APPENDICES
GREEN MARKETING OF FAST MOVING CONSUMER GOODS (FMCG) SECTOR IN KERALA

(Discussion questions for survey among the Marketing Managers of the FMCG Companies in Kerala)

1) Market segmentation based on green tendencies.
2) Choice of a green marketing strategy.
3) Choice of green marketing strategy on marketing mix.
4) Green marketing and competitive advantage.
5) Green marketing for sustainable competitive advantage.
6) Green production and marketing practices of FMCG’s.
7) Consumers’ consideration towards green products.
8) Techniques that promote greenness.
9) Pricing of green products.
10) Promotion strategies used by green companies.
11) Eco-labels and positioning of green products.
12) Purpose of green communication.
13) Financial implications of “going green”.
14) Role of government in greening the business
15) Future of Green Marketing.
APPENDIX - 2
GREEN MARKETING OF FAST MOVING CONSUMER GOODS (FMCG)
SECTOR IN KERALA

(Questionnaire for survey among the customers of the FMCG sector in Kerala)

1. Name : 

2. Region :  
   - Urban
   - Semi urban
   - Rural

3. Gender :  
   - Male
   - Female

4. Age :  
   - < 25
   - 26-40
   - 41-60
   - > 60

5. Marital status :  
   - Unmarried
   - Married
   - Divorced

6. Education level :  
   - SSLC
   - PDC
   - Graduate
   - PG
   - Others (specify) . . . . . . . .

7. Income :  
   - < 5000
   - 5001-10000
   - 10001-15000
   - 15001-20000
   - > 20000

8. Designation : 

9. Family size :  
   - 1-2
   - 3-5
   - 6 and above

10. Type of green products you purchased. (Please put a tick mark for your responses)

I. Convenience Goods
   1. Toiletries
      a. Soap
      b. Shampoo
      c. Tooth paste
      d. Hair Oil
      e. Shaving blade
   2. Cosmetics
      a. Fairness Cream
      b. Hair Dye
   3. Detergents

II. Shopping Goods
   1. Home Utilities
      a. Television
      b. Washing Machine
      c. Refrigerator
      d. Electric Oven
      e. Furniture
      f. Others (Specify) . . . . .
   2. Electronics Goods
      a. Mobile Phone
      b. Air Conditioner
      c. Camera
      d. Computer
      e. Others (Specify) . . . . .
   3. Apparels

III. Specialty Goods
   a. Costly Car
   b. Fancy Goods
   c. Paintings
   d. Others (Specify) . . . . .
a. Washing Soap  
b. Washing Powder  
c. Cleaning Lotion  
a. Garments  
b. Food wear  
c. Watch  
d. Jewellery  
e. Others (Specify)...........

4. Food & Drinks  
a. Tea/Coffee Powder  
b. Packaged Milk  
c. Carbonate Soft drinks  
d. Malted beverage  
e. Packaged Water  
f. Chocolate & candies  
g. Others (Specify)...........

4. Automobiles  
a. Car  
b. Motor bike  
c. Scooters  
d. Others (Specify)...........

5. Emergency Goods  
a. Umbrella  
b. Rain Coat  
c. Mosquito repellant

11. Which factor you consider green motivators (GM) while buying green products? (Assign ranks from 1 to 13 on the basis of importance)?

<table>
<thead>
<tr>
<th>Sl. No:</th>
<th>Categories</th>
<th>Ranks</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Price</td>
<td></td>
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<td>2.</td>
<td>Product quality</td>
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<td>3.</td>
<td>Self – Green Awareness</td>
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<td>4.</td>
<td>Healthy lifestyle</td>
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<td>5.</td>
<td>Social Responsibility</td>
<td></td>
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<td>6.</td>
<td>Good Services</td>
<td></td>
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<td>7.</td>
<td>Waste Reduced</td>
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<td>8.</td>
<td>Products Brand</td>
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<td>9.</td>
<td>Certified Product</td>
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<td>10.</td>
<td>Word of mouth/ Recommend</td>
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<td>11.</td>
<td>Model for others to follow</td>
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<tr>
<td>12.</td>
<td>Product Variety &amp; Convenience</td>
<td></td>
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<tr>
<td>13.</td>
<td>Easy to access</td>
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</tbody>
</table>
12. Mark your responses about the following factors on a five point scale ranging from $1 = \text{strongly disagree}$, $2 = \text{disagree}$, $3 = \text{neutral}$, $4 = \text{agree}$, $5 = \text{strongly agree}$

