

GREEN MARKETING: INDIAN CONSUMER AWARENESS AND MARKETING INFLUENCE ON BUYING DECISION

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ABSTRACT

Attitudes are changing toward the environment to encourage innovation for conservation, and the benefits from this source of innovation are certain to outlive our current generation. This paper investigates consumer beliefs and attitude on environment protection and their purchasing behavior of eco friendly products. Also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer mind. It further reviews consumer behaviour and impact of marketing communication to identify how consumers are persuaded to opt for greener products. It reports the results of a consumer product survey using a questionnaire based on the Dunlap and van Liere HEP-NEP environmental survey and the Roper Starch Worldwide environmental behaviour survey. This paper identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have proenvironmental values.

KEYWORDS

Green marketing, Beliefs, Consumer behaviour, Trust, HEP-NEP environmental survey.

INTRODUCTION

The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right things. Consumer awareness and motivation continue to drive change in the marketplace—notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumer has much less awareness of global warming issues. Initiatives from industry and the government are still ice blue.

Successful marketing has always been about recognizing trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business - and businesses that sell should recognize (1) the value of going green and (2) incorporating this message into their marketing program and communicating enough to the consumers.

Green is slowly and steadily becoming the symbolic color of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing opportunities to marketers to convince consumers. Firms have increasingly introduced GPIs (Green Product Innovations) into their product developments over recent decades. Studies on the consumption of environmentally sustainable products have demonstrated that perceived product performance is a significant barrier to their selection. For example, Ottman (1998) shows that some consumers do not buy "green" products because of their perceived inferiority, citing a study of observable and product-specific information (e.g. use of biodegradable and recycling behaviour) by Roper Starch Worldwide (RSW). Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement.

However, in his research on green product innovation strategy, Driessen (2005) finds that in order to maintain a competitive advantage, an optimum level of greenness needs to be identified between innovation performance and greenness, thus avoiding merely capturing the niche green market. So, if the market for environmentally sustainable products is to become main stream, it is important to look at what factors influence the consumer's selection process. This paper examined how consumers' values/beliefs and attitudes, as well as their exposure to influences and information, shape their behaviour and perceptions of product performance, with a particular focus on the influential role of marketing.

ENVIRONMENTALLY SUSTAINABLE PRODUCTS

Defining environmentally sustainable products is complex. In a strict sense, there is no such thing as a truly sustainable or green product, as all products we buy, own, use and discard in our everyday lives will have negative environmental impacts at some stage in their lifecycles. However, products can be classified according to the scale of these impacts, and a quality threshold can be drawn (Cooper, 2000). If a product has a low environmental impact, it is regarded as an environmentally sustainable product. Another definition of an environmentally sustainable product, for consideration in this paper, is that products should be readily available for purchase and include those supplied by companies with a reputation for reducing environmental impacts from their manufacturing processes.

LITERATURE REVIEW

EVOLUTION OF GREEN MARKETING

Charter and Polonsky (1999) state that green marketing is the marketing or promotion of a product based on its environmental performance or an improvement thereof. The decade of the late 1980s marked the first stage of green marketing, when the concept of "green marketing" was newly introduced and discussed in industry (Peattie and Crane, 2005). An anticipated emergence of a green tide galvanized many marketers to engage in different forms of green marketing at the beginning of this first stage (Vandermerwe and Oliff, 1990). Numerous marketers expected to generate positive consumer response which would be translated into an increase in goodwill, market shares or sales from their acts of green marketing.

However, notwithstanding reports that environmental problems constituted one of the uppermost public concerns, market growth for green products disappointingly fell short of marketers' expectations (Wong et al., 1996). The dramatic growth in green marketing excitements at the beginning of the 1990s has gradually subsided (Peattie and Crane, 2005). Green marketing entered its second stage in the 1990s, when marketers started to experience a backlash (Wong et al., 1996). Gradually, marketers realised that consumer concern for the environment and a related desire for green products did not translate into purchasing behaviour (Schrum et al., 1995). Among all the major hindrances, the main aspect contributing to the backlash against green marketing was consumer cynicism about green products, green claims and the companies' intention as well as practices (Mendleson and Polonsky, 1995; Peattie and Crane, 2005; Wong et al., 1996). From the mid-1990s, consumers started to become more and more environmentally and socially aware (Strong, 1996). Critical consumers began to emerge as a new force of green consumerism during that period whereby they require social responsibility from corporations (Gura'u and Ranchhod, 2005). Green consumers are defined as those who: [...] avoid products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments (Strong, 1996, p. 5).

