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Annexure Questionnaire

Background information

This research is carried out by a marketing research scholar for research based on green marketing. This questionnaire will help to evaluate the consumers buying behaviour in South Gujarat. This data will completely be used only for Research Purpose

Questionnaire

Name of Respondent:

Age of Respondent:

18-25 () 25-35 () 35-45 () 45-60 ()

Occupation:

Service() Business () Self-Employed ()
 Agriculture () Student () Other ()

Income:

< 10000 () 10000-20000 () 20000-30000 ()
 30000-40000 () 40000-50000 () > 50000 ()

Gender:

Male () Female () Tansgender ()

City:

Surat () Vapi () Navsari () Valsad ()

Q.1 Are you aware of Green products?

Yes() No()

Q.2 How often do you buy Green products?

Rarely () Once in Month() Twice in month()
 Once in Quarter () Do not shop()

Q.3 Source of information for you while choosing your green product?

Family / Friends () Put door poster () TV Ad()
 Internet search () Newspaper / Magazine() Peer group ()
 Social groups () Any other (_____)

Q.4 Do quality advertisements change your perception about the green product?

Yes () No () Cannot say()

66 **Q.5 What do you look first when you buy a green product?**

Price () Advertisement () Features ()
 Packaging () Brand ()

Q.6 What motivates your purchasing process in terms of green products?

Discount () Latest trend () Advertisements ()
 72 Need for the product () Environment friendliness ()

Sr.No	Question	Strongly Agree	Agree	Nuetral	Disagree	Strongly Disagree
Q.7	Pattern of consuming green products and impact of advertisement					
A	Green advertisement means promoting eco-friendly product in a reliable way					
B	The content of advertisement for green products should be relavant to the consumer					
C	Attractive advertisement increases purchasing pattern for green consum ⁹ s					
Q.8	Significance of green products and their premuim prices					
A	Premuim price of green products are contributed towards environment protection.					
B	Green products are important for consumers					
C	It is rational to pay premuim price for eco-friendly product					

Q.9	Impact of Eco labelling on consumers buying behaviour					
A	Eco labels are attractive to customer					
B	Adequate information is available on eco labels					
C	Marketing of green product is relevant to consumer's life style					
D	With eco labelling (Eco mark) green products are easily identified by consumer					
Q.10	Intensity of branding and green packaging for consumer					
A	Information on packaging influences buying behaviour					
B	Recycle or Reuse or Biodegradable packaing is preferred by consumer					
C	Consumers prefer brands which are eco-friendly					
Q.11	Significance of Eco-mark on packaging					
A	Green products should bear eco-mark to be identified by consumer					
B	Marketer should change the way green products are marketed					
Q.12	Environmental concern identified by consumer in South Gujarat					
A	Over population					
B	Balance of nature is disturbed					
C	Diastrous consequences by human interference					
D	To maintain a health economy humans should control the growth of industries					
E	To survive in future it is must to be eco-friendly					
Q.13	Consumers buying behaviour for eco-friendly product					
A	Consumer should prefer biodegradable detergents and soaps					
B	Consumer should avoid using aerosol products like spray paint, insect spray, deodrants, shaving cream etc					
C	Consumer should read information on labels to check if products are eco-friendly or not					
D	Consumer should use products with recycled/reuse/biodegradable					

	packaging.					
E	Consumer should avoid purchasing products from companies which harm the environment					
F	Consumer should carry their own bags to markets and super market					
G	Consumers should contribute to environmental cause					

Q.14 What steps would you like to take to save our environment or moving towards green environment?

Q.15 Can you please recall any advertisement of an Indian eco-friendly consumer good?

- a. _____
- b. _____
- c. _____

Q.16 If you come across a new eco- friendly Fast-moving Consumer Good, you will: (Tick any one)

Buy that product at least once and give your opinion about it to your friends/relatives	
Wait for some time, seek opinion from others regarding its quality etc. and then decide to buy it	
Stick to your old trusted brand	

Q.17 Whom do you think should take lead in addressing environmental problems? (Tick any one)

Government		Environmental groups	
Business and Industry		Individual citizens	

Q.18 Can you please name few Eco-labels/Eco-certificates/Eco-ratings prevalent in India?