**Social Influence**

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>12.1</td>
<td>I learn about environmental products/issues from my friends.</td>
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<tr>
<td>12.2</td>
<td>I learn about environmental issues from environmentalists.</td>
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<td>12.3</td>
<td>I often buy environmental products with my friends.</td>
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<td>12.4</td>
<td>I often share environmental information regarding environmental products with my friends.</td>
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<td>12.5</td>
<td>Discussions with colleagues are important to know environmental issues.</td>
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<td>12.6</td>
<td>I choose to buy environmental products from environmentally conscious sellers.</td>
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<td>12.7</td>
<td>Discussions with environmentalists lead to understand green products.</td>
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**Environmental Knowledge**

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<tr>
<td>12.8</td>
<td>I know that I buy products and packages that are environmentally safe.</td>
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<td>12.9</td>
<td>I know how to select products, packages that reduce the amount of waste ending up in landfills.</td>
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<td>12.10</td>
<td>I understand the environmental phrases and symbols on product package.</td>
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<td>12.11</td>
<td>I am very knowledgeable about environmental issues.</td>
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**Environmental Concern**

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<tbody>
<tr>
<td>12.12</td>
<td>Quality of life seems to be worsening due to Kerala’s environment.</td>
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<tr>
<td>12.13</td>
<td>Kerala’s environment must be one of the major concerns of the people in Kerala.</td>
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<tr>
<td>12.14</td>
<td>Destruction of nature and extinction of wildlife are to be seen as a sin.</td>
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<tr>
<td>12.15</td>
<td>Environmental degradation is an important problem to be shunned by humanity.</td>
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</table>
12.16 I am personally concerned about environmental degradation.

12.17 I am emotionally involved in environmental protection issues in Kerala.

12.18 The conditions of the environment affect the quality of life.

12.19 I am willing to sacrifice to protect the environment.

12.20 I often think about how environmental quality in Kerala can be improved.

12.21 I always consider the purchase of products having less pollution of environment.

12.22 When I buy products, I try to consider how my use of them will affect the environment and other consumers.

12.23 Each consumer's behaviour can have a positive effect on society by purchasing products sold by socially and environmentally responsible companies.

**General Environmental Belief & Attitude**

12.24 Our population size is growing to the limit of the number of people the earth can bear.

12.25 Humans have the right to modify the natural environment to suit their needs.

12.26 When humans interfere with nature it often has disastrous consequences.

12.27 To maintain a healthy economy, we will have to control industrial growth.

12.28 There are limits to which our industrialised society can expand.

12.29 Mankind is severely abusing the environment.

12.30 It is essential to promote green living in Kerala.

12.31 More environmental protection works is needed in Kerala.

12.32 It is very important to develop environmental awareness among Kerala people.

12.33 Environmental cleanliness affects the behaviour of the public positively.
12.34 Green environment increases the mental freshness of the public.