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Gradually, the rise of green consumerism has led to an even broadened consumption concept called ethical consumerism (Uusitalo and Oksanen, 2004). According to Uusitalo and Oksanen (2004), ethical consumerism refers to buyer behaviour that reflects a concern with the problems that arise from unethical and unjust global trades, such as child and low-paid labour, infringement of human rights, animal testing, labour union suppressions, inequalities in trading relations with the Third World and pollution of the environment (Strong, 1996). Both green consumerism and its subsequent ethical consumerism are forms of symbolic consumption because consumers consider not only individual but also social values, ideals and ideologies (Uusitalo and Oksanen, 2004). Since, the emergence of the green consumerism and ethical consumerism which arose in the mid-1990s, consumers have started to demand a say in the production, processing and resourcing of the products.

Anticipating the continuous uprising forces of consumerism, scholars started to call for "sustainability marketing" in the late-1990s (Charter and Polonsky, 1999). Sustainability marketing refers to the building and maintaining of sustainable relationships with customers, social environment and the natural environment (Charter and Polonsky, 1999). In the face of the challenges, green marketing entered a "self-adjusting" mode, whereby only corporations with a true intention for long-term sustainable business development continued to stay and improve on their products. Since 2000, green marketing has evolved into a third stage. With the implementation of more advanced technology, stricter state enforcement on deceptive claims, government regulations and incentives as well as closer scrutiny from various environmental organisations and the media, many green products have greatly improved and regained consumer confidence in the 2000s (Gura'u and Ranchhod, 2005; Ottman, 2007). Together, with the continuous rise of growing global concern about the environmental quality, green marketing has gradually picked up momentum again. Some researchers postulate (Stafford, 2003) that green marketing is now "making a comeback" (Ottman et al., 2006, p. 26).

CONSUMER BELIEFS AND BEHAVIOURS

Hoyer and MacInnis (2004) state that consumers' values and beliefs need to be considered when examining the influences that affect purchasing decisions. Values are enduring beliefs that a given behaviour is desirable or good and include valuing the environment. Environmental values play a primary role in pro-environmental behaviour: values affect people's beliefs, which then have influences on personal norms that lead to consumers' pro-environmental behaviours (Reser and Bentrupperbaumer, 2005; Stern, 2000). Similarly, Ajzen's (1991) Theory of Planned Behavior shows that (environmental) beliefs form attitudes towards behaviour, which is then translated into intention of behaviour. The Global Environmental Survey (GOES) finds a gradual intergenerational value shift in the post-war generation towards post-materialist priorities, likely to result in more pro-environmental behaviour (Bennulf and Holmberg, 1990; Betz, 1990; Hoffmann-Martinet, 1991; Inglehart, 1990). So, although pro-environmental values do not guarantee pro-environmental behaviour, it is likely that pro-environmental values lead to pro-environmental behaviour. However, an individual concerned about the environment does not necessarily behave in a green way in general, or in their purchasing. This is known as the value-action gap. Kollmuss and Agyeman (2002) explored a range of analytical frameworks and external and internal factors that promote pro-environmental behaviour and found conflicting and competing factors related to consumers' daily decisions. They concluded that no single definitive model adequately explains the gap between environmental knowledge and pro-environmental behaviour. A recent study finds that people who are environmentally conscious do not necessarily behave pro-environmentally: for example, people might throw rubbish away when most people around them do so (reactive process, as opposed to intentional decision making; Ohtomo and Hirose, 2007).

CONSUMER EXPOSURE TO PRODUCT MARKETING COMMUNICATION:

The average consumer has less opportunity to form an attitude about a green product than about a main stream product, unless they have made a special effort to get to know the green product, as manufacturers of environmentally improved products often make little or no green claims in their advertising (Rand Corporation, 2004). Aspirational and associative reference groups have a strong influence on general consumption (Dittmar, 1992; Hoyer and MacInnis, 2004). Pooley and O'Connor (2000) argue that providing information on environmental issues does not necessarily foster pro-environmental attitudes. Their research suggests that the key to environmental education is the affective domain. It is reasonable to assume that advertising green products using emotional content would be more successful. Advertising works well when it tries to appeal to those values that drive consumer decision processes (WFA et al., 2002). As consumers often start from a low information base on sustainable consumption, their internal search may fail to supply the information necessary for decision making. If an external search is necessary, this involves high effort (Hoyer and MacInnis, 2004).

