

An Empirical Study on Pro-Environmental Behaviour towards selected Green Household Appliances for Sustainable Consumption: Special Reference to Gujarat, India

Dear Respondent,

I, Heer H. Shah, am pursuing Ph.D. on “An Empirical Study on Pro-Environmental Behaviour towards selected Green Household Appliances for Sustainable Consumption: Special Reference to Gujarat, India” under the guidance of Dr. Vilas Chauhan, Assistant Professor, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat.

This questionnaire is intended to explore the pro-environmental behaviour and energy savings; study the behaviour pattern of the selected green household appliances; explore various factors which impact consumers’ green purchase behaviour; study consumers’ overall level of awareness, attitude and readiness towards green purchase behaviour; determine the level of recognition of eco-labels used in selected green household appliances; determine the impact of green brand awareness and green brand image on the perceived quality and purchase intention towards selected green household appliances; and to determine the relationship between green marketing tools and green purchase behaviour.

Participation is voluntary and your completion would be very highly appreciated. There are no right or wrong answers and the accuracy of results of this research is entirely dependent on how honest you can be. All information provided will be treated with the strictest confidence.

Regards!

Ms. Heer H. Shah

PART A: DEMOGRAPHIC INFORMATION

Name of the Respondent : _____
 Contact No. : _____
 E-Mail ID : _____

1	Gender:	(a) Male <input type="checkbox"/>	(b) Female <input type="checkbox"/>
2	Age:	(a) 20 to 30 yrs <input type="checkbox"/>	(b) 30 yrs to 40 yrs <input type="checkbox"/>
		(c) 40 to 50 yrs <input type="checkbox"/>	(d) Above 50 yrs <input type="checkbox"/>
3	Education:	(a) Below High school <input type="checkbox"/>	(b) Graduation <input type="checkbox"/>
		(c) Post-Graduation <input type="checkbox"/>	(d) Doctorate <input type="checkbox"/>
4	Respondent Status:	(a) Student <input type="checkbox"/>	(b) Employed <input type="checkbox"/>
		(c) Self-Employed <input type="checkbox"/>	(d) Homemaker <input type="checkbox"/>
		(e) Unemployed <input type="checkbox"/>	(f) Retired <input type="checkbox"/>
5	Marital Status:	(a) Single <input type="checkbox"/>	(b) Married <input type="checkbox"/>
		(c) Divorced <input type="checkbox"/>	
6	Household Size:	(a) Less than 3 Members <input type="checkbox"/>	(b) 3 to 5 Members <input type="checkbox"/>
		(c) More than 5 Members <input type="checkbox"/>	
7	Family Type:	(a) Joint <input type="checkbox"/>	(b) Nuclear <input type="checkbox"/>
8	Monthly Income:	(a) Less than Rs. 50,000 <input type="checkbox"/>	(b) Rs. 50,001 to Rs. 1,00,000 <input type="checkbox"/>
		(c) Rs. 1,00,001 to Rs. 1,50,000 <input type="checkbox"/>	(d) Above Rs. 1,50,000 <input type="checkbox"/>
9	Residential Location:	(a) Rural <input type="checkbox"/>	(b) Urban <input type="checkbox"/>
10	Respondent City/Town:	(a) Gandhinagar <input type="checkbox"/>	(b) Ahmedabad <input type="checkbox"/>
		(c) Vadodara <input type="checkbox"/>	

PART B APPLIANCE OWNERSHIP AND USAGE

Please mention your ownership for below given appliances and its usage (in terms of No. of Hours) / Day

		Ownership		If Yes, Usage in terms of No. of Hours / Day		
		Yes	No	Less than 2 Hrs.	2 – 4 Hrs.	More than 4 Hrs.
12	Entertainment Appliances					
	EA1 LCD/Plasma TV					
	EA2 Computer (desktop/laptop)					
	EA3 Home Theatre					
	EA4 Over Head Projector					
13	Utility Appliances					
	UA1 Dishwasher					
	UA2 Air Conditioner					

	UA3	Washing machine					
	UA4	Tumble dryer					
	UA5	Steam iron					
	UA6	Electric shower					
	UA7	Electric hot water system					
14	Kitchen Appliances		Yes	No	Less than 2 Hrs.	2 – 4 Hrs.	More than 4 Hrs.
	KA1	Microwave					
	KA2	Electric oven					
	KA3	Mixer/Grinder					
	KA4	Juicer					
	KA5	Kettle					
	KA6	Refrigerator					
	KA7	Deep freezer					

