. Always prepared with details 1—2—3—4—5—6—7—8—9—10 Unorganized
4. Relaxed most of time 1—2—3—4—5—6—7—8—9—10 Moody/ Irritated
5. Have great ideas 1—2—3—4—5—6—7—8—9—10 Don’t have good Imagination
   a. I Work hard for the goals of my group, even if it does not result in personal recognition
      1—2—3—4—5—6—7
   b. I am a cooperative participant in group activities
      1—2—3—4—5—6—7
   c. I readily help others in need of help.
      1—2—3—4—5—6—7
(Please note 1 denotes not at all and 7 denotes always.)

III. Do you agree(7)/ disagree(1) with: (Tick according to agreement intensity)

1. We are approaching the limit to the number of people that earth can support.
   1—2—3—4—5—6—7
2. Humans have a right to modify natural environment to suit their needs.
   1—2—3—4—5—6—7
3. When Humans interfere with Nature it often produces disastrous consequences
   1—2—3—4—5—6—7
4. Human ingenuity will ensure that we Do not make Earth unlivable
   1—2—3—4—5—6—7
5. Humans are severely abusing the Environment
   1—2—3—4—5—6—7
6. The Earth has plenty of resources if we just learn how to develop them
   1—2—3—4—5—6—7
7. Plants & Animals have as much right as Humans to exist
   1—2—3—4—5—6—7
8. The balance of nature is enough strong to cope with impacts of modern Industrial nations
   1—2—3—4—5—6—7
9. Despite our social abilities Humans are still subject to the Laws of Nature
   1—2—3—4—5—6—7
10. The so-called “Ecological Crisis” facing humankind has been greatly exaggerated
    1—2—3—4—5—6—7
11. The Earth is like Spaceship with very limited room and resources
    1—2—3—4—5—6—7
12. The Humans were not meant to rule over rest of the Nature
    1—2—3—4—5—6—7
13. The balance of Nature is very delicate and easily upset
    1—2—3—4—5—6—7
14. Humans will eventually learn enough about how nature works to able to control it
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

15. If things continue on present course we will soon reach a great ecological catastrophe
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

IV. What is best expression about you in following matters :(1 lowest & 7 highest intensity)

1. I am not(1)/am(7) very concerned about the environment
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

2. I would not (1)/would (7) be willing to reduce my consumption to help protect the environment
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

3. I would not(1)/would (7) give part of my own money to help protect wild animals
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

4. I have not asked (1)/asked (7) my family to recycle some of the things we use
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

5. Major political change is not necessary(1)/ necessary(7) to protect the natural environment
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

6. Anti-pollution laws should be not enforced(1)/enforced(7) more strongly
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

7. Major social changes are not necessary(1)/ necessary(7) to protect the natural environment
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

8. I can do little(1)/ a lot(7) to save the environment
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

9. I dislike(1)/like(7) the idea to purchase Green products
   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

10. I have unfavourable(1)/ favorable(7) attitude towards green version of the product
     1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

11. I would feel guilty if I don’t purchase env. Friendly product
     1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

12. I think family, friends or government emphasize buying green product is important
    1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

13. I have stopped/not stopped using environmentally harmful product
    1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

Please inform your inclination on 7 point scale, 7 indicating utmost likely, 1 indicating not all likely
a. Over the next one month, I will consider buying products because they are less polluting.

   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7

b. Over the next one month, I will consider switching to other brands for ecological reasons.

   1 ———- 2 ———- 3 ———- 4 ———- 5 ———- 6 ———- 7
c. Over the next one month, I plan to switch to a green version of a product.