OBJECTIVES

The market of ecological products is growing rapidly at global level. The main objectives of this paper were to investigate the

- consumer beliefs and attitudes on green products,
- consumer awareness on the availability of environmentally friendly products and
- the influence of marketing efforts put by marketers with reference to consumer non-durables

METHODOLOGY

In order to investigate the research objectives stated above in purpose, both secondary and primary data have been collected and analysed.

The first stage of the research process was an extensive search of articles, reports and professional information concerning eco-consumer studies and eco-marketing strategies in general using the internet and academic databases. The analysis of secondary information provided the general context for initiating the collection, analysis and the interpretation of primary data. The study was carried out in the five metro cities of India.

The primary data was collected through questionnaire contains the HEP-NEP questions (Dunlap and van Liere, 1978) to measure consumer general environmental beliefs with the possible responses of strongly agree to totally disagree. The next part of the questionnaire covered marketing and branding issues related to consumer awareness and again, the HEP-NEP environmental questions were used to contextualize the responses to the consumer product questions with the suggested responses from strongly aware to totally unaware.

Five point Likert scale (4, 3, 2, 1, 0) technique was used to quantify the variables. Each proposition is considered as a variable and most of the propositions are framed in a positive scale. Respondents were also asked to name any green product types that they had experience of using. In the empirical analysis for all positive propositions, if one gets on an average a high score (above 2) i.e. towards agreement indicates that the respondents are in right perspectives.

METHODS USED

The statistical methods used in the analysis were: Means, coefficient of Variation - to analyze the Average level of perception of the Respondents means and standard deviations; Student's t-test - is used to explain equality of average level of perceptions; Factor analysis - is used to reduce the number of variables into a few in numbers without losing the inherent qualitative information; Multiple regression method - is used to explain the variation in the dependent variable, given a set of independent variables.

SAMPLES

A quota sampling design was followed and mall intercept method was used for data collection. One hundred and twenty women consumers (Ottman, 1998 reports that the consumers most receptive to environmentally-oriented marketing appeals are women; as mothers, they would be motivated to secure their children's futures.), with an age ranging from 30 to 60 years, chosen from the visitors of mall/ shopping centre were approached with a structured questionnaire.

DATA ANALYSIS

QUESTIONNAIRE AND DATA ANALYSIS METHODS

The first part of the questionnaire contains HEP-NEP questions (Dunlap and van Liere, 1978) to measure general environmental beliefs with the possible responses of strongly agree, mildly agree, mildly disagree, and strongly disagree (Annexure-I).

TABLE – 1: GENERAL ENVIRONMENTAL BELIEFS

Propositions relating to General Environmental Beliefs(GEB)	Mean	Standard Deviation (SD)	Coefficient of Variation(CV)
1. Our population size is growing to the limit of the number of people the earth can bear	2.33	0.91	39.19
2. The equilibrium of nature is very delicate and easily gets upset	3.17	0.69	21.88
3. Humans have the right to modify the natural environment to suit their needs	3.20	0.82	25.60
4. When humans interfere with nature it often has disastrous consequences	2.85	0.97	34.08
5. Man kind created to rule over the nature.	2.83	0.91	31.94
6. Plants and animals exist primarily to be used by humans	3.40	0.59	17.29
7. To maintain a healthy economy, we will have to control industrial growth	3.25	0.63	19.32
8. Humans must live in harmony with nature in order to survive	3.35	0.78	23.20
9. The earth is like a spaceship with only limited room and resources	2.97	0.76	25.56
10. There are limits to which our industrialized society can expand	2.33	1.11	47.78
11. Mankind is severely abusing the environment	3.28	0.64	19.50

Out of eleven propositions on Consumer General Environmental Beliefs (GEB), 6 propositions mean score is 3 or above on likert-5 point scale (coded as 0,1,2,3 & 4) for propositions 2,3,6,7,8 and 11 which means most of the respondents are having strongly agreed for these propositions and same is supported by relatively less SD and lower values of CV. For the Propositions 4, 5 and 9 respondents gave good mean score ranging from 2.83 to 2.95 (coded as 0,1,2,3 & 4), which implies respondents more or less agreed on these propositions. For proposition 1 and 10 most of the respondents gave average mean score and they are slightly agreeing on these propositions the same is reflected in CV also. That means respondents have varied opinions on these propositions which is well supported by its SD.