PART C
ECO-FRIENDLY PRODUCTS AND CONSUMERISM

15	TYPES OF ECO-FRIENDLY PRODUCTS PURCHASED						
	For the below mentioned product categories, please indicate your frequency of purchase of Eco-friendly products during the last three months:						
	(1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Always)						
		Product Categories	Purchase Frequency				
			1	2	3	4	5
	EP1	Aerosol Propellants					
	EP2	Architectural Paints and Powder Coatings					
	EP3	Batteries					
	EP4	Cosmetics					
	EP5	Electronic / White Goods					
	EP6	Fire Extinguisher					
	EP7	Food additives and preservatives					
	EP8	Food items					
	EP9	Leather Products					
	EP10	Lubricating oil					
	EP11	Packaging Materials					
	EP12	Paper					
	EP13	Pesticides & Drugs					
	EP14	Plastic Products					
	EP15	Soaps and detergents					
	EP16	Textiles					
	EP17	Vegetable Oils					
	EP18	Wood Substances / Substitutes					

16	PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS						
	Please indicate your level of Agreement / Disagreement for the following factors that can be used to describe Eco-friendly products:						
	(1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)						
		Eco-friendly Products.....	Level of Agreement				
			1	2	3	4	5
	PE1	Are beneficial for the environment					
	PE2	Are healthy					
	PE3	Are dependable and trustworthy					
	PE4	Have a decent quality/performance					
	PE5	Have a better quality/performance when compared to traditional products					
	PE6	Have a decent taste and/or good fragrance					
	PE7	Have a reasonable price					
	PE8	Are well advertised					
	PE9	Are available nearby my community / supermarket					

17	REASONS FOR PURCHASING ECO-FRIENDLY PRODUCTS						
	Please indicate your level of Agreement / Disagreement for the below mentioned Reasons for Purchase of Eco-friendly Products:						
	1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)						
		Reasons for Purchasing Eco-friendly Products	Level of Agreement				
			1	2	3	4	5

RP1	They present a positive image of myself.								
RP2	I wish to preserve the world								
RP3	I choose eco-friendly products.								
RP4	I feel trendy/fashionable when I buy eco-friendly things.								
RP5	If I do not purchase, others may judge me.								
RP6	I make an spontaneous purchase of eco-friendly products in a supermarket.								
RP7	I was delighted with the majority of the eco-friendly things I purchased.								

**PART D (Obj. 1)
PRO-ENVIRONMENTAL BEHAVIOUR AND ENERGY SAVINGS**

Perceived Knowledge/ Awareness about Environment

18 Please reflect upon the following statements indicating Your 'Environmental Predisposition' for the following statements. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)

	Perceived Knowledge/ Awareness about Environment	Level of Agreement				
		1	2	3	4	5
PK1	I am aware about Carbon Dioxide (CO2) emissions from household energy consumption					
PK2	I know about Zero Carbon Homes					
PK3	I know about the Government's initiatives to reduce CO2 Emissions					
PK4	I am aware about the ill-effects of Climate Change					
PK5	I am aware about the ill effects of Global Warming					
PK6	I am aware about the ill effects of Ozone Depletion					
PK7	I am aware about Ocean Acidification					
PK8	I am aware about the Loss of Biodiversity					
PK9	I am aware about the ill effects of all kinds of Pollution					
PK10	I am aware about electricity saving in the home					

Attitude towards Environmental Protection

19 Please reflect upon the following statements indicating Your 'Attitude towards Environmental Protection'. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)

	Attitude towards Environmental Protection	Level of Agreement				
		1	2	3	4	5
AE1	Environmental protection is crucial to me while making purchases of appliances.					
AE2	Energy-efficient appliances are vital for reducing air pollution.					
AE3	Energy efficient Appliances are essential in saving natural resources that would be utilised to produce energy, such as coal and water.					
AE4	If I may pick between energy-efficient and traditional appliances, I favour energy-efficient.					
AE5	Reducing my household's energy consumption would help protect the environment					
AE6	It would save me money to reduce my household's energy consumption					
AE7	Reducing my household's energy consumption would be inconvenient					
AE8	During the recent past, I have taken steps to reduce my household's energy use					

