



Green Buying Behavior

Dear Participants,

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.

Best Regards,

Nitika Sharma

* 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 *

	Disagree Strongly	Disagree Moderately	Disagree Slightly	Undecided	Agree Slightly	Agree Moderately	Agree Strongly
1. Not buying environmentally friendly products is alright when price is out of the budget							
2. I am contributing to economic growth by buying normal products rather than only emphasising on buying environmentally friendly products							
3. I don't buy buying environmentally friendly products for social show off							
4. I buy normal products as it a part of my daily consumption habit							
5. I avoid or don't buy environmentally friendly products as normal products are much more in number for choice than environmentally friendly products.							
6. If normal products neither harm nor benefit the environment, I can buy normal products rather than buying environmentally friendly products							
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.							



8. Not buying environmentally friendly products will not damage the Earth/ Environment right away

9. Choosing between normal products and environmentally friendly products is just a way to maximize my choice options

10. As a rational individual buying normal products rather than environmentally friendly products is just a way to maximize my utility

11. Often products are presented as green whereas in reality that is not. Hence, it ok to buy normal products.

12. I don't buy environmentally friendly products as I never felt the strong urge to buy it.

13. People do unethical things on regular basis like lying, giving & taking bribe, not buying environmentally friendly products is not anything

14. Everyone doesn't buy environmentally friendly products. Hence, I also don't always

15. Not buying environmentally friendly products is not a big deal as compared to other environmental damaging activities like dumping waste, using plastic bags etc.

16. Normal products are readily available as compared to environmentally friendly products

17. Not buying environmentally friendly products is alright as retailers don't keep it with them

18. Often retailers push normal products rather



than environmentally friendly products. Therefore, one is persuaded to buy normal products

19. Government/ NGOs discuss/ talk regarding environment. But no concrete actions are being taken to make environmentally friendly products available

20. Environmental deterioration is the natural time cycle of climate & environment. Not buying environmentally friendly products won't make much change to the cycle.

21. High population is the cause of environmentally damage and not the normal products

22. Many of my purchases are the direct or indirect reference to my family, friends or social groups. I have to sacrifice environmentally products

23. Not buying environmentally friendly products is not a big deal

24. Outcome of environmentally friendly products buying is very slow & minimal

25. As per my knowledge environmentally friendly products won't affect the environment positively

26. Buying environmentally friendly products won't serve my purpose

27. Sometimes not buying environmentally friendly products are OK

28. I have limited knowledge of environmentally friendly products.



29. It's not consumers' fault, if environmentally friendly products are not being manufactured by firms

30. If there is no strict action taken against the sale & use of non-environmentally friendly products , it is the fault of government

31. If retailers are not keeping environmentally friendly products , then I am not to blame

32. Our society needs to be much greener in action. I should not be blamed for not buying/ avoiding environmentally products

33. It is easy for me to stick to my environmental aims and accomplish my goals.

34. I am confident that I could deal efficiently with environmental activities with unexpected events.

35. Thanks to my resourcefulness, I know how to manage environmental purchasing and usage

36. There is a chance that there will be something wrong with environmental performance of this product.

37. There is a chance that this product will not work properly with respect to its environmental design.

38. . There is a chance that you would get environmental penalty or loss if you use environmentally friendly product.

39. . There is a chance that using this product will negatively affect the environment.



40. . Using this product would damage your green reputation or image.

41. Acting environmentally-friendly is an important part of who I am

42. I am the type of person who acts environmentally-friendly

43. I see myself as an environmentally-friendly Person

44. Environmentally friendly products are priced greater than the quality

45. Limited availability of the environmentally friendly products may increase the customer's effort

46. Costs associated with the information search and analysis regarding environmentally friendly products are high

47. "By buying environmentally friendly products, I can make a difference in helping the environment."

48. I try to make some of my friends aware regarding environmentally friendly products

49. I buy environmentally friendly' products, to persuade companies to become 'friendlier' to the environment.

50. I read regarding environmental issues to update myself regarding environmental situation

51. Buying environmentally friendly products involves high cost



52. Evaluation of cost and benefits in environmental buying decision are tedious task

53. Financial security is important while buying environmentally friendly products

54. My life is determined by my own monetary/ financial/ economic action



Name

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