The second part included questions about environmental behaviour, with seven questions related to purchasing behaviour based on previous HEP-NEP general environmental beliefs questions. Green Gauge questions (Ottman, 1998), which segment green consumers by behaviours. The results were measured on a 5 point scale of never, situationally, sometimes, frequently, and always used as a benchmark for comparison of all other data in this study

TABLE – 2: CONSUMER ENVIRONMENTAL BEHAVIOUR

Propositions relating to Environmental Behaviour Questions(EBQ)	Mean	Standard Deviation(SD)	Coefficient of Variation(CV)
1. Use biodegradable products	2.90	0.86	29.57
2. Avoid buying aerosol products	2.85	0.90	31.53
3. Read labels to see if contents are environmentally safe	2.75	0.75	27.30
4. Buy products made or packaged in recycled materials	2.87	0.79	27.60
5. Buy products in packages that can be refilled	2.80	0.75	26.95
6. Take your own bags to the supermarket	2.45	1.00	40.76
7. Cut down on car use	2.88	0.83	28.62

Out of seven propositions on Consumer Environmental Behaviour Questions EBQ, all the propositions except 6th one are in the range of 2.75 to 2.90 (coded as 0,1,2,3 & 4), that means all the respondents more or less agreed and 6th proposition respondents gave average mean score but this proposition the opinion of respondents varied a lot as SD is one with high C.V.

The third part of the questionnaire covered marketing issues related to attitudes towards green products, designed to explore topics identified in the consumer behaviour and advertising industry opinion sections. Again, the HEP-NEP environmental questions were used to contextualize the responses to the consumer product questions. The suggested responses were: strongly agree, mildly agree, mildly disagree, and strongly disagree (Annexure - I). Respondents were also asked to name any green product types that they had experience of using.

TABLE – 3: CONSUMER BUYING BEHAVIOUR

Proposition Consumer Product Questions(CPQ)	Mean	Standard Deviation(SD)	Coefficient of Variation(CV)
1. I feel good about buying brands which are less damaging to the environment.	3.15	0.73	23.25
2. It is easy for me to identify these products.	3.18	0.85	26.81
3. Green products are inferior in performance to non-green products	2.72	0.94	34.62
4. I have formed this opinion because people I know and trust told me so	2.83	0.81	28.45
5. I have formed this opinion because of my own recent experience of a product	3.18	0.68	21.24
6. I trust well-known brands to make products which work	3.45	0.70	20.27
7. In the marketing communication about a product, I expect to be informed of new improved formulas/design.	2.68	0.89	33.26
8. In the marketing communication about a product, I expect to be informed of how environmentally friendly a product is	2.07	1.04	50.29
9. Green products are marketed to me in a way which I never notice	3.08	0.72	23.35
10. Green products are marketed to me in a way which I find really engaging and relevant to my lifestyle	2.23	1.06	47.62

Out of Ten propositions on Consumer Product Questions(CPQ), 5 propositions mean score is 3 or above on likert-5 point scale (coded as 0,1,2,3 & 4) for propositions 1,2,5,6 and 9 which means most of the respondents have strongly agreed for these propositions and same is supported by relatively less SD and less C.V.

For the propositions 3, 4 and 7 respondents gave above average mean score which means they all agreed on these propositions and for remaining 8 and 10th propositions respondents gave poor score and on these two propositions respondents opines varies a lot which is clear from these proposition SDs and C.Vs respectively.

The data collected was coded with least indicates 0 and maximum indicates 4 on Likert 5-point scale (likert-5 point scale coded as 0,1,2,3 & 4). Coded data was analysed using factor analysis through statistical software. Each component is considered in factor analysis using maximum likelihood method to generate combined index of all propositions in that component. Using all three indexes of three components regressions is calculated. The results are presented and interpreted in the following way.