Consumer's Energy-Saving Behaviour

20 Please reflect upon the following statements indicating Your 'Energy-Saving Behaviour' for the following statements. (1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Always)

	Consumer's Energy-Saving Behaviour	Frequency				
		1	2	3	4	5
CE1	I switch off lights and appliances when they're not in use.					
CE2	I use energy-efficient light bulbs around the house.					
CE3	I consciously try to change my daily habits for energy savings					
CE4	I use energy saving household appliances					
CE5	I consciously put an effort to reduce the amount of usage of household appliances. (Cooking, heating and cooling etc.)					
CE6	I believe in replacing older appliances which might be less energy efficient.					
CE7	I use smart power strip devices to manage the usage of my household appliances in a smart way					
CE8	I made an attempt to reduce the frequency of use of household equipment in order to reduce energy consumption.					
CE9	I look for cutting out air leaks to reduce draughts					

**PART E (Obj. 3 & 5)
FACTORS DETERMINING GREEN PURCHASE BEHAVIOUR**

Knowledge/ Awareness about 'Energy Efficient / Green Household Appliances'

20	Please reflect upon the following statements indicating Your Knowledge/Awareness about ‘Energy Efficient / Green Household Appliances’. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)					
	Knowledge/ Awareness about ‘Energy Efficient / Green Household Appliances’	Level of Agreement				
		1	2	3	4	5
KA1	I am aware with Energy Efficient / Green Household Appliances.					
KA2	I understand the environmental implications of Energy Efficient / Green Household Appliances.					
KA3	I am educated about energy rating labels.					
KA4	I am knowledgeable with energy-efficient and green household appliances.					
KA5	I am educated about the advantages of utilising energy-efficient / green household appliances.					
Attitude towards ‘Energy Efficient / Green Household Appliances’						
21	Please reflect upon the following statements indicating Your Attitude towards ‘Energy Efficient / Green Household Appliances’. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)					
	Attitude towards ‘Energy Efficient / Green Household Appliances’	Level of Agreement				
		1	2	3	4	5
AE1	Energy Efficient / Green Household Appliances play an essential role in reduce air pollution					
AE2	Energy Efficient/Green Household Appliances are essential in saving natural resources that would be utilised to produce energy, such as coal and water.					
AE3	I am assured that Energy Efficient / Green Household Appliances are always premium in price					
AE4	I am assured that Energy Efficient / Green Household Appliances could be a useful in long-run					
AE5	I feel that Energy Efficient / Green Household Appliances are a major ecological need, not merely a marketing tool.					
AE6	If I were to choose between energy efficient and traditional appliances, I'd prefer energy efficient.					
AE7	I believe that attractive government promotions on green items would help promote them.					
AE8	I would recommend that others buy and use energy-efficient / green household appliances.					
Consumer Readiness for ‘Energy Efficient / Green Household Appliances’						
22	Please reflect upon the following statements indicating Your Readiness for ‘Energy Efficient / Green Household Appliances’. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)					
	Consumer Readiness for ‘Energy Efficient / Green Household Appliances’	Level of Agreement				
		1	2	3	4	5
CR1	I am a strongly believe and advocate of Energy Efficient / Green Household Appliances.					
CR2	I do believe in using Green Products but am not a strong promoter of Energy Efficient Appliances.					
CR3	I am a modest believer of Green Products but not thought much on the issue.					
CR4	I have not much to do with green initiatives. Government should take measures.					
CR5	I am the least concerned about environmentalism. The government and industry should promote and address these challenges.					
CR6	If my disposable income grew, I would definitely go with Energy Efficient / Green Household Appliances.					
CR7	According to me, the most significant barrier to purchasing Energy Efficient / Green Household Appliances is the price.					
Subjective Social Norms						
23	Please reflect upon the following statements indicating Your Perception about the Influence of People Whom You Deemed Important when purchasing ‘Energy Efficient / Green Household Appliances’. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)					
	Subjective Social Norms	Level of Agreement				
		1	2	3	4	5
SS1	The majority of the individuals that are significant to me believe that I should get Energy Efficient / Green household appliances.					
SS2	The majority of those who are significant to me expect me to purchase energy-efficient / green household appliances.					
SS3	Most of the people who are important to me would support my purchasing Energy Efficient / Green Household Appliances next time.					
SS4	People whose opinions I value would choose energy-efficient or green household appliances instead of conventional ones.					
Moral Norms						
24	Please reflect upon the following statements indicating Your Feelings of Responsibility and Moral Obligation relating to the purchase of ‘Energy Efficient / Green Household Appliances’. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)					
	Moral Norms	Level of Agreement				
		1	2	3	4	5
MN1	I personally feel obligated to purchase energy-efficient / green household appliances for the sake of the environment.					

