

Questionnaire Format

Green Buying Behaviour

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The purpose of this questionnaire is to understand green buying behavior of consumers. The questionnaire will take 15 minutes to complete and all the responses will be strictly used for academic purpose. Thank you for your help.

*Required

Have you bought environmentally friendly products? *

- Yes, Low involvement green products like LED bulbs, jute bags, organic food, biodegradable cutlery
- Yes, High involvement green products like LED TV, 5 star efficiency AC/refrigerator, environmentally friendly cement/car, solar products etc.
- Both
- Never
- Other:

Kindly choose among the following options that best describe your opinion regarding your purchase for any green/environmentally friendly products *

1 2 3 4 5 6 7

1. Not buying environmentally friendly products is alright when price is out of the budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I am contributing to economic growth by buying normal products rather than only emphasising on buying environmentally friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I don't buy buying environmentally friendly products for social show off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I buy normal products as it a part of my daily consumption habit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I avoid or don't buy environmentally friendly products as normal products are much more in number for choice than environmentally friendly products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. If normal products neither harm nor benefit the environment, I can buy normal products rather than buying environmentally friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. In a thickly populated country like ours, it is difficult to produce environmentally friendly products at such a mass scale. Most people buy normal products. Few people buying environmentally friendly products won't make much difference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Not buying environmentally friendly products will not damage the Earth/ Environment right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Choosing between normal products and environmentally friendly products is just a way to maximize my choice options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. As a rational individual buying normal products rather than environmentally friendly products is just a way to maximize my utility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Often products are presented as green whereas in reality that is not. Hence, it ok to buy normal products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I don't buy environmentally friendly products as I never felt the strong urge to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. People do unethical things on regular basis like lying, giving & taking bribe, not buying environmentally friendly products is not anything	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Everyone doesn't buy environmentally friendly products. Hence, I also don't always	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Not buying environmentally friendly products is not a big deal as compared to other environmental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Normal products are readily available as compared to environmentally friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Not buying environmentally friendly products is alright as retailers don't keep it with them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Often retailers push normal products rather than environmentally friendly products. Therefore, one is persuaded to buy normal products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Government/ NGOs discuss/ talk regarding environment. But no concrete actions are being taken to make environmentally friendly products available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Environmental deterioration is the natural time cycle of climate & environment. Not buying environmentally friendly products won't make much change to the cycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. High population is the cause of environmentally damage and not the normal products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Many of my purchases are the direct or indirect reference to my family, friends or social groups. I have to sacrifice environmentally products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Not buying environmentally friendly products is not a big deal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Outcome of environmentally friendly products buying is very slow & minimal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. As per my knowledge environmentally friendly products won't affect the environment positively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. Buying environmentally friendly products won't serve my purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. Sometimes not buying environmentally friendly products are OK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. I have limited knowledge of environmentally friendly products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. It's not consumers' fault, if environmentally friendly products are not being manufactured by firms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. If there is no strict action taken against the sale & use of non-environmentally friendly products , it is the fault of government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. If retailers are not keeping environmentally friendly products , then I am not to blame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32.. Our society needs to be much greener in action. I should not be blamed for not buying/ avoiding environmentally products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. There is a chance that there will be something wrong with environmental performance of this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. There is a chance that this product will not work properly with respect to its environmental design.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. There is a chance that you would get environmental penalty or loss if you use environmentally friendly product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. There is a chance that using this product will negatively affect the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. Using this product would damage your green reputation or image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. Environmentally friendly products are priced greater than the quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. Limited availability of the environmentally friendly products may increase the customer's effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. Costs associated with the information search and analysis regarding environmentally friendly products are high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41. Buying environmentally friendly products involves high cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42. Evaluation of cost and benefits in environmental buying decision are tedious task	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43. Financial security is important while buying environmentally friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44. My life is determined by my own monetary/ nancial/ economic actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45. It is easy for me to stick to my environmental aims and accomplish my goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46. I am confident that I could deal efficiently with environmental activities with unexpected events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47. Thanks to my resourcefulness, I know how to manage environmental purchasing and usage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48. Acting environmentally-friendly is an important part of who I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49. I am the type of person who acts environmentally-friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50. I see myself as an environmentally-friendly person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
51. "By buying environmentally friendly products, I can make a difference in helping the environment."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
52. I try to makesome of my friends aware regarding environmentally friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
53. I buy environmentally friendly' products, to persuade companies to become 'friendlier' to the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
54. I read regarding environmental issues to update myself regarding environmental situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
55. I buy green products as it positively affect the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
56. I make special effort to buy green products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
57. Because of environmental concern I buy green products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

58. I feel satisfy after buying green products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Name

Your answer

Gender *

- Female
- Male
- Other:

Age (in Years) *

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 & above

What is the highest level of education you have completed/ pursuing? *

- Graduation
- Post-Graduation
- Doctorate
- Pursuing Ph.D

State Your answer

About Author

Ms. Nitika Sharma is a zealous academician and research scholar in the area of green marketing and consumer psychology. She has more than 5 years of teaching and industrial experience. She is associated with teaching of Marketing, Services Marketing, Research Methodology and General Management in colleges of Delhi University and GGS IP University, Delhi since 2012 to undergraduate and post-graduate students. She has dozen of research papers/ articles/chapters to her credit published in the national and international journal of repute. She has mentored many post-graduate and undergraduate students in their research publications/ projects.

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