TABLE -4: RESULTS OF REGRESSION MODEL BETWEEN CONSUMER ENVIRONMENTAL BEHAVIOUR AND ENVIRONMENTAL BELIEFS

Regression Statistics
Multiple R=0.02492458
R Square= 0.00062123
Adjusted R Square=.....
Standard Error= 0.90664
Observations= 120

	Coefficients	Standard Error	t stat	p-value
Intercept	0.0000	0.1170	0.0000	1.0000
X Variable 1	-.0251	0.1321	-0.1899	0.8501

Correlation between Environmental beliefs and Green behaviour:

The degrees of freedom $v=n-2=58$

Critical region at 1% is $|r| >$

The observed value of $r=0.02492458$ falls outside the critical region

P-value is -0.1899

There fore, green behaviours are not significantly affected by environmental beliefs.

TABLE -5: RESULTS OF REGRESSION MODEL BETWEEN CONSUMER ENVIRONMENTAL BEHAVIOUR AND CONSUMER BUYING BEHAVIOUR

Regression Statistics
Multiple R=0.00189771
R Square= 0.00000360
Adjusted R Square=.....
Standard Error= 0.90692
Observations= 120

	Coefficients	Standard Error	t stat	p-value
Intercept	0.0000	0.1171	0.0000	1.0000
X Variable 1	-.00020	0.1384	-0.0145	0.9885

Correlation between Environmental beliefs and Consumer buying behaviour:

The degrees of freedom $v=n-2=58$

Critical region at 1% is $|r| >$

The observed value of $r=0.00189771$ falls outside the critical region

P-value is 0.9885

There fore, Consumer buying behaviour (beliefs in green product performance) is not significantly affected by environmental beliefs.

Regression analysis results show that environmental behaviours are not significantly affected by environmental behaviour against environmental belief (p 0.1665; table-4). It clearly indicates the gap between environmental beliefs and environmental behaviours in green consumption.

The Theory of Reasoned Action (Ajzen and Fishbein, 1980) claims that a person's behaviour is determined by his/ her belief of the outcome of that particular behaviour and by the opinions of his/her social environment, which then Table-5 linear regression of belief in green product performance against environmental belief influences behavioural intentions ($p=0.9885$; table-5). However, what people think is different from what they do specially in the a good idea does not always predict what they actually do, especially in the case of environmental values and behaviours. From this, inferences can be drawn as values are often too general to lead a certain environmental behaviour (e.g. the purchase of green products) and environmental behaviours are also influenced by subjective interests, such as pro-environmental self-images. When such subjective interests are not met by a particular behaviour, values do not get translated into behaviour. The environmental behaviour that the respondents participated in most was the recycling products. First, information about recycling has been reasonably consistent for a number of years, and reaches most of the population.

Consumer response to marketing being pro-environmental respondents said that they were more likely to choose brands which they knew were manufactured by companies whose products and processes were more environmentally friendly (mean aggregate score of 3.18 out of 4). No one strongly disagreed and nearly half the respondents strongly agreed that they would choose brands from these companies. Respondents replied positively to feeling good about buying brands which are less damaging to the environment (mean aggregated score of 3.15 out of 4). If our consumer group has pro-environmental attitudes they may have self-concepts of themselves as environmentally responsible. And it act as CSR. The source of green product performance belief was based on recent experience of a green product (2.75 out of 4; table-2), least often in the least environmentally concerned sector of respondents and most often in the most environmentally concerned sector of respondents.

The most environmentally concerned sector reported that they were unaware (3.08 out of 4; table-3) of green product marketing, and found it mildly engaging and also moderately relevant to their lifestyles. This result is not surprising, as it is mostly the green niche market that is being targeted by current marketing strategies. They reported that green products were not generally marketed in a way that particularly engaged them. Of the respondents, 72 per cent were unable to name a specific product, or product type, on which their opinion of product performance might be based. However, This outcome may have been influenced by the sample group chosen (women who shop at supermarkets), as those products that are regularly stocked by supermarkets would have sprung to mind. Product marketing communication Respondents agreed that they expected to be informed about new and improved product formulas and design (mean aggregate scores of 2.68 and 2.07 out of 4; table-3).