MN2	I feel bad when I purchase electrical items that harm the environment.					
MN3	Purchasing electrical appliances that harm the environment is morally unacceptable for me.					
MN4	Purchasing electrical appliances that harm the environment would violate my ethics.					
MN5	People like me have a responsibility to help to environmental conservation by avoiding electrical gadgets that harm the environment.					
MN6	Everyone should help promote green electrical appliance production by purchasing only energy-efficient / green household appliances.					

Environmental Self-Identity

- 25 Please reflect upon the following statements indicating Your Perception about Self as a 'Green Consumer' and how You use the Purchase of 'Energy Efficient / Green Household Appliances' to describe Yourself. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)**

	Environmental Self-Identity	Level of Agreement				
		1	2	3	4	5
ES1	I consider myself as someone who is concerned about environmental issues.					
ES2	I regard myself as an environmentally friendly customer.					
ES3	I would like my family and friends to think of me as someone who cares about the environment.					
ES4	I'd be embarrassed not to be perceived as having an environmentally responsible lifestyle.					
ES5	Purchasing Energy Efficient / Green Household Appliances makes me believe that I am an environmentally friendly consumer					

Warm Glow

- 26 Please reflect upon the following statements indicating Your 'Positive feelings gained from purchasing 'Energy Efficient / Green Household Appliances'. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)**

	Warm Glow	Level of Agreement				
		1	2	3	4	5
WG1	I like to help safeguard the environment by acquiring energy-efficient / green household appliances.					
WG2	I admire people who voluntarily buy energy-efficient or green household appliances.					
WG3	I have the sense of commitment to the wellness of humanity when purchasing Energy Efficient / Green Household Appliances.					
WG4	Purchasing energy-efficient / green household appliances makes me happy since they assist to safeguard the environment.					
WG5	Purchasing Energy Efficient / Green Household Appliances makes me feel good because it allows me to reduce my household energy consumption.					
WG6	Buying Energy Efficient / Green Household Appliances helps me feel good since they help me minimise my electricity cost.					
WG7	When I buy green things, such as energy-efficient appliances, I feel good about myself.					

Perceived Barriers

- 27 Please reflect upon the following statements indicating Your Perception towards Factors likely to Act as Barriers in Purchase of 'Energy Efficient / Green Household Appliances'. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)**

	Perceived Barriers	Level of Agreement				
		1	2	3	4	5
PB1	I cannot pay premium price to purchase Energy Efficient / Green Household Appliances.					
PB2	While shopping, I can't easily differentiate between energy efficient and traditional electrical appliances					
PB3	I require a lot of extra time to buy Energy Efficient Appliances					
PB4	I am not assertive about the trustworthiness of energy rating labels					
PB5	Lack of Information/Awareness about green products is responsible for its low demand.					
PB6	Lack of Availability / Unease of Access of green products is responsible for its low demand.					
PB7	Cost savings from green products are lower than anticipated.					
PB8	I fear of being cheated in the term of green products.					
PB9	Reluctance to change is responsible for the little demand of green products.					
PB10	Lack of proper advertising of green products is accountable for its low demand.					

Green Purchase Behaviour

- 28 Please reflect upon the following statements indicating Your 'Green Purchase Behaviour'. (1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Always)**

	Green Purchase Behaviour	Frequency				
		1	2	3	4	5
GP1	I buy Energy Efficient Appliances					
GP2	I am ready to shift from conventional appliances to Energy Efficient Appliances					

GP3	I shift to improved versions/brands of electrical appliances that are more energy efficient than my prevailing Household Energy Efficient Appliances					
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PART F (Obj. 8)
SUSTAINABLE DEVELOPMENT PRACTICES / CONSUMPTION BEHAVIOUR

