Dear Respondent, I am a Ph.D Research Scholar doing a study on Consumer’s willingness to purchase green home appliances. Kindly spare 5 minutes of your valuable time and fill the questionnaire with appropriate responses. Please answer all questions. Your response will be used for study purpose only and will be treated with utmost confidentiality. Thank you in advance!

Section A: Basic Information
(Information collected for categorization purpose only.)

Please indicate your age group
Choose an item.

Please indicate your Gender
Choose an item.

Please indicate your highest completed level of education
Choose an item.

Please indicate your occupation
Choose an item.

Please indicate your monthly income (in AED)
Choose an item.

Please indicate your marital status
Choose an item.

Your Nationality is ___________________________

Section B: AWARENESS

Understanding on green issues

1. Are you concerned about the energy and environmental issues being discussed these days?
If yes, Please indicate your level of concern on the following green issues?

<table>
<thead>
<tr>
<th>Green Issues</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy conservation</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Carbon emissions</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Climatic change</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Resource scarcity</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Global Warming</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Exposure to green campaigns

2. Have you heard about ‘Green Home appliances’ before?
(Green home appliances are appliances with energy saving benefits)

163
If yes, How did you come to know of Green Home appliances?

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Newspaper and Magazines</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Social campaigns</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Internet and social networks</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Any other source, Please specify</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

If No, What would you suggest to create awareness on green home appliances?

_________________________________________________________

_________________________________________________________

3. Can you recollect any marketing communication (advertisements) that highlighted any means of energy / power conservation

If yes, please specify details

_________________________________________________________________________

(Organisation / Brand / Product Category)

_________________________________________________________________________

4. Have you come across the following campaigns

<table>
<thead>
<tr>
<th>Campaigns</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avoid using appliances between 12 noon and 4 pm</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Encourage using energy saving appliances</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>24°C Campaign</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Green appliances advertisements</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Perception on green statements**

5. In your opinion, which description best suits a 'Green home appliance'?

<table>
<thead>
<tr>
<th>Description</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green appliances save energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green appliances are environment friendly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No harmful elements or process involved in manufacture of Green appliances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No harmful elements or process involved in marketing or packaging of Green appliances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green appliances reduce carbon emissions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green appliances save money in longer run</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is all the above</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is None of the above</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Familiarity to green attributes**

6. Are you familiar with the following terms in the context of a ‘Green home appliance’?

<table>
<thead>
<tr>
<th>Term</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESMA Label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eco label mark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green mark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Star mark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISO Mark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conformity by a rating body</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Section C: PREFERENCE**

7. Do you look for ‘green’ features while buying any home appliances

If yes, kindly indicate the importance of the following features when you choose a green appliance over a normal one

<table>
<thead>
<tr>
<th>Feature</th>
<th>Least Important</th>
<th>Important</th>
<th>Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Name</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extent of power saving</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Features and utility</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appearance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warranty and after sales service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power saving Assurances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Quality mark / certifications etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any other, Please specify</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If No, kindly give the reason for not preferring green home appliances

<table>
<thead>
<tr>
<th>Reason for Not Preferring Green Home Appliances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not convinced about Green assurances</td>
</tr>
<tr>
<td>Being Expensive</td>
</tr>
<tr>
<td>Not easily available</td>
</tr>
<tr>
<td>Happy with the current model</td>
</tr>
<tr>
<td>UAE has enough resources. So no need to save power</td>
</tr>
<tr>
<td>Any Other, Please specify</td>
</tr>
</tbody>
</table>

8. Which of the following brands in your opinion have green appliances to offer in their product category?

<table>
<thead>
<tr>
<th>Brand</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Panasonic</td>
<td>☐</td>
</tr>
<tr>
<td>Samsung</td>
<td>☐</td>
</tr>
<tr>
<td>Bosch</td>
<td>☐</td>
</tr>
<tr>
<td>Siemens</td>
<td>☐</td>
</tr>
<tr>
<td>LG</td>
<td>☐</td>
</tr>
<tr>
<td>Supra</td>
<td>☐</td>
</tr>
<tr>
<td>Any other, Please specify:</td>
<td></td>
</tr>
</tbody>
</table>

9. Your most preferred brand for green home appliances is:

________________________________________________________________________

10. Rank 1 to 5 in order of your preference for green features among the following product categories

<table>
<thead>
<tr>
<th>Product Category</th>
<th>ACs</th>
<th>Refrigerators</th>
<th>Washing Machines</th>
<th>Dish Washers</th>
<th>TVs</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Hint: Rank 1 for the group where you feel power saving could be achieved most and Rank 5 for the least)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Section D: ACCEPTANCE (WILLINGNESS TO PAY)**

11. Are you willing to pay a premium for the green features in home appliances?

If yes, by what percentage on price? (Please indicate with a ✓ mark)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>☐</th>
<th>☐</th>
<th>☑</th>
<th>☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5%</td>
<td>Up to 10%</td>
<td>10 – 20%</td>
<td>More than 20%</td>
<td></td>
</tr>
</tbody>
</table>

If No, what do you suggest to make green appliances acceptable to you?

________________________________________________________________________
Section E: FUTURE PROSPECTS

12. Do you think there is enough information available to you on green appliances?

13. Have these green campaigns made you:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>More knowledgeable on energy conservation</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Seek information on green alternatives</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Change your Power consumption pattern</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Opt for energy conserving devices</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Look for greener alternatives</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Any other change, please specify</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14. In your next purchase of home appliances, would you choose a green appliance?

15. How according to you can green home appliances be made more appealing to you?

________________________________________________________________________________________

________________________________________________________________________________________

End Note: Thank you for your valuable time!