12.35 Green product consumption increases the quality of the green environment.

12.36 The quality of environment depends on the level of knowledge, attitude, value and practices of consumers.

12.37 We are morally obliged to protect the environment and save the limited natural resources.

**Environmental Activism**

12.38 I influence others to behave in environment-friendly manner.

12.39 I convince family and friends not to buy environmentally harmful products.

12.40 Active participation in environmental campaign is a must for all.

12.41 Each should convince friends to reduce using conventional products which are harmful to environment.

12.42 Everybody should participate in environmental activities.

12.43 I donated money or paid membership to consumer organizations.

12.44 Participation in environmental activities by all is a major requirement for environmental preservation.

12.45 Everyone needs to join in community clean-up efforts.

**Perceived Seriousness of Environmental Problems**

12.46 Environmental problems seem to be very serious.

12.47 Kerala’s environmental problems are threatening our health.

12.48 The consumption pattern of consumers in Kerala affects the environment badly.

12.49 Improper selection of the products will lead to abnormal consumption.

12.50 The increasing deterioration of the environment is a serious problem.

**Perceived Environmental Responsibility**

12.51 Each should feel the responsibility for protecting our green environment.
12.52 Environmental protection starts with the individual
12.53 Everyone should do their best efforts to save limited natural resources.
12.54 Everyone is responsible for protecting the environment in their everyday life
12.55 Preserving and protecting the environment should be one of our priority.
12.56 Environmental protection is the responsibility of the Kerala government, not of me.
12.57 Environmental protection is the responsibility of the environmental organizations, not of me
12.58 Each of us has the responsibility to select the products which are not harmful to the environment

**Government's Role**

12.59 Environmental protection is the responsibility of the Indian Government.
12.60 Schools should require all students to take a course dealing with environment & conservation problems.
12.61 The government should subsidize research on technology for recycling waste products.
12.62 Government has to educate people about the environmental problems.
12.63 Government has to implement various strategies for sustainable consumption and development.
12.64 Government should enforce environmental rules and regulations.

**Perceived Effectiveness of Environmental Behaviour**

12.65 Participation in environmental protection programme would influence friends and others in the family to participate.
12.66 I understand the environmental phrases and symbols on product package.
12.67 Selection of green products definitely can protect the environment of Kerala.
12.68 If the companies follow green marketing, definitely our environment will not be polluted.

12.69 If I carry some environmental behaviours in my daily life, I would contribute a lot to our environment.

**Consumer Awareness and Attitude towards Green Marketing**

12.70 I believe in the concept of green marketing.

12.71 I know about the advantages of green products in an organization.

12.72 Green marketing concept is existed long time back but it is not implemented by many companies in India.

12.73 Productivity can be improved drastically by using green marketing.

12.74 It is difficult for all companies to implement green marketing.

12.75 Everyone is responsible for successful green marketing concept.

12.76 Green marketing delivers environmentally sound goods that satisfy customers and society.

12.77 Green marketing encourages consumers to use green products.

12.78 Green marketing will not create detrimental impact on the environment.

12.79 I choose to buy products that are environmental friendly.

**Responses to the Green Companies and Their Products**

12.80 Green companies have a fine environmental reputation.

12.81 Companies are reluctant in implementing green marketing concept.

12.82 The company has excellent performance with respect to environmental management and green innovation.

12.83 Comparatively green products are inferior in performance to non-green products.

12.84 I am aware of the companies going green and they attract customers.

12.85 Green products do not create any pollution.
12.86 Green products are valuable to the society

12.87 I can easily identify eco-friendly products available in the market.

12.88 I prefer to buy brands which will damage the environment very less.

12.89 Green product consumption will not bring any harm to our health

12.90 Green product consumption will not create any waste

**Green Pricing**

12.91 I am ready to pay more prices for eco-friendly products.

12.92 Green products have reasonable price.

12.93 I think the price of green products is worthy.

**Green Place/Distribution**

12.94 Green products are available/accessible in the super markets.

12.95 The distributors of the green companies help to make contribution to the society.

12.96 I will prefer those places/distribution channels which are not cause to environment pollution.

**Green Package**

12.97 I think the package of green products is environmentally safe.

12.98 The package of green products can be reused or recycled after use.

12.99 The green pack gives impression/functional benefits about the product.

12.100 The package is “green” at point of sale.

12.101 Environmental pack of green products give useful advice on other uses for the packaging itself.

12.102 The packs imply that ‘artificial’ have been used in the production (preservatives, colorants, unnecessary additions).
Responses to Green Promotion