29	Please reflect upon your Level of Agreement for the following statements reflecting various issues related to ‘Sustainable Development Practices/Consumption Behaviour’. (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)						
		Dimensions determining to ‘Sustainable Development Practices/Consumption Behaviour’.	Level of Agreement				
			1	2	3	4	5
	SD1	Encouraging green design-based construction and refurbishment					
	SD2	Encouraging Energy conservation methods in household and business purposes as well.					
	SD3	Discouragement of waste production methods					
	SD4	Promoting the recycling of solid waste, such as e-waste, paper, plastic, and metal.					
	SD5	Supporting the programme for sustainable food					
	SD6	Promoting water-saving measures in residential and business settings					
	SD7	Encouraging methods of sustainable land management.					
	SD8	Promoting sustainable mobility initiatives such as bus pass programmes, carpooling for non-motorized vehicles, etc.					
	SD9	Promote the purchase of eco-friendly products from reputable vendors.					
	SD10	Cut down on radioactive and hazardous waste					
	SD11	Promote environmental auditing in order to promote sustainable development.					

PART G (Obj. 4)
AWARENESS LEVEL & RECOGNITION OF GREEN ECO-LABEL SYSTEMS

30	AWARENESS LEVEL OF GREEN ECO-LABEL SYSTEMS Please indicate your level of awareness regarding eco-labels for the specified product categories as per the scale given below: (1 = Not at all Aware, 2 = Slightly Aware, 3 = Somewhat Aware, 4 = Moderately Aware, and 5 = Extremely Aware)						
		Product Categories	Level of Awareness				
			1	2	3	4	5
	AL1	Aerosol Propellants					
	AL2	Architectural Paints and Powder Coatings					
	AL3	Batteries					
	AL4	Cosmetics					
	AL5	Electronic / White Goods					
	AL6	Fire Extinguisher					
	AL7	Food additives and preservatives					
	AL8	Food items					
	AL9	Leather Products					
	AL10	Lubricating oil					
	AL11	Packaging Materials					
	AL12	Paper					
	AL13	Pesticides & Drugs					
	AL14	Plastic Products					
	AL15	Soaps and detergents					
	AL16	Textiles					
	AL17	Vegetable Oils					
	AL18	Wood Substances / Substitutes					

Please turn over

31 RECOGNITION OF GREEN ECO-LABELS			
Please indicate your Recognition (1 = Yes and 2 = No) for below given Green Eco-labels.			
	Green Eco-labels	Yes (1)	No (2)
RG1			
RG2			
RG3			
RG4			
RG5			
RG6			
RG7			
RG8			
RG9			

PART H (Obj. 2)
BEHAVIOR PATTERN OF SELECTED GREEN HOUSEHOLD APPLIANCES

32	Have you purchased a Star Rated / Green household appliance in last three years?	
	(a) Yes	
	(b) No	
33	If Yes, have you paid an additional amount for the Star rating label on the appliance?	
	(a) Yes	
	(b) No	
34	Do you prefer buying Star Rated products?	
	(a) Yes	
	(b) No	
35	What does Star rated product mean to you?	
	(a) More energy saving	
	(b) Statement for identity	
	(c) Good for the environment	

36	From among the below given parameters, Tick (✓) those parameters which you will consider as significant while purchasing a Star Rated Appliance against a Non-Star Rated Appliance. (Multiple Choice)	
	Parameters	Tick (✓)

P1	Label and brand name	
P2	Look and feel	
P3	Recommendation from relatives and friends	
P4	Persuasion from salesman	
P5	Personal research from website and newspaper before purchase	
P6	Cost incentive attached like easy EMI, festival offer, free gifts	
P7	Energy saving	
P8	Star Rating	
P9	Convenient to use	
P10	Health reasons	
P11	Latest and smart technology	
P12	Price	

37 Please rate the following parameters indicating their Level of Significance while purchasing a Star Rated TELEVISION. (1 = Not at all Significant, 2 = Slightly Significant, 3 = Moderately significant, 4 = Very Significant, and 5 = Extremely Significant)

	Parameters	Level of Significance				
		1	2	3	4	5
P1	Label and brand name					
P2	Look and feel					
P3	Recommendation from relatives and friends					
P4	Persuasion from salesman					
P5	Personal research from website and newspaper before purchase					
P6	Cost incentive attached like easy EMI, festival offer, free gifts					
P7	Energy saving					
P8	Star Rating					
P9	Convenient to use					
P10	Health reasons					
P11	Latest and smart technology					
P12	Price					
P13	Space					