- a. _____
 b. _____
 c. _____

Q.19. All other things remaining same, how much extra are you willing to pay for environmentally friendly Fast-Moving Consumer Goods? (Tick any one)

Nothing Extra		Up to 5% extra	
5% – 10% extra		10% - 15% extra	
More than 15% extra			

Q.20 Which of the following factors prevent you from purchasing eco-friendly Fast-Moving consumer goods? Please assess these factors from 6 as most important to 1 as least important. (Please use one value for one parameter only. Do not repeat values among various parameters.)

Higher price of eco-friendly products	
Non availability of eco-friendly products	
Limited range	
Confusing variety of eco-labels	
Obtaining information regarding eco-friendliness of the products	
Lower quality of eco-friendly products	

Green Marketing

21 Green Advertising

Green advertisements are designed to educate the customers regarding the benefits of green products.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Informational campaigns are essential to promote green products appropriately.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Green advertising does increase my knowledge and understanding towards green products.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Advertised information of packaging is important for the customer for making an informed green purchased decision.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Green advertisements have overstated product expectations and do not meet the customers purchase requirements.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

22 Green Price

Paying premium price for green products is acceptable because of their benefits.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Companies use green price to earn premium price for their green products.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Green products generally possess a sizeable upward variation in price as compare to non-green products.

-
- Strongly agree

- Agree
- Indifferent
- Strongly disagree
- Disagree

23 Green Product Availability

Green products are widely available in the marketplace like non-green products.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Availability of green products is comprehensive in the market

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Green products are available in only selected retail shops / stores.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

24 Green Product & Brand

Green products contain natural ingredients which do not pollute the environment

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Green brand is a symbol of credibility and trustworthiness.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Green products matches with my life style and buying habits.

- Strongly agree
- Agree
- Indifferent

-
- Strongly disagree
 - Disagree

I feel ⁹ green products are lower in performance as compared to nongreen products

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

Variety (i.e. range) of green products is high in the market place as compared to non-green products.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

25 Eco Labels

Eco-labels on green products possess high visibility and are easily communicable.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

I find information in green labels to be accurate and correct.

- Strongly agree
- Agree
- Indifferent
- Strongly disagree
- Disagree

26 Consumer buying green products

Do you associate the color green in the brand logo as being an eco-friendly brand?

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

Do you consider these products having a green color, makes you buy them?

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

Are you aware companies are adopting green colors to their logo to stand out as ecofriendly companies?

- Strongly disagree

- Disagree
- Indifferent
- Agree
- Strongly agree

I realize when I am opting for green products over the other ones.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

9 I consider green products provide higher quality than regular ones with the exact same characteristics

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

If I consider green products having higher quality, will I choose them over the other ones?

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

I think green marketing practices affect positively my perception of the brand.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

Knowing a product can be recycled, reused or repaired after you use it, is it a reason for me to buy these particular products?

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

I remain loyal to companies which practices are environmental friendly (decrease wastes, recycle materials, etc.)

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

9
When I learn about the negative and harmful impact a product has in the environment, I stop buying it.

- Strongly disagree
- Disagree
- Indifferent

- Indifferent
- Agree
- Strongly agree

Choosing between two products, I always buy the one which has the minimum impact to people and the environment

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

In case there is an alternative, I prefer products which cause less pollution. *

Mark only one oval.

- Strongly disagree
- Disagree
- Indifferent
- Agree
- Strongly agree

27 I change products when they do not comply with the ecological conditions/rules. * Mark only one oval.

I think companies are adopting green approaches due to (choose one from the following).

- Increase profits (with lower costs)
- Obtain government benefits
- Reputation
- Obligated
- Awareness of their impact in the environment.

28 From a scale 1 to 5 (1 - Very dissatisfied to 5 - Very satisfied) what is your level of satisfaction when buying green products? *

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied or dissatisfied
4. Satisfied
5. Very satisfied