



Impact of Economic Instability on Green Shopping Behavior

Are you concerned about the environment protection?

- Yes
- No

Do you consciously choose GREEN products to take care of the environmental issues?

- Yes
- No

Check the following category of green products and tick mark wherever applicable: * Tick marks the products you are AWARE of –

- Everyday grocery items
- Health and beauty
- Apparel
- Cleaning and household items
- Pet products
- Fruits and vegetables
- Meat/Fish/Poultry
- Paper products
- Electronics/ Appliances
- Automobiles
- Office supplies
- Furnishings
- Other

Check the following category of green products and tick mark wherever applicable: * Tick mark the products you have PURCHASED before

- Everyday grocery items
- Health and beauty
- Apparel
- Cleaning and household items
- Pet products
- Fruits and vegetables
- Meat/Fish/Poultry



- Paper products
- Electronics/ Appliances
- Automobiles
- Office supplies
- Furnishings
- Other

Please indicate your opinion using a 5-point scale on the statements mentioned below that best describes your green shopping behavior:

Note: SDA = Strongly Disagree; DA = Disagree; SA = Strongly Agree

Statement	SDA	DA	Neutral	Agree	SA
a. I am extremely concerned about environmental issues so I intently purchase green products					
b. I will continue purchasing green products in future as well					
c. I would like to recommend people to buy green products					
d. I believe green products delivers the best value for money that I have spent					

Considering the current economic situation, please indicate your opinion using a 5-point scale on the statements mentioned below:

Note: SDA = Strongly Disagree; DA = Disagree; SA = Strongly Agree

Statement	SDA	DA	Neutral	Agree	SA
a. I look for less expensive green products					
b. I have reduced my usage of green products					
c. I have switched some of my green products to the conventional ones					
d. I have switched all of my green products to the conventional ones					
e. I have increased my usage of green products					
f. I do not feel the need to buy green products					
g. I purchase green products only if prices are comparable with those of the conventional ones					
h. I think price is more important than environmental					



friendliness					
i. I am willing to pay the higher price of green products for environment protection					

Which of the following "green" product attributes are most important to you? * (Choose all that apply)

- Waste reduction
- Biodegradable
- Energy efficient
- Conserves water
- Locally grown /produced
- Sustainable agriculture
- Non-toxic in nature
- Reduces greenhouse emissions
- Other

Which of the following aspects would encourage you to purchase green products? * (Choose all that apply)

- Competitive Pricing
- Increased availability
- Green certification
- Incentive programs
- Donations to charity
- Trial offers
- Other:

Please indicates your opinion on the following statements that best describes your "GREEN" behavior:

Statement	1 = Often	2 = Occasionally	3 = Rarely
a. I separate my trash at home for recycling			
b. I use energy efficient light bulbs			
c. I use paper bags or reusable bags			
d. I consciously purchase products that cause less pollution			
e. I do not buy product in aerosol containers (spray containers)			



f. I purchase paper products made from recycled paper			
g. I purchase products packed in reusable containers			
h. I switch off my AC when not in use			
i. I make conscious effort to use less electricity			
j. I try to purchase products which can be recycled			

Age group you belong to –

- 20 - 30 years
- 30 - 40 years
- 40 - 50 years
- 50 years & above

Annual Income –

- Below Rs. 5 lakhs
- Rs 5 to 10 lakhs
- Rs 10 to 15 lakhs
- Rs 15 to 20 lakhs
- Rs 20 lakhs & above

Gender –

- Male
- Female

Education level –

- Graduate
- Postgraduate
- Doctorate

Name (Optional)