38 Please rate the following parameters indicating their Level of Significance while purchasing a Star Rated REFRIGERATOR. (1 = Not at all Significant, 2 = Slightly Significant, 3 = Moderately significant, 4 = Very Significant, and 5 = Extremely Significant)

	Parameters	Level of Significance				
		1	2	3	4	5
P1	Label and brand name					
P2	Look and feel					
P3	Recommendation from relatives and friends					
P4	Persuasion from salesman					
P5	Personal research from website and newspaper before purchase					
P6	Cost incentive attached like easy EMI, festival offer, free gifts					
P7	Energy saving					
P8	Star Rating					
P9	Convenient to use					
P10	More Capacity					
P11	Health reasons					
P12	Latest and smart technology					
P13	Price					
P14	Space					

39 Please rate the following parameters indicating their Level of Significance while purchasing a Star Rated AIRCONDITIONER. (1 = Not at all Significant, 2 = Slightly Significant, 3 = Moderately significant, 4 = Very Significant, and 5 = Extremely Significant)

	PARAMETERS	Level of Significance				
		1	2	3	4	5
P1	Label and brand name					
P2	Look and feel					
P3	Recommendation from relatives and friends					
P4	Persuasion from salesman					
P5	Personal research from website and newspaper before purchase					
P6	Cost incentive attached like easy EMI, festival offer, free gifts					
P7	Energy saving					

	P8	Star Rating								
	P9	Convenient to use								
	P10	Health reasons								
	P11	Latest and smart technology								
	P12	Price								
	P13	Space								
40	Please rate the following parameters indicating their Level of Significance while purchasing a Star Rated WASHING MACHINE. (1 = Not at all Significant, 2 = Slightly Significant, 3 = Moderately significant, 4 = Very Significant, and 5 = Extremely Significant)									
	PARAMETERS		Level of Significance							
			1	2	3	4	5			
	P1	Label and brand name								
	P2	Look and feel								
	P3	Recommendation from relatives and friends								
	P4	Persuasion from salesman								
	P5	Personal research from website and newspaper before purchase								
	P6	Cost incentive attached like easy EMI, festival offer, free gifts								
	P7	Energy saving								
	P8	Star Rating								
	P9	Convenient to use								
	P10	Health reasons								
	P11	Latest and smart technology								
	P12	Price								
	P13	Space								
41	Please indicate your Level of Happiness with the purchase of below mentioned Star Rated Appliances: (1 = Not at all Happy, 2 = Slightly Happy, 3 = Moderately Happy, 4 = Very Happy, and 5 = Extremely Happy)									
	STAR RATED APPLIANCES		Level of Happiness							
			1	2	3	4	5			
	SR1	Television								
	SR2	Refrigerator								
	SR3	Air conditioner								
	SR4	Washing machine								
42	Are you able to measure the energy saved from the Star Rated Appliances?									
		(a) Yes								
		(b) No								
		(b) Never Measured								
43	If Yes, how did you measure the energy saved from the Star Rated Appliance?									
		(a) Electricity Bill								
		(b) Electric Meter								
44	Based on your past experiences of using Star Rated Appliances, will you continue to buy Star Rated Appliances in near future?									
		(a) Yes								
		(b) No								
		(b) Can't Say								
PART I (Obj. 6)										
GREEN BRAND AWARENESS, PERCEIVED GREEN BRAND IMAGE, PERCEIVED QUALITY AND PURCHASE INTENTION										
With reference to the Selected Product Categories i.e.: TV, REFRIGERATOR, AIR CONDITIONER and WASHING MACHINE, please indicate your level of awareness regarding Green Brands on the scale given below: (1 = Not at all Aware, 2 = Slightly Aware, 3 = Somewhat Aware, 4 = Moderately Aware, and 5 = Extremely Aware) (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)										
	FOR THE ABOVE SPECIFIED PRODUCT CATEGORIES		Level of Awareness							
			1	2	3	4	5			
45	Green Brand Awareness									
	GB1	I am aware of the work green brands do to protect the environment.								
	GB2	I've noticed a few environmental tags for the many eco-friendly companies.								
	GB3	I understand the significance of the environmental phrases and icons that readily available green brands employ in their advertising campaigns.								
	GB4	Some of the environmental emblems used by the many green firms in their marketing campaigns are ones that I can still recall.								
	GB5	I will choose to choose a green brand if I see an environmental label on it.								
46	Perceived Green Brand Image		Level of Agreement							
			1	2	3	4	5			
	PG1	The greatest standard for environmental promises, in my opinion, is the brands of green items.								