SURVEY FINDINGS

- Consumer's values/beliefs, attitudes towards environmentally friendly Products: No one strongly disagree, where three-fourth of the respondents strongly agree that they would choose eco friendly brands. Respondents reacted positively about buying brands which are less damaging to environment (80 per cent). However, the expectation of the customer is not away from the effective functioning of green brands as that of non green products.
- Trust and product performance: Survey reveals that the green product performance was significantly affected by environmental beliefs. Further, it is expressed by as large as of 88 per cent of the respondents that they are likely to trust well known products and judge green products basing on their previous experience. This supports Hong-Youl and Perks' (2005) argument that brand trust is based on experience, information and satisfaction.
- Consumer awareness: Majority (60 percent) consumers expressed that identifying environmentally products on the shelves of the store is slightly difficult. When asked, majority of the respondents are unable to name a specific product or product type which are ecofriendly. This speaks about the consumer unawareness of green brands.
- Efforts of marketing: Marketing plays a pivotal role in bringing consumer awareness. As the response show consumers would be more likely to choose environmentally friendly brands and were unable to recall green products/brands. This speaks about the gap in marketing effort put by the green marketers in bringing consumer awareness.

CONCLUSION

Given India's rapid GDP growth rate and the highly negative environmental impact, demand for eco-labeled products may create the necessary consumer pressure to ensure a cleaner environment.

This study confirms the existence of an environmental value-action gap, a gap between consumers' beliefs and behaviours over being green. This paper has highlighted various aspects of consumer behaviour and shown that consumer preference for greener goods could be influenced by marketing. Products given greater exposure will be more likely to sell in greater numbers. Pro-environmental values are more likely to result in more pro-environmental behaviour when values and beliefs are specific enough, the green action aligns with consumers' subjective interests, and product attributes are positively perceived. A major barrier to the purchasing of green products is concern over whether the product will perform as expected. However, consumers generally trust the performance of well known brands, so green products that work well and do not make over inflated green claims could sell successfully under well-known brands.

The current low levels of consumer awareness about global warming, India's brands need to help raise consumer consciousness. Indian manufacturers have yet to find a market for green products, even as consumers have a low awareness of them because of the insufficient efforts made by the marketers. But by embracing the green imperative, and investing in green initiatives and consumer education, Indian brands can break this vicious cycle.

Overall, it is clear that the Indian market for greener products is under-exploited by marketers within consumer groups with pro-environmental values. This finding suggests the greater use of marketing and brands to sell green products that are genuinely environmentally friendly.

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ANNEXURE

QUESTIONNAIRE USED FOR THIS STUDY

1ST PART - GENERAL ENVIRONMENTAL BELIEFS

(With the possible responses ranging from strongly agree, agree, slightly agree, disagree and strongly disagree.)

1. Our population size is growing to the limit of the number of people the earth can bear
2. The equilibrium of nature is very delicate and easily gets upset
3. Humans have the right to modify the natural environment to suit their needs
4. When humans interfere with nature it often has disastrous consequences
5. Plants and animals exist primarily to be used by humans
6. To maintain a healthy economy, we will have to control industrial growth
7. Humans must live in harmony with nature in order to survive
8. The earth is like a spaceship with only limited room and resources
9. There are limits to which our industrialised society can expand
10. Mankind is severely abusing the environment

2ND PART - ENVIRONMENTAL BEHAVIOUR QUESTIONS

(With possible responses ranging from never, situationally, sometimes, frequently, and always)

1. Do you use biodegradable products?
2. Will you avoid buying aerosol products
3. Normally do you read labels to find contents are environmentally safe?
4. Do you prefer to buy products made or packaged in recycled material?
5. Do you buy products in packages that can be refilled?
6. Will you carry your own bags to the supermarket?
7. Do you think of cut down on car use?

3RD PART - CONSUMER PRODUCT QUESTIONS

(With the possible responses ranging from strongly agree, agree, slightly agree, disagree and strongly disagree.)

1. I prefer to buy brands which will damage the environment very less
2. I can easily identify the eco-friendly products available in the market
3. Comparatively Green products are inferior in performance to non-green products
4. I have formed this opinion because people I know and trust told me so
5. I have formed this opinion because of my own recent experience of a product
6. I trust well-known brands to make products which work
7. In the marketing communication about a product, I expect to be informed of new improved formulas/design.
8. In the marketing communication about a product, I expect to be informed of how environmentally friendly a product is
9. Green products are marketed in an unnoticeable way
10. Green products are marketed to me in a way which I find really engaging and relevant to my lifestyle.

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