V. About Food & Beverages

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Never</td>
</tr>
<tr>
<td></td>
<td>Less than once a month</td>
</tr>
<tr>
<td></td>
<td>Once or twice per month</td>
</tr>
<tr>
<td></td>
<td>Once per week</td>
</tr>
<tr>
<td></td>
<td>Several times per week</td>
</tr>
<tr>
<td></td>
<td>Daily</td>
</tr>
<tr>
<td>a) Imported foods</td>
<td></td>
</tr>
<tr>
<td>b) Locally grown foods (e.g. from your province/state or region)</td>
<td></td>
</tr>
<tr>
<td>c) Chicken</td>
<td></td>
</tr>
<tr>
<td>d) Beef</td>
<td></td>
</tr>
<tr>
<td>e) Fish and seafood</td>
<td></td>
</tr>
<tr>
<td>f) Organic Fruits and vegetables</td>
<td></td>
</tr>
<tr>
<td>g) Food you grow yourself/</td>
<td></td>
</tr>
<tr>
<td>h) Bottled water</td>
<td></td>
</tr>
<tr>
<td>i) Soft Drinks</td>
<td></td>
</tr>
</tbody>
</table>

VI. About Transportation

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Neve r</td>
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<tr>
<td></td>
<td>Less than once a month</td>
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<td></td>
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<tr>
<td></td>
<td>Once per week</td>
</tr>
<tr>
<td></td>
<td>Several times per week</td>
</tr>
<tr>
<td></td>
<td>Daily</td>
</tr>
<tr>
<td>a) Airplanes</td>
<td></td>
</tr>
<tr>
<td>b) Driving alone in a car or SUV</td>
<td></td>
</tr>
<tr>
<td>c) Driving a Two wheeler</td>
<td></td>
</tr>
<tr>
<td>d) Public transportation (for example on buses, trains, subways or trams)</td>
<td></td>
</tr>
</tbody>
</table>
VII. Please indicate whether doing following activity makes difference to environment (0 no diff. 1 lot of diff.) and rate effort needed for the same (0-lot of effort, 1 – Its easy).

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Difference</th>
<th>Effort</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Minimize your use of fresh water, Wash laundry in cold water rather than warm or hot water specifically to save energy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Switching off Fans and lights, Keep the heating or cooling in your home or workplace at low settings to save energy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Disposing of durables by donating to the charitable organization or needy persons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) If distance allows, walk or ride a bike to your destination</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Refusing products with excessive packaging, recycling glass, aluminum and newspapers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Prefer disposable household products rather than things need to wash and reuse</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Prefer to repair something when it is broken rather than replacing it with a new one.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h) Plant and maintain trees to help improve environmental conditions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

VIII. About your household and primary residence.

a. How many rooms in total are there in your home or primary residence? __________

b. Special advice was taken for Green architecture(Y/N) __________

c. What is average distance travelled by house members everyday in kms? __________
IX. Are you aware of any advertisement in following category can you rate its impact on you:

<table>
<thead>
<tr>
<th>Recollect(Y/N)</th>
<th>Impact(1-very low,5-very high)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Advertisements promoting wastepaper recycling</td>
<td>______</td>
</tr>
<tr>
<td>b. Advertisements promoting water conservation.</td>
<td>______</td>
</tr>
<tr>
<td>c. Advertisements promoting electricity conservation</td>
<td>______</td>
</tr>
<tr>
<td>d. Advertisements promoting petrol conservation</td>
<td>______</td>
</tr>
<tr>
<td>e. Advertisements promoting forest conservation</td>
<td>______</td>
</tr>
<tr>
<td>f. Advertisement promoting Eco-certified product</td>
<td>______</td>
</tr>
<tr>
<td>g. Advertisement Promoting Green laws</td>
<td>______</td>
</tr>
<tr>
<td>h. Most Green Logo</td>
<td>______</td>
</tr>
</tbody>
</table>

X. Which of the following possessions you have, state preference for performance(P) / ecological stds.(E) or both (PE) in case of decision of purchase, % of money Paid extra for eco feature and rate the greenness on the scale of 1-5, 1 denoting not at all green to 5 denoting Highly Green if you are aware, don’t rate if not aware