	PG2	The environmental reputation of the green brands is managed expertly.							
	PG3	The green brands that are readily available function well in terms of the environment.							
	PG4	A green product's brand genuinely focuses on environmental commitments.							
	PG5	Green goods brands have a strong reputation for caring about the environment.							
47		Perceived Quality	Level of Agreement						
			1	2	3	4	5		
	PQ1	The quality of green brands is higher than that of traditional ones.							
	PQ2	The quality of green brands is consistent when compared to conventional ones.							
	PQ3	When compared to traditional brands, the quality of green brands is consistent and efficient.							
	PQ4	The quality of green brands is significantly higher than that of conventional ones.							
	PQ5	The quality of green brands is significantly superior than that of conventional ones.							
48		Purchase Intention	Level of Agreement						
			1	2	3	4	5		
	PI1	Because of its commitment to the environment, using green items makes sense instead of other products.							
	PI2	I would rather use products that have environmental obligations, even if they have the same features as another product.							
	PI3	Even if there is a better product than green items, I would rather use the green one.							
	PI4	Using green items makes sense if other products do not pose a threat to the environment.							
PART J (Obj. 7)									
Please reflect upon the following statements measuring the Perception of various Green Marketing Tools on your Actual Purchasing Behaviour.									
(1 = Strongly Disagree, 2 = Disagree, 3 = Neither Disagree nor Agree, 4 = Agree, and 5 = Strongly Agree)									
		GREEN MARKETING TOOLS	Level of Agreement						
			1	2	3	4	5		
49		Green Perceived Product							
	GP1	I find green-branded goods to be trustworthy.							
	GP2	Greener products are superior to non-green ones.							
	GP3	Green brands, in my opinion, don't fully fulfil the greening process.							
	GP4	Green labels are simple to identify							
	GP5	I think Green Labels are a great resource when selecting a product.							
	GP6	Green labels persuade me to buy the goods.							
	GP7	The packaging makes a green product easier to identify.							
	GP8	Environmentally friendly packaging appeals to me more than non-eco-friendly packaging.							
	GP9	I like to purchase goods packaged in an environmentally responsible manner.							
50		Green Perceived Price	1	2	3	4	5		
	GP1	I'm willing to spend more money on eco-friendly things.							
	GP2	Green items are nice, but they cost a lot of money.							
	GP3	My main consideration when choosing green items is price.							
	GP4	Even though I would prefer to purchase eco-friendly goods, I am unable to do so.							
	GP5	If green products are just as expensive as my preferred brands, I'll switch to them.							
51		Green Perceived Place	1	2	3	4	5		
	GP1	I see green products all the time in my area.							
	GP2	Green products are readily available in my area.							
	GP3	In my community, I have no trouble locating environmentally friendly products.							
	GP4	There are no green products at the stores where I shop.							
	GP5	If green items are readily available, I might buy them.							
52		Green Perceived Promotion	1	2	3	4	5		
	GP1	I like to see advertisements that highlight the environmental benefits of products.							
	GP2	I'm interested in green advertising.							
	GP3	Environmental advertisements expand my understanding of eco-friendly items.							
	GP4	Environmental advertising helps consumers make wise purchasing decisions.							
	GP5	An appealing environmental commercial will persuade me to purchase eco-friendly goods.							
	GP6	Consumers find green marketing to be of low credibility.							

	GP7	The environmental promises made in green advertising are vague.								
53	ACTUAL GREEN PURCHASE BEHAVIOUR									
	For the below mentioned parameters, please indicate your Level of Priority when you decide on the actual product purchase of Green products with ecological features versus Non-green products.									
	(1 = Not a priority, 2 = Low priority, 3 = Medium priority, 4 = High priority, and 5 = Essential)									
		Parameters	Level of Priority							
			1	2	3	4	5			
	P1	Label and brand name								
	P2	Look and feel								
	P3	Recommendation from relatives and friends								
	P4	Persuasion from salesman								
	P5	Personal research from website and newspaper before purchase								
	P6	Cost incentive attached like easy EMI, festival offer, free gifts								
	P7	Energy saving								
	P8	Convenient to use								
	P9	Health reasons								
	P10	Latest and smart technology								
	P11	Price								