12.103 The contents of environmental advertisements are of little relevance to daily life.

12.104 Green advertisements are valuable to the society.

12.105 Environmental advertisements are poorly produced and thus are not attractive.

12.106 Arguments to substantiate the environmental claim are not convincing or vague.

12.107 I prefer promotion campaign that protects the environment.

12.108 Green advertising presents a true picture of the Green product being advertised.

12.109 Green marketing communication activities used by the green companies are effective.

12.110 I like those advertisements that contain information regarding the green products.

Consumer Awareness, Attitude and Responses towards Eco-labels

12.111 Green marketing involves the promotion of eco-labels on green products.

12.112 I am aware of the eco-labels used by green companies.

12.113 Eco-labels used by the companies helps us in getting knowledge about green marketing and green products.

12.114 Eco-labels help to explain the products impact on the environment.

Green Brand Image

12.115 Green brands are well established about environmental concern.

12.116 The green brand environmental claims are trustworthy.

12.117 I intend to switch to other brands for ecological reasons.

12.118 The strategies used by the company’s increases green brand image.
Green Purchasing Behaviour

12.119 I prefer green products over non – green products when their product qualities are similar.

12.120 I look at the ingredients label while purchasing.

12.121 I will purchase green products even they are more expensive.

12.122 I never compromise with the environmental value when I go for purchase.

12.123 Environmental attitudes influences purchase behavior.

Green Satisfaction


12.125 I think it’s the right choice I made by buying green products.

Green Loyalty

12.126 I am ready to pay more for green branded products.

12.127 I will not shift to other brands even if my present brand charges a high price.

12.128 I will definitely recommend green products of this company to my friends and relatives.

12.129 I have faith in the company about their green production procedure.

12.130 I believe that the green brand is best suited to the environment.

12.131 It makes sense to buy this brand instead of other brands even if they are the same.

Green Brand Equity

12.132 I decide not to switch over to another brand even if they have same green features.

12.133 I would prefer to buy this brand even if the other green brands are available with lesser prices.

12.134 I prefer this brand even if there is another brand as good as this.
13. Your source of information about green products:
   - Word of mouth
   - TV/Radio
   - Print ads
   - Websites
   - Others (please specify)

14. Which media you consider essential for the green marketing communication activities?
   - Print media
   - TV/Radio
   - Broadcast media
   - Websites
   - Others……...

15. Which factor influences the purchase of green products? (Assign ranks from 1 to 5 on the basis of importance)?

<table>
<thead>
<tr>
<th>Sl.no:</th>
<th>Categories</th>
<th>Ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Place/Distribution</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Promotion</td>
<td></td>
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<tr>
<td>5.</td>
<td>Package</td>
<td></td>
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</tbody>
</table>

16. What are the benefits you desire while buying green products?
   - Cost & savings
   - Made of natural ingredients
   - Ease of use
   - Brand/Image of the Company
   - Others (please specify…….)

17. Do you think purchasing eco-friendly products will contribute to the sustainable future?
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
18. Can you identify a valid reason why the consumers fail to switch from non-green to green products?

☐ Not easily available  ☐ Expensive nature  ☐ Limited choices
☐ Personal inconvenience  ☐ Others (Please specify…)

19. Does the pack of green products give useful advice on other uses for the packaging itself?

☐ Strongly Agree  ☐ Agree  ☐ Neutral
☐ Disagree  ☐ Strongly Disagree

20. Does the pack message mislead or confuse you?

☐ Strongly Agree  ☐ Agree  ☐ Neutral
☐ Disagree  ☐ Strongly Disagree

21. Your opinion about the future of Green Marketing of FMCG products

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Green Marketing of Fast Moving Consumer Goods