<table>
<thead>
<tr>
<th>Y/N</th>
<th>P/E</th>
<th>%</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Eco freindly/ Hybrid)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Star Rating)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Energy Star)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Rating (5 denoting highest)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>a) Green Site with natural topography and Landscape</td>
<td></td>
</tr>
<tr>
<td>b) Rain Water Harvesting, Water efficient fixtures</td>
<td></td>
</tr>
<tr>
<td>c) Efficient Ventilation, Low emitting Indoor chemicals, Overall Indoor environmental quality</td>
<td></td>
</tr>
<tr>
<td>d) Waste reduction, recycling, sorting &amp; proper disposing</td>
<td></td>
</tr>
<tr>
<td>e) Use of Wind or Solar energy, Natural light</td>
<td></td>
</tr>
<tr>
<td>f) Grow own vegetables in the house</td>
<td></td>
</tr>
</tbody>
</table>
5. Recyclable Plastic products (Recyclable)
6. Lighting equipments (Energy saver)
7. Vacuum Cleaner (Eco labeled)
8. Water Purifier (Eco labeled)
9. Television (Energy Star)
10. DVD Player (Energy Star)
12. Water Heater (Gas/Solar)
13. Washing Machine (Energy Star)
14. Oven (Energy/No microwave)
15. Mixer/Food Processor (Energy Star)
16. Two Wheeler (Fuel Efficient/hybrid)
17. Solar Panels for house (Green energy)
18. Furniture (Sustainable mtrl)

19. Reference for purchase of Above mentioned Green Product/Service:
   a. Myself
   b. Saw in advertisement
   c. Referred by salesman
   d. Friend recommended
   e. Family member pursued

XI. I look for Eco-certifications for following products too and would(B)/ would not buy(NB) eco-cert. products, or recyclables or reuseables doesn’t matter if need to (mention % of money) pay extra for eco feature:

<table>
<thead>
<tr>
<th>Product</th>
<th>Cert./recy</th>
<th>B/NB</th>
<th>Extra pay(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apparel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Toilet Tissue Paper</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3. Notebooks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Grains &amp; Fruits</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>5. Greeting Cards</td>
<td></td>
<td></td>
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<tr>
<td>6. Soaps/Detergents</td>
<td></td>
<td></td>
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<tr>
<td>7. Ready to Eat Food &amp; Beverages</td>
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<tr>
<td>8. Restaurant Food/Services</td>
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<tr>
<td>9. Vacations/Eco tourism</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Fuel</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>11. Personal care &amp; Cosmetics</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
12. Pet food

13. Reference for purchase of Above mentioned Green Product/Service:
   a. Myself
   b. Saw in advertisement
   c. Friend recommended
   d. Referred by salesman
   e. Family member pursued

XII. In your opinion Environment Friendly products are:
   a. Not Popular
   b. Not available
   c. Costlier
   d. Not worthy
   e. Sales gimmick
   f. Aesthetically unattractive
   g. Very less choices
   h. Complex information
   i. Society wins I loose

XIII. State the extent you agree with following reasons for using/ not using Green Products(1 denotes Totally disagree, 7 denotes Totally agree)
   a. It is not convenient
   b. I don’t like
   c. Not a reputed Brand
   d. Decision not in my hand
   e. Budget is constraint
   f. It is disadvantageous
   g. Will not help env. much
   h. Lot of efforts needed

XIV. Rank 1-7 following criterias according to their importance in decision to buy a product:
   1. Brand
   2. Performance
   3. Convienience of selection, purchase, and use
   4. Price-benefit relation
   5. Environmental benefit
   6. Functionality & Quality
   7. Appearance
   8. Green Packaging

XV. Please tick traits which describe green consumer according to you:

X
1. Responsible  
2. Respected  
3. Self obsessed  
4. Hypocritical  
5. Healthy  
6. Smart  
7. Caring  
8. Outdated  
9. Annoying  
10. Fashionable  
11. Weird  
12. Innovative  
13. Normal  
14. Popular with Friends  

XVI. Approximately what percentage of people in our country do you think avoid environmentally harmful products, minimize the waste they create, try to save energy, and choose environmentally friendly products as often as they can?  

XVII. Would you describe yourself as someone who avoids environmentally harmful products, minimizes the waste one creates, tries to save energy, and chooses environmentally friendly products as often as one can?  
   a. Yes  
   b. No  
   c. Can’t say  

Thank You!

Date:  
Sign:
List of Publications related to Ph.D. Research

Journal Publication:


Conference Proceeding:


